

Residential Real Estate

This San Francisco company is now the largest residential brokerage firm in California

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Mark McLaughlin, CEO of Pacific Union
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Pacific Union International is now the largest non-franchise residential brokerage in California with 1,700 agents.

The San Francisco-based brokerage acquired three existing firms last year in Southern California adding 900 agents to the roster. The acquisitions involved [John Aaroe Group](#), [Partners Trust](#), and Gibson International that will now operate as Pacific Union.

“Our offering in mergers and acquisitions is based on a shared value system,” said [Pacific Union CEO Mark A. McLaughlin](#) in a statement. Those values include giving hiring the best talent and giving them resources and tools to thrive, he said

[Nick Segal](#), former CEO and founder of Partners Trust, will lead Pacific Union’s Southern California operations as president of Pacific Union L.A. overseeing 20 offices.

The Los Angeles expansion “unites L.A.’s most esteemed and highest-producing real estate professionals under one name,” said Segal.

With an expanded firm, Pacific Union expects to rake in sales of \$18 billion in 2018. McLaughlin and his former wife, Tracy McLaughlin, bought Pacific Union in 2009 soon after a mortgage crisis triggered the Great Recession and home sales tanked.

The company has been on a shopping spree since 2015 snapping up the three Southern California firms as well as East Bay-focused [Empire Realty Associates](#) and the Mark Co., a San Francisco condo marketing and research firm.