Howard Hanna Real Estate Services Expands into Philadelphia Market

Philadelphia, Pa. — Howard Hanna Real Estate Services, the nation's largest privately held and family-operated real estate brokerage, has officially entered the Philadelphia market through a partnership with longtime industry leader Art Herling. The move strengthens the company's presence in Pennsylvania and extends its agent-first model into one of the region's most important real estate markets.

"This expansion reflects both our history and our future," said Howard W. "Hoby" Hanna IV, Chief Executive Officer of Howard Hanna Real Estate Services. "We've spent nearly 70 years building our business in Pennsylvania, and entering the Philadelphia market allows us to carry that legacy forward while continuing to invest in agents, families, and the communities they serve."

Howard Hanna is the largest privately owned real estate brokerage in the country and the largest brokerage in Pennsylvania, with a strong and growing presence across the Mid-Atlantic and Midwest. In 2025, Howard Hanna closed nearly 107,000 transactions company-wide, totaling almost $40 billion in closed sales volume. Over the past several years, Howard Hanna has continued to expand its footprint across multiple regions, adding offices, agents, and market share in key East Coast markets, including New York City.

A 45-year real estate veteran, Art Herling and his team bring to the partnership deep local leadership and a reputation for agent excellence built over decades in the Philadelphia region. A former public school teacher, Herling is widely known for his hands-on approach, his ability to coach and develop agents, and his work across a broad range of real estate—from first-time buyers and urban neighborhoods to luxury homes, land, new construction, and investment properties.

"This partnership felt right because it's about people and values," said Herling. "Howard Hanna understands family—both in life and in real estate. This alignment allows our agents to continue doing what they do best while gaining long-term support from a company that shares our commitment to service, independence, and growth."

The expansion brings more than 100 agents across four offices serving Philadelphia proper, the Main Line communities of Devon and Wayne, Montgomery County (including Blue Bell), and Bucks County (including Doylestown). Agents will benefit from Howard Hanna's integrated, one-stop-shop—including mortgage, title, and insurance services—along with technology, marketing, and operational support designed to help agents run stronger, more sustainable businesses without sacrificing autonomy or local identity.

"Philadelphia is a market we're committed to for the long term," said F. Duffy Hanna, President of Howard Hanna Financial Services. "As we grow alongside Art and his agents, we're building a full-service presence across the Delaware Valley—expanding support for agents and bringing mortgage, title, and insurance capabilities closer to the transaction."

As Howard Hanna continues its national growth, the company remains focused on strategic opportunities that enhance its agent platform, reinforce its family-owned culture, and deliver a more complete experience for buyers and sellers.

Additional information, leadership bios, and downloadable media assets are available at **Philly.HowardHanna.com**.

About Howard Hanna

Howard Hanna Real Estate Services proudly provides real estate, mortgage, title, and insurance services across 15 states. As the largest family-owned and -operated real estate brokerage in the United States, Howard Hanna operates more than 500 offices with 15,000 sales associates and staff. The company's proprietary Hanna Success System helps its agents achieve 53% more business than agents at the top 1000 brokerages nationally. Learn more at www.HowardHanna.com.

Contact: Aaron Ruegg | aaronruegg@howardhanna.com