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**HOWARD
HANNA**

REAL ESTATE SERVICES

Howard Hanna Real Estate Services Enters New York City

Acquisition of Elegran Real Estate Brings the Nation's Largest Independent Brokerage to Manhattan

New York, NY — October 16, 2025 — Howard Hanna Real Estate Services, the nation's largest privately held and family-operated brokerage and the fifth-largest real estate company in the country, has officially entered the New York City market through the acquisition of Manhattan-based Elegran Real Estate. This strategic expansion marks a powerful new chapter in the company's continued growth along the East Coast, connecting its dominant suburban and statewide presence with Manhattan and reinforcing its commitment to providing agents and consumers with the most trusted, full-service real estate experience in the industry.

"This is more than an acquisition — it's a statement of intent," said Howard W. "Hoby" Hanna IV, Chief Executive Officer of Howard Hanna Real Estate Services. "For nearly seven decades, our company has grown through relationships, service, and innovation. Expanding into Manhattan reflects our vision for connecting people and places in meaningful ways, helping agents thrive and clients achieve a best-in-class real estate experience. We're proud to bring Howard Hanna to New York City and excited for the opportunities ahead."

This expansion follows a decade of extraordinary growth for Howard Hanna across New York State. Since entering the market just ten years ago, the company has become the largest brokerage in the state by both agent count and homes sold, closing just shy of 103,000 transactions company-wide in 2024 and generating nearly \$37 billion in total closed sales volume.

Elegran has built its reputation on an entrepreneurial spirit and forward-thinking approach that mirrors Howard Hanna's own values. The firm's culture of innovation and independence has fostered a dynamic team of agents who thrive on creativity, collaboration, and client service — now amplified by the scale and resources of Howard Hanna Real Estate Services.

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“I founded Elegran with a simple goal: to create a brokerage that truly puts its agents first,” said Michael Rossi, CEO of Elegran. “As the industry evolved, I recognized the value in joining a larger, more influential community. Howard Hanna was the obvious choice. This partnership gives our agents the scale, technology, and marketing power to grow their business while maintaining the personal, client-first culture that has defined our success in the city.”

Elegran agents join Howard Hanna’s network of more than 15,000 agents and staff, recognized among the most productive professionals in real estate across the Mega 1000 brokerages.

Clients and agents will further benefit from Howard Hanna’s fully integrated suite of essential services — mortgage, title, and insurance — creating a seamless, end-to-end experience for every stage of the real estate journey.

“For the first time, consumers can work with a single brokerage that connects the entire Tri-State area,” said Matt Rand, President of Howard Hanna New York, New Jersey, and Connecticut. “From New York City through Long Island, Westchester, Connecticut, the Hudson Valley, and Northern New Jersey, we offer a truly unified network that meets clients wherever life takes them.”

As the company continues to expand its national presence, Howard Hanna remains focused on exploring opportunities and partnerships that strengthen its agent platform, extend its consumer reach, and reinforce its position as the leading independent brokerage in America.

About Howard Hanna Real Estate Services

Howard Hanna Real Estate Services is the #1 privately held and 5th largest real estate brokerage in the United States, consistently recognized as an industry leader in innovation, marketing, and financial services. With more than 500 offices across 14 states, Howard Hanna delivers a powerful, full-service real estate experience — from the city to the suburbs, and beyond.