

IN PERSON

A Bet on Independent Brokerage

By **Sam Lattot** | Banker & Tradesman Staff | August 23, 2026

Brian Pothier

Managing Partner, LuxRECapCod

Industry Experience: **39 years**

Photo courtesy of LuxRECapCod



As larger residential brokerages absorb smaller competitors across the country, the LuxRECapCod team made the decision to separate from Gibson Sotheby's International Realty and open its own office.

The newly independent brokerage, led by Brian Pothier and Matt Leonard, is betting Cape Cod residents will value its independence as they seek representation that understands the unique nature of buying and selling on the Cape.

LuxRECapCod also hopes its use of local contractors and businesses to market and stage properties will boost the local economy and strengthen its local reputation. The brokerage believes its distinctive approach will help sellers achieve stronger returns and sell their properties more quickly.



LuxRECapCod Styling & Staging Division

Q: What went into your team's decision to leave Gibson Sotheby's?

A: It's absolutely going against the trend of what's going on in the country. The brand is affiliated with Compass; everything's being consumed, and it's very corporate-driven. Cape Cod is a unique market that I don't think the bigger companies directly understand. Look at Orleans, where our main office is located. It has one of the highest populations over age 65 in Massachusetts. Print media is dying in much of the world, but on Cape Cod we're expanding our use of print. That runs against the trend, but it suits our marketplace and this unique place.

Q: These big companies might have more agent support and infrastructure. Going out on your own, what's the value-add?

A: I've been in this business for 39 years. I've worked with all types of companies, and even in this marketplace the trend has been toward bigger companies. Major players buy smaller companies, but home sellers don't benefit from that process. We want to give sellers the biggest bang for the dollar, maximize the marketing and control it. We can sit down with a seller and say, "You will be in the paper. You will be here. You will be there." That doesn't happen with the major players. Their agents are limited to what the company will do; if they want more, they pay for it themselves.

Our model also supports our local staging and styling division. Even at our current size, that creates jobs for 15 to 20 people. We love creating local jobs and a team environment where everybody wins. We market real estate at the highest level. We style and stage every property. Agents are tired of the current environment, and many want to join the kind of workplace we're creating.

Q: How important are marketing and staging in the current market?

A: We stage and style every property. At times, that includes light fixtures and accent-wall painting. It's not just going in and moving furniture around. We manage enough furniture for 18 to 20 households on any given day, so we have movers, vans - the whole operation. We feel that strongly about it.

Most buyers coming here don't live here. Many sellers own second homes, have rented them, or are older. We come in and refurnish a property to give it that Cape Cod feeling. Almost every buyer starts online.

We oppose the use of AI-generated property images. Some brokerages add patios or other features that aren't there. That's false advertising and misleads buyers. When people see our properties online and then visit, the homes look as pictured. Our staging has multiple layers, down to the details on a coffee table. We feature many local Cape Cod artists. It gives properties a fantastic look, helps them sell more quickly and typically helps sellers achieve at least 10 percent more than they would if someone simply photographed the home as-is. It creates a move-in-ready feeling.

Q: Is LuxRECapCod a test case for whether independent brokerages can still thrive despite continued consolidation?

A: If you look at our brand and what we do, the Sotheby's name was more of a hood ornament for LuxRECapCod. We generated 100 percent of our own business. It's essentially a franchise, like McDonald's. You'd think the name brings in the technology, but that's not really true. In our first week, at least 15 or 20 agents contacted us saying, "We hate where we are. Can we get together and meet?" You can see the frustration among agents.

We give value, and I don't think agents are getting that elsewhere. If you go to McDonald's, you get a basic hamburger; if you choose fine dining, it's a different experience. This is exciting and fun. Someone else might say, "We'll put it on for \$800,000." We look at it and say, "If we do this, we can put it on for \$1 million." Two hundred thousand dollars makes a big difference. It's rewarding to see the before-and-after results.

Pothier's Five Favorite Cape Cod Spots

1. Salt Pond Visitor Center, Eastham
2. Atlantic White Cedar Swamp Trail, Wellfleet
3. Provincetown
4. Nickerson State Park, Brewster
5. Fishermen's View, Sandwich