

REAL ESTATE

Sotheby's International Realty welcomes new Texas firm to network

January 5, 2022



Available property in Tyler, Texas. Image credit: Staples Sotheby's International Realty

By LUXURY DAILY NEWS SERVICE

Sotheby's International Realty has added its 25th office in Texas with Staples Property Group LLC and Lake Palestine Real Estate Inc. joining its affiliated network.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Operating as Staples Sotheby's International Realty, the firm has three offices serving eastern Texas with headquarters in Tyler. As luxury homebuyers look for larger properties, real estate brokerages are investing in markets with high growth potential.

"Known as the Rose Capital of America, the city of Tyler is making a name for itself," said Philip White, president/CEO at [Sotheby's International Realty](#), in a statement.

"As we saw throughout the pandemic, buyers are continuously flocking to new markets in search of space, natural beauty, and lifestyle interests," he said. "The region is seeing increased interest from urban cities and Western states looking for a more relaxing pace of life."

Bigger in Texas

In addition to Tyler, Staples Sotheby's International Realty has offices in Lake Palestine and Palestine. The firm is owned by Dana Staples, who leads a team of 15 sales associates and is planning for continued growth.

"Our affiliation with Sotheby's International Realty permits us to provide the best possible experience for our buyers and sellers and gives us the support we need to further expand our presence in the region," Ms. Staples said in a statement.

Sotheby's already has an established presence in several major Texas markets, including Austin, Dallas, Houston and San Antonio.



Available property in Austin, Texas. Image credit: Sotheby's International Realty

"Dana and her team bring a well-rounded background to the brand, and I look forward to welcoming Staples Sotheby's International Realty to the network and our continued expansion in Texas," Mr. White said.

In 2019, brokerage Douglas Elliman expanded its footprint to Texas through a joint venture with Houston-based real estate marketing and sales firm Sudhoff Companies.

Through the deal, Sudhoff's operations were placed under the Douglas Elliman umbrella, giving the brokerage an 85 percent share of the new-build condominium market in the city ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.