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Mark McLaughlin S

Pacific Union International

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With some deep pockets behind him, Mark McLaughlin has turned Pacific Union International into one of the most respected brokerages in the country.

Stepping out of the old-school brokerage mindset, he recently started a new business intelligence unit headed by former Trulia chief economist Selma Hepp in an effort to arm his agents with better market information. According to McLaughlin, his agents have a tech adoption rate of over 70 percent.