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FOUNDER + CEO
ACME REAL ESTATE
PODCAST CO-HOST
UNDER ALL IS THE LAND

RECOGNIZED AS ONE OF
THE NATION'S INSPIRATIONAL
WOMEN IN REAL ESTATE

The New York Times

Review: 'My City's Just Not That Into Me,' a Real Estate Series on FYI



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My City's Just Not That Into Me Courtney Poulos is the star of this new series Wednesdays on FYI. FYI

By **Neil Genzlinger**

March 3, 2015

Television already has more real estate shows than necessary, but if you can't get enough of peering inside strangers' houses, FYI

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MODERN LUXURY

MODERN LUXURY SPOTLIGHT

TOP
LUXURY
REAL
ESTATE
INDUSTRY
LEADERS

Courtney Poulos

**ACME REAL ESTATE
BROKER, OWNER & CEO**

Courtney Poulos is a firm believer that real estate is the pathway to financial stability. As owner and CEO of ACME Real Estate, she's also the author of *Break Up! With Your Rental!* (breakupwithyourrental.com), a book that guides professional women in purchasing their first home and imagining their financial life differently. "A poverty mentality centers on buying things with your money, but a wealth mentality centers on spending money to make money," says Poulos.

Founded in 2011, ACME is a full-service, independent brokerage catering to a discerning, design-conscious clientele across all budgets in LA's unique and vibrant neighborhoods. Poulos counts tenacity, instinct, inventiveness and conscience as the keys to her success. ACME recently expanded to Orlando, and is actively seeking expansion opportunities in other markets. In 2022, ACME also launched its one-of-a-kind scholarship program for recent high school graduates in underserved communities. "We're committed to inclusivity in this industry and we're excited to share financial literacy and education with future leaders of Los Angeles," she says.

As far as the market's wild ride, Poulos says, "In Los Angeles, there is no wrong time to buy—only, sometimes, a wrong time to sell. There is no reason to wait. The time to buy is when you can, where you can."

ACME also boasts a streetwear line, room fragrance line and a new candle collaboration with Apothia, all available on its website. Poulos says, "We're always looking for home and design brands to collaborate with, as ACME revels in a holistic approach to home."



MODERN LUXURY

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TOP LUXURY
REAL ESTATE LEADERS



MODERN LUXURY SPOTLIGHT

COURTNEY POULOS

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PHOTOGRAPHY BY PHILIP MACIAS



Mortgage | Real Estate 1 minute read

August 1, 2023, 12:01pm by Lesley Collins

[News > Mortgage](#)

This year's HousingWire Women of Influence list recognizes a remarkable group of women in housing who represent the pinnacle of excellence and innovation. These extraordinary women have shattered glass ceilings, defied expectations and carved a path of success through their dedication, expertise and unwavering commitment to transforming the housing landscape. Through their visionary leadership, they have propelled the industry forward, driving change, fostering inclusivity and taking the reins as female executives in a traditionally male industry.



 About Lesley Collins

Lesley is Program Manager for HousingWire's Editor's Choice Awards. Lesley has a versatile marketing background with more than ten years of experience in a number of different industries ranging from healthcare to real estate services. During the course of her career, she has managed marketing and PR campaigns for clients large and small.

From leading mortgage companies and real estate firms to spearheading groundbreaking initiatives and driving positive change, these business executives are making an indelible impact on housing. Their combined efforts are creating a more equitable, sustainable, and vibrant housing sector, encompassing areas such as development, operations, sales and so much more.



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INVENTORY 846,516 + 14,212 30-YR FIXED RATE 6.50% + 0.02% 10Y TREASURY 4.08% + 0.03%

2021 HW Woman of Influence: Courtney Poulos



Courtney Poulos is a revolutionary, outspoken advocate for agent rights and equality for all agents under NAR policies and is the visionary behind the expansion of her LA-based brokerage into the Florida market. Poulos has been making her mark on the industry since 2005 by pairing people with the perfect buyer or seller, mentoring | **— HOUSINGWIDE**



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Awards

2020 HW Woman of Influence: Courtney Poulos

ACME Real Estate, Owner/Broker



WOMEN OF INFLUENCE 2020



Courtney Poulos



FINANCIAL FREEDOM WAITS FOR NO MAN.

break up!

WITH YOUR RENTAL

BY BROKERAGE OWNER, TV HOST, AND SPEAKER
COURTNEY J.E. POULOS

MEET
ACME REAL ESTATE
THE TRENDSETTERS OF RENOVATION RESALE IN LOS ANGELES

THE ACME EXPERIENCE IS LIKE HIGH-END BOUTIQUE SHOPPING! OUR CLIENTS GET AN ENTHUSIASTIC AND ATTENTIVE AGENT WHO GENUINELY CARES.

Remember the moment in 2013 when you started to think of real estate agent? For Courtney and Christopher, the answer is just "being". Courtney and Christopher, the founders of ACME, started their journey in real estate with a passion for renovation and resale. They saw a gap in the market for high-end, boutique-style properties and decided to fill it. They started by renovating and reselling properties in the Los Angeles area, focusing on properties that were in need of a little TLC. They used their own money to renovate and resell properties, and they were successful. They started to build a reputation for themselves as the go-to agents for renovation and resale in Los Angeles. They were known for their attention to detail and their ability to find the perfect property for their clients. They were also known for their honesty and their willingness to go above and beyond for their clients. They were the realtors who truly cared about their clients and their properties. They were the realtors who made a difference in the lives of their clients. They were the realtors who were the trendsetters of renovation resale in Los Angeles.

THE ACME EXPERIENCE IS LIKE HIGH-END BOUTIQUE SHOPPING! OUR CLIENTS GET AN ENTHUSIASTIC AND ATTENTIVE AGENT WHO GENUINELY CARES.

ACME has been named one of the top real estate agencies in Los Angeles by *Entrepreneur* magazine. They have also been featured in *Real Estate Weekly*, *Los Angeles Times*, and *Forbes*. They are proud to be a part of the real estate community and to serve their clients with the highest level of professionalism and integrity. They are committed to providing their clients with the best possible experience and to helping them achieve their real estate goals. They are the realtors who truly care about their clients and their properties. They are the realtors who make a difference in the lives of their clients. They are the realtors who are the trendsetters of renovation resale in Los Angeles.






Meet Courtney Poulos

January 26, 2024

We're excited to introduce you to the always interesting and insightful Courtney Poulos. We hope you'll enjoy our conversation with Courtney below.

Alright, so we're so thrilled to have Courtney with us today – welcome and maybe we can jump right into it with a question about one of your qualities that we most admire. How did you develop your work ethic? Where do you think you get it from?

I was a child in the 1980s. No cell phones, MTV was new, people still danced. Madonna was my inspiration, and she as irreverent, plus people said I looked like her (even when I was 8). Unlike mainstream cultural noir, my family was NOT in a era of material gain, but the social programming did create wants in me—material wants. While my single mom worked every day from 8am-7pm, I dreamed up things to sell to the neighbors. I












STORIES & INSIGHTS

Meet Courtney Poulos

STORIES & INSIGHTS OCTOBER 9, 2022

Share This Article We were lucky to catch up with Courtney Poulos recently and have shared our conversation below.






Courtney, thanks for joining us, excited to have you contributing your stories and insights. Let's start with a story that highlights an important way in which your brand diverges from the industry standard.

I created ACME Real Estate in 2011 to fill a void in our industry – founding a female-fronted, quality not quantity real estate brokerage focused on talent development and not facts and figures. I was inspired to reinvent the boutique experience for buyers and sellers in Los Angeles at ANY price point, and create a marketing mechanism that focuses on editorial campaign and public relations more than the standard one-size-fits-all photos and MLS printouts type of listing representation (which was the acceptable norm at the time). When ACME hit the scene, it was a time when many agents had gotten out of the industry and the remaining agents were not enthusiastic about the market. We provided a fresh approach, a retail approach, staging our homes as if they were surf shops, creating marketing materials that rivaled tiny magazines, and engaging with the homebuyers in a way that educated them on how to build empires beyond the singular purchase.

HAUTE RESIDENCE

Member Spotlight: Luxury Realtor Courtney Poulos is Making her Mark on the Los Angeles Market

October 24, 2022










inman

Courtney

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LUXURY LENS

Real estate apprenticeship is the answer to new agent retention

Find out more about broker-owner Courtney Poulos' journey and what she thinks new agents need most from the industry



Courtney

Inman On Tour Texas is around the corner! NEW Take the August Inman Intel Survey 2025 real estate events calendar

BROKERAGE

Brokers are beginning to see bright side of post-settlement landscape

Industry changes stemming from the National Association of Realtors' antitrust settlement have made listing appointments easier, among other perks, real estate leaders told Inman

Image by: LinkedIn, Facebook, Canva, and Jim Dalrymple II

BY JIM DALRYMPLE II
January 21, 2025

Can't join us in person at Inman Connect New York? Don't miss out on insights and strategies shared by over 250 industry-leading speakers across 75+ carefully curated sessions. With a Virtual Pass, you'll get all the tools you need to seize new opportunities — delivered straight to your screen, wherever you are!



Courtney

Inman On Tour Texas is around the corner! NEW Take the August Inman Intel Survey 2025 real estate events calendar The Taylor Swift Selling Search NEW

BROKERAGE

Meet Inman's 2023 'Person of the Year': The Small Broker-Owner

Small brokers may not get as much attention as the big guys, but they make up the majority of the real estate industry's firms and manage to win David-and-Goliath struggles every day.

Image by: Inman

BY JIM DALRYMPLE II
January 04, 2024

The neediest is in — the old way of doing business is over. Join us at Inman Connect New York Jan. 23-25, where together we'll conquer today's market challenges and prepare for tomorrow's opportunities. Defy the market and bet big on your future.

Amber Montano's managing broker didn't believe in her.

Montano has worked in real estate since 2002, doing stints in some of the bigger name brokerages including eXp Realty and Keller Williams. But in 2010, she finally decided to branch out on her own. She got her broker's license and rented an office space. Then she received a visit at her new office from the managing broker of the company she was leaving.

"He told me I would not make it a year as a boutique brokerage," Montano recently told Inman. "That I would be swallowed up."

Montano said the broker was apparently trying to "intimidate me" into backing off, and he made an offer that would've allowed her to start her own brand within the confines of the bigger company. But Montano would not be deterred. In fact, she said the comments only fueled her resolve to make her own company work — even in a market dominated by mega firms.

Amber Montano

Inman Connect

Invest in yourself, grow your business—real estate's biggest moment is in San Diego

much of 2024, the mood in real estate was tinged with panic.

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Inman On Tour Texas is around the corner! Check out NEW Market View tools 2025 real estate events calendar NEW 3 metrics keepin

VIDEO

WATCH: The importance of reading your contracts

Frances Katzen and Courtney Poulos talk with Dana Cadena about the importance of buyer representation, understanding your contracts, professionalism in the industry and more at ICNY

INMAN CONNECT

'Bring your big damn purse': How women can build wealth through real estate

Women have a lot of catching up to do in the investment space, speakers at Inman Connect said during a panel on Tuesday

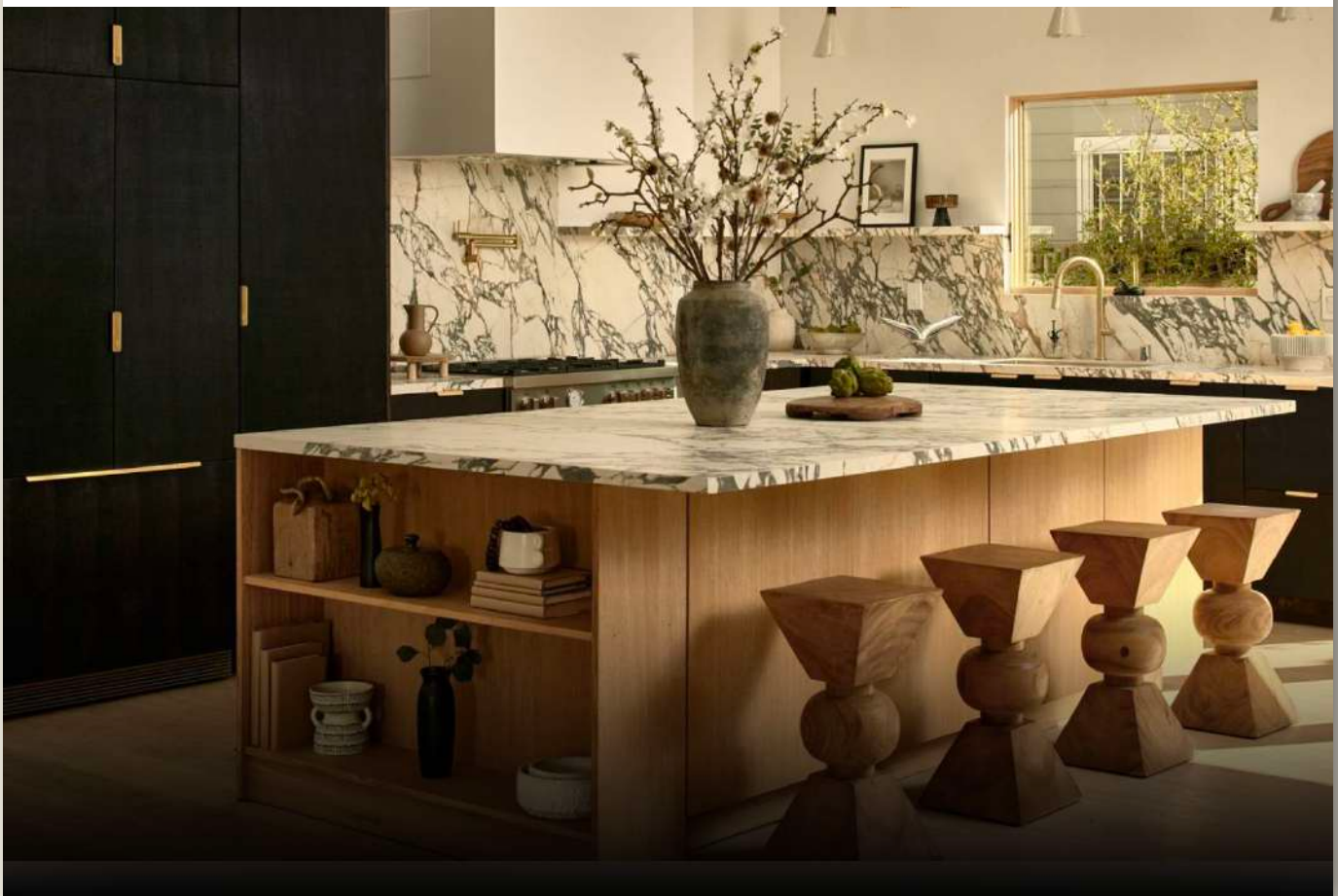
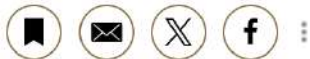
BY LILLIAN DICKERSON
January 26, 2021

Women have a lot of catching up to do in the investment space, speakers at Inman Connect said during a panel on Tuesday.

MANSION GLOBAL

Los Angeles Ca, California, Home With 2,134 Square Feet and Four Bedrooms Asks \$1.8 Million

BY MANSION GLOBAL AUTOMATION ORIGINALLY PUBLISHED NOV. 16, 2022, 6:33 AM EST | [MANSION GLOBAL](#)



NEWS, PROPERTY | 11.09.23 | BY THE SPACES TEAM

A postwar LA bungalow is reimagined as a modern sanctuary

Yours for \$1.7m



Photography: ACME Real Estate

It looks like a rustic cabin on the outside, but this Los Angeles bungalow is a modern minimalist sanctuary in the popular Crenshaw Manor neighbourhood.

Crenshaw Manor is a pocket of Los Angeles developed in 1942 for WWII defence workers and their families on the west side of Crenshaw Boulevard from Coliseum Street to Santa Barbara Avenue. This four-bedroom bungalow dates from 1945 and has undergone a top-to-toe reinvention, from its timber-clad

THE SACRAMENTO BEE

NEWS SPORTS POLITICS RESTAURANTS OPINION GAMES OBITUARIES FINANCE

CALIFORNIA

'Architectural gem' is for sale in California — and has a unique wall finish. See it

By TJ Macias

Updated May 20, 2024 6:38 AM [Gift Article](#)



The four-bedroom L.A. residence has a **Roman Clay wall finish**

Four-bedroom, "architectural gem" of a home in Los Feliz neighborhood of Los Angeles has a Roman Clay wall finish. It's listed at \$3.2M. By David Caraccio



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Comstock Elevates Northeast LA Living with Nelavida



Courtney Poulos, CEO at ACME Real Estate and Troy Busse, Vice President

By Brand Studio

DEC 3, 2024, 6:14 AM PST

MSN: 10 *visionaries*
TRANSFORMING THE
real estate INDUSTRY

March 14, 2024





HARVARD
UNIVERSITY



COURTNEY POULOS is the CEO and Broker of ACME Real Estate, a trailblazing firm focused on delivering high-quality, design-driven real estate sales advising. With over two decades of experience, she has become a sought-after expert in the industry. Courtney's adaptability and innovation have expanded

Courtney Poulos

We caught up with Courtney Poulos from Class 26 after her first **Advanced Management Development Program in Real Estate (AMDP)** term for a reflection on her experience in the program so far.

You have an award-filled background. What led you to apply to the AMDP at this point in your career?

In real estate, every day is something new, but it is very local and tactile. Many of us got into this business with bigger ideas, but the day-to-day is all-consuming. I realized I was missing a broader perspective on this world, a deeper understanding of the terminology we always use, and new voices to push me.

So the prospect of being educated by global leaders in real estate alongside other leaders, and being in a community of like-minded peers, was very appealing. This program could help me take my



Forbes

REAL ESTATE

10 Ways To Ensure Compatibility With Potential Brokerage Partners



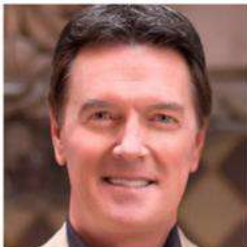
By [Forbes Biz Council Expert Panel](#), Forbes Councils Member.
for [Forbes Biz Council](#), [COUNCIL POST](#) | Membership (fee-based)

Published Oct 12, 2021, 08:15am EDT, Updated Apr 21, 2022, 08:14am EDT

Forbes

Biz Council

EXPERT PANEL®



8. Be Aligned On The Long-Term Plan

Business partners must have the same cultural core values, recruitment style, management ethos and long-term vision for the brand and company. Taking time to evaluate strengths and weaknesses early on will help save time and headaches down the road. Create milestones for revisiting the master plan periodically so neither partner feels stuck on an unexpected course. Symbiotic vision is key. - [Courtney Poulos](#) ACME Real Estate

The Gradual Dismantling of Real Estate's Central Marketplace



Written by:
Steve Marciniuk

Date:
15 Apr 2025

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For over a century, the Multiple Listing Service (MLS) has served as the backbone of real estate transactions in America. Now, that foundation is showing signs of stress as new platforms challenge the status quo, leading to policy changes to the strategies of large brokerages—challenging the traditional system.

Courtney Poulos, founder of [ACME Real Estate](#) and a keen observer of industry trends, notes: "The actual impact of [clear cooperation] is going to be the elimination of such large loopholes that large brokerages and portals can exploit their advantage. The longer it is seen as necessary."

How Courtney Poulos Built ACME Real Estate's Distinctive Marketing Approach



Written by:
Steve Marciniuk

Date:
27 Mar 2025

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Courtney Poulos and Heather Unger

[ACME Real Estate](#) founder Courtney Poulos has earned a reputation as one of real estate's most dynamic innovators. A two-time *HousingWire* Woman of Influence (2020, 2023), *Forbes* Real Estate Council member, and sought-after industry speaker, Poulos has built a brand that others frequently try to imitate – but can never quite replicate.





MILLION DOLLAR LISTING

^{TV}
The 'Million Dollar Listing Los Angeles'
Season 12 Trailer Is Here! (Exclusive)



Courtney Poulos
HomeLight Elite Agent
Over \$217 million in production

 HomeLight

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COURTNEY POULOS

REAL ESTATE BROKER
ACME REAL ESTATE

Courtney Poulos is the definition of the term "wunderkind." A member of MENSA, she began taking college classes at Penn State University at age 13 and entered the University of Maryland full time at 16. Upon winning the coveted Daniel J. Edelman Public Relations Student of the Year Award in 1997, she came to Los Angeles and never looked back. She formed ACME Real Estate in 2011, a design-savvy boutique brokerage taking an innovative approach to brand marketing and real estate sales. She is a proud member of the California Association of Realtors WomanUP! leadership and mentoring program, and the 2017 Forbes Real Estate Council.

Q: What led you to begin ACME?

A: It wasn't until real estate that it came together, plus I have a little problem with authority. I wanted to do cutting-edge marketing without asking for permission from the bureaucracy!

Q: What is the genesis and mission of ACME?

A: I named my firm ACME because we put our clients' interests, including their branding, ahead of our brokerage branding. We created an environment where we can spin on a dime based on the home seller or buyers particular needs. There is even a design component built into our business where we help homebuyers achieve a designer look within their budgets.

Q: How has your hosting "My City's Just Not That Into Me" influenced your business?

A: The show gave me a platform and an inspiration. Not only did I get to travel the United States and see how far the homebuying dollar goes in multiple American cities, but I also had the revelation, while filming, that the merits of homeownership extend far beyond the boundaries of our great city. A real estate maven told me to "buy at least one property per year, no matter where and no matter how much." That's powerful guidance. And it is also possible to accomplish when you look at real estate from a broad lens.

Q: What is your professional mission?

A: To educate and encourage all people, especially women, to use real estate ownership as a tool for creating financial independence and personal wealth.

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Photography by Brooke Mason
Shot on location at The Culver Hotel
Makeup by Penata Rensky

MODERN LUXURY PRESENTS



Medium

Women Leaders Of Real Estate: Courtney Poulos of Acme Real Estate On The 5 Things You Need To Succeed In The Real Estate Industry

An Interview With Jason Hartman



Jason Hartman

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12 min read · May 26, 2022



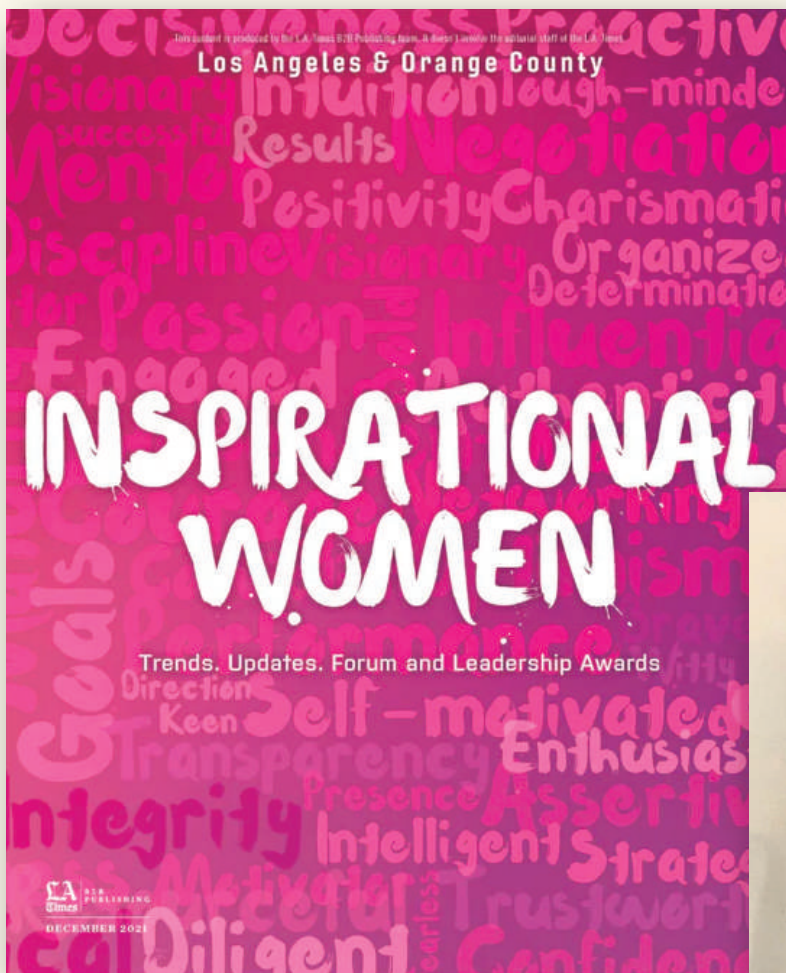
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WOMEN OF INFLUENCE 2023



CONGRATULATIONS TO
COURTNEY POULOS



Courtney Poulos

Broker/Owner/CEO
ACME REAL ESTATE

Courtney Poulos is the visionary behind ACME Real Estate. She is a member of the Forbes Real Estate Council and a panelist at Inman Connect, Awesome Females in Real Estate, and the California Association of Realtors WomanUP! Initiative. She has appeared on television — both as the host of FYI's "My City's Just Not That Into Me" and in season 12 of Bravo's "Million Dollar Listing Los Angeles." She also wrote "Break Up! With Your Rental: The Professional Woman's Guide to Building Wealth Through Real Estate."