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Press Release Distribution Report

April 19, 2026

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ACME Real Estate

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Distribution Report

Los Angeles Boutique Brokerage ACME Real Estate Joins Forces with SERHANT.

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Your Submitted Press Release

Courtney Poulos, founder and CEO of ACME Real Estate, has announced that they have joined forces with SERHANT. which transitions the 15-year-old boutique brokerage to a team model while maintaining the ACME brand and agent independence philosophy that has defined its success.

The announcement positions ACME for the next phase of industry evolution in one of the world's most competitive real estate markets. "We're at this critical moment where we have an opportunity to lean into our already innovative business model and take it to the next level," said Poulos.

Poulos's approach leverages SERHANT.'s national visibility and resources while preserving ACME's collaborative culture and startup mentality, enabling the team to compete at the highest level while maintaining personalized service. The collaboration showcases a hybrid model combining boutique independence with major brand scale.

"The demand for SERHANT. in California made this move a natural next step," says Ryan Serhant, the company's founder and CEO, in an official announcement. "Agents today want to stand out, build their brand and plug into a technology platform that drives real growth. That is what we have created. We're not expanding for the sake of it, we're expanding because the market is demanding it."

The Industry Shift

Poulos identifies three key factors driving the decision:

Visibility becomes essential: "The future is about visibility. We are in the NFL of real estate in Los Angeles, with some of the most expensive properties in the world."

Collaboration over isolation: Strategic alliances allow boutique brokerages to access enhanced resources while preserving culture and agent independence.

Platform evolution: AI-enabled tools, national marketing support, and technology capabilities provide competitive advantages that individual brokerages struggle to match alone.

"We're a people business, not a product business," Poulos explained. "The platform serves the agents, who serve the clients. At the end of the day, the consumer is the beneficiary of our approach."

ACME will operate as ACME x SERHANT., maintaining brand identity while gaining access to expanded capabilities. The move reflects broader industry trends as boutique brokerages adapt to rapid transformation.

About ACME Real Estate

Courtney Poulos is the Founder & CEO of [ACME x SERHANT](#). in Los Angeles, which was founded in 2011 and specializes in residential real estate, luxury properties, and renovation-resale strategy for investors.

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