FACT SHEET

Ben Caballero

America's No. 1-ranked individual U.S. real estate agent

- As published in The Wall Street Journal and HousingWire as independently verified by RealTrends, Ben Caballero, founder and CEO of HomesUSA.com, is the most productive individual real estate agent in the United States.
- Guinness World Records has recognized Caballero three times, holding the title for "most annual home sale transactions through MLS by an individual sell-side real estate agent."
- RealTrends Verified has recognized Caballero as the No. 1 ranked individual U.S. real estate agent as measured by both total sales transactions and overall sales volume every year from 2013 through 2025.
- Caballero has exceeded $2 billion in annual residential sales every year from 2018 through 2025 (except 2021), with four of those years topping $3 billion: 2022, 2023, 2024 and 2025.

Ben Caballero annual production

YEAR	HOME SALES SIDES	TOTAL SALES VOLUME
2025	7,481.5	$3.67 billion
2024	7,722	$3.92 billion
2023	7,012	$3.64 billion
2022	6,178	$3.06 billion
2021	4,671	$1.98 billion
2020	6,438	$2.46 billion
2019	5,778	$2.25 billion
2018	5,801	$2.27 billion
2017	4,799	$1.91 billion
2016	3,556	$1.44 billion
2015	2,491	$1.02 billion

Source: RealTrends Verified

- Between 2004 and 2025, Caballero has had 76,329 home sales, totaling $31.46 billion in volume.
- Caballero developed SpecDeck®, a mission-critical builder technology that manages, at scale, MLS listings, provides hyper-local business and competitive intelligence and turnkey marketing and promotional support for more than 70+ builder clients. His record-setting production is powered by the technology Caballero invented.

Podcast series

Ben Caballero: Real Estate Agent Series and BUILDER TALK Series shares his success secrets, advice for agents and builders, and stories from his journey. Available on Apple Podcasts, YouTube, and Spotify, the podcast includes:

- How Ben Became #1
- How Ben's Platform Works
- How to Work with Builders
- The Best MLS Solution
- How Home Builders win by Maximizing the MLS
- SpecDeck - MLS Automation for Home Builders

Ben's accolades

- Three-time Guinness World Records title holder for home sales.
- SpecDeck named to HousingWire's Tech100 list (2024).
- Named "Most Innovative Real Estate Agent" by Inman News in 2013; finalist in 2016 and 2018, and an Inman Industry influencer in 2017.
- Named a "Top Trendsetter" by Swanepoel/T-3Sixty (2017).
- Received the Pinnacle Award for Real Estate Entrepreneurship, presented by Keller Williams Realty (2014).