

FOR IMMEDIATE RELEASE

Terri Tiffany
Sand Hill PR Partners
Terri@SandHillPRPartners.com | 650-387-7720

Pacific Union International Real Estate Jumps to Eighth-Largest Brokerage in the U.S. With 2016 Sales Volume of \$10.15 Billion

The Real Estate Firm of the Future Tops Growth by Over 23 Percent Through West Coast Merger and Global Digital Ad Campaign

San Francisco, CA March 31, 2017 – Today RISMedia and REAL Trends, the nation’s leading real estate industry media organizations, ranked Pacific Union International, Inc. the eighth-largest residential real estate brokerage in the U.S., with 2016 sales volume of \$10.15 billion. The [RISMedia](#) and [REAL Trends](#) rankings cap a year of outstanding expansion for Pacific Union. Posting an impressive 23 percent growth rate over last year’s sales volume, the California-based brokerage led by CEO Mark A. McLaughlin moves up the list from ninth place in 2015.

Propelling this jump is Pacific Union’s newly expanded reach into the white-hot Los Angeles market through its December 2016 merger with luxury brokerage John Aaroe Group. With more than 400 real estate professionals, John Aaroe Group’s current operation is comparable in size to Pacific Union in 2009 when McLaughlin acquired the San Francisco-based brokerage. Pacific Union expects to execute a similarly aggressive growth trajectory with John Aaroe Group throughout Southern California.

The combined California brokerages support over 1,100 elite real estate professionals spanning the state, including a stellar team at The Mark Company, the premier sales and marketing firm for new luxury urban developments in the Western U.S. Pacific Union acquired The Mark Company in 2015, and the company drives sales and marketing efforts for landmark developments, including Los Angeles’ \$1 billion Oceanwide Plaza Residences and San Francisco’s ultraluxurious 181 Fremont Residences.

Beyond growth through acquisition, Pacific Union’s gain is fueled by the success of a record-shattering global digital marketing campaign launched in the summer of 2016, which resulted in a remarkable 171 percent increase in traffic to the brokerage’s website. The campaign was created as McLaughlin accelerated efforts to establish Pacific Union’s independence and preeminence in leading real estate capitals of the world.

“The results of our Pacific Union digital advertising campaign in The United Kingdom, China, India, and Brazil are stunning,” McLaughlin says. “We are seeing exponential increases in our website’s global user sessions that are driven directly by this campaign.

Conceived for Pacific Union by advertising powerhouse, Ogilvy & Mather Worldwide, the campaign's results exceed past international outreach efforts, including those delivered by Christie's International Real Estate, an affiliation that was formerly a driver for Pacific Union's global reach. On Jan. 1, 2017, Pacific Union and John Aaroe Group increased 2017 investments to extend these independent digital campaigns in Brazil, India, China, and the U.K. The year-to-date campaign results have delivered more than 60 million global impressions and 245,000 international site visits to www.PacificUnion.com

About Pacific Union

Founded in San Francisco in 1975, Pacific Union International, Inc. is the West Coast's premier luxury real estate brand. With sales volume of \$10.15 billion, real estate industry media leaders RISMedia and REAL Trends rank Pacific Union as the eighth-largest brokerage in the U. S. Through its 2015 acquisition of The Mark Company, the nation's leading sales and marketing firm for new urban luxury developments, Pacific Union expanded its brand to development projects from San Diego to Seattle. In 2016 Pacific Union merged with Los Angeles-based brokerage John Aaroe Group, extending the Pacific Union brand to become the ultimate California real estate company. The strategic alliance of these three powerhouses creates combined 2016 production of \$10.15 billion supporting over 1,100 elite real estate professionals in 38 offices throughout the Pacific coast. Extending Pacific Union's international reach, in 2013 the brokerage established an award-winning Beijing-based China Concierge program that fully supports its Chinese investors on the mainland. Additionally Pacific Union offers a full range of personal and commercial real estate services, including buying, selling, and relocation in addition to operating joint-venture businesses that provide rental and commercial property management and insurance services. Locally owned, Pacific Union executes with a vision for the future, an entrepreneurial mindset and unwavering commitment to deliver exceptional service and expertise. For more information, please visit us at www.PacificUnion.com.