

Top 50 Real Estate Agencies: Comprehensive Strength Rankings (Lahore, Pakistan)

As of May 2026



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I. Introduction

This ranking is designed to provide an objective assessment of real estate brokerage agencies operating in Lahore. It evaluates agencies across four core dimensions — Market Size, Activity, Media Influence, and Reputation — to generate a comprehensive score reflecting each company’s overall market presence and brokerage strength.

The purpose of this ranking is to support buyers, investors, developers, and industry partners in better understanding the competitive landscape of Lahore’s real estate brokerage sector, while encouraging greater transparency and professional standards across the market.

To better reflect ongoing market developments, this ranking will be updated on a semi-annual basis (every six months), with each edition incorporating the latest market activity, brokerage performance, and industry research data.

II. Ranking

Rank	Agency	Market Size Score	Activity Score	Media Score	Reputation Score	Total Score
1	Agency21 International	96.2	94.4	96.7	94.9	95.7
2	Ali Saqlain Holdings	91.6	90.9	88.2	94.6	91.2
3	Property Express	89.9	90.3	84.8	92.2	89.3
4	Lahore Real Estate	89.2	86.8	84.3	90.9	87.9
5	Chohan Estate	87.6	86.1	82.9	89.7	86.6
6	Estate Masters	84.9	83.7	81.3	88.6	84.6
7	Home Deal Marketing	82.3	84.2	79.8	86.9	83.3
8	Union Developers Estate	80.6	82.8	78.4	85.2	81.8
9	Consult N Deal	79.8	81.9	77.2	84.3	80.8
10	Square Nine Estate	77.2	79.4	75.8	82.6	78.8
11	Prime Estate & Builders	75.9	78.2	74.9	81.7	77.7
12	Landmark Properties Lahore	74.3	76.8	73.6	80.9	76.4
13	Al Hafeez Estate	73.1	75.7	72.9	79.8	75.3
14	Pak Arab Realtors	71.8	74.6	71.4	78.6	74.1

15	Executive Estate Lahore	70.2	73.4	69.8	77.3	72.7
16	Platinum Realtors	68.9	72.1	68.6	76.1	71.4
17	Universal Property Network	67.6	70.9	67.8	75.2	70.4
18	Capital Estate Group	66.8	69.7	66.3	74.1	69.2
19	Royal Property Advisors	65.9	68.6	65.2	73.4	68.3
20	Urban Properties Lahore	64.7	67.5	64.4	72.6	67.3
21	Property World Lahore	63.8	66.7	63.2	71.8	66.4
22	Star Marketing Realtors	63.2	66.1	62.7	71.2	65.8
23	New Lahore Estate	62.8	65.9	61.8	70.7	65.3
24	Al Noor Estate Advisors	62.3	65.1	61.2	69.8	64.7
25	Future Vision Realtors	61.7	64.8	60.9	69.4	64.2
26	Empire Property Consultants	61.2	64.1	60.4	68.9	63.7
27	Grand Square Realtors	60.9	63.8	60.1	68.4	63.3
28	Elite Estate Services	60.6	63.3	59.7	67.9	62.9
29	Pakland Property Hub	60.1	62.8	59.2	67.4	62.4
30	Smart Deal Estate	59.8	62.4	58.9	66.9	62.0
31	Horizon Estate & Builders	59.4	62.1	58.6	66.3	61.6
32	Dream Property Network	58.9	61.8	58.3	65.9	61.2
33	Premier Realtors Lahore	58.4	61.3	58.0	65.4	60.9
34	Punjab Real Property	57.2	65.1	58.0	66.9	60.8
35	Lahore Land	57.6	63.9	58.2	66.6	60.6
36	Lodhi Real Estate	57.6	63.6	56.6	68.6	60.6
37	Defence Estate	58.8	64.3	59.6	62.9	60.8
38	Icon Realtors	56.2	67.4	59.7	61.9	60.6
39	Urban Axis Properties	57.2	64.8	59.3	62.9	60.4
40	Signature Estate Advisors	56.9	64.7	58.4	64.2	60.2
41	Vision Realtors	56.9	64.0	58.1	64.2	60.0
42	Pakistan Property Services	57.9	63.4	58.7	62.0	59.9
43	Infinity Realtors	56.2	64.1	58.0	62.9	59.5
44	Capital Smart Realtors Lahore	56.6	64.9	57.2	61.6	59.5
45	Alpha Estate Consultants	56.2	63.4	56.7	63.9	59.3
46	Athar Associates & Real Estate	57.1	62.6	57.9	61.2	59.1
47	Crescent Realtors	55.6	62.9	57.2	62.6	58.8
48	Nova Property Advisors	55.6	62.6	56.6	62.6	58.6
49	Zam Zam Estate	56.4	61.9	57.2	60.5	58.4
50	Elegant Homes Lake City Lahore	55.9	61.4	56.7	60.0	57.9

III. Market Insights & Industry Trends

The Lahore real estate brokerage market continues to evolve rapidly, with increasing competition among agencies across both traditional relationship-driven brokerage models and newer digitally focused firms.

Several key trends can be observed from this year's ranking:

1. Strong Developer Relationships Remain Critical

Top-ranked agencies continue to benefit from long-term relationships with major developers and investment networks, particularly in high-demand areas such as DHA, Bahria Town, Gulberg, and emerging premium residential communities.

Agencies with stronger access to exclusive inventory, project partnerships, and overseas investor channels consistently outperform smaller local brokerages.

2. Digital Presence Is Becoming a Major Competitive Advantage

A growing number of agencies are investing heavily in digital marketing, social media branding, video content, and online lead generation.

Companies such as Titanium Agency & Homes and Vertical Empire Realtors have shown particularly strong momentum through aggressive digital expansion and modern marketing strategies.

3. Market Consolidation Around Established Brands

While Lahore still has a highly fragmented brokerage market, larger and more recognizable agencies continue gaining market share due to stronger operational systems, broader client trust, and better developer access.

As a result, the gap between top-tier brokerages and smaller community-based agencies is gradually widening.

4. Overseas Investor Demand Continues to Influence Rankings

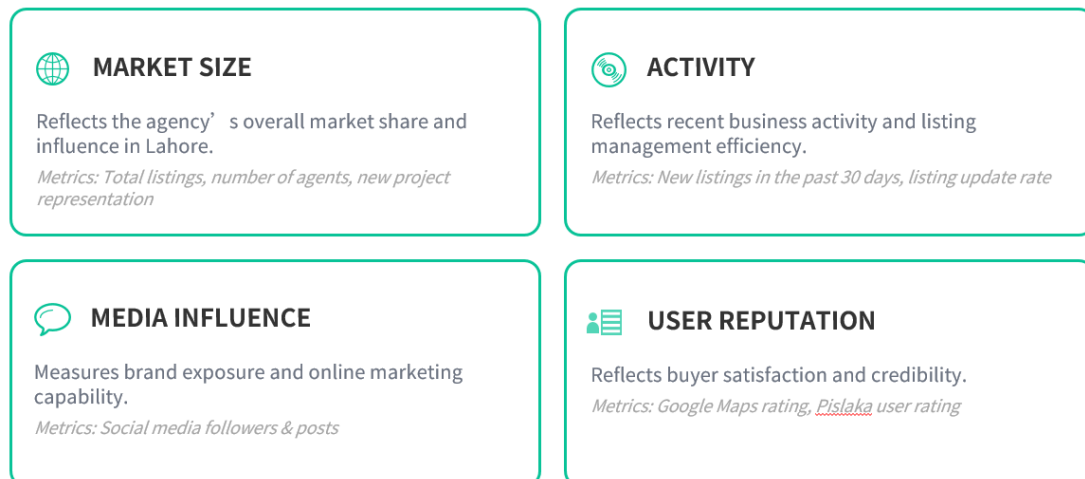
Brokerages with stronger overseas Pakistani investor networks continue to maintain an advantage, especially in investment-driven residential and commercial projects.

This trend remains one of the key drivers behind brokerage growth and market visibility in Lahore.

IV. Rules

i. Scoring Model

This ranking uses a **weighted four-dimension scoring model**:



The total score combines all four dimensions to produce the final ranking. Scores are out of 100, with higher scores indicating stronger overall agency strength.

ii. Data Sources

The data used in this ranking is compiled through a combination of:

- ◆ Pislaka.com market data and analytics
- ◆ Information voluntarily provided by participating agencies
- ◆ Publicly available business and media information

- ♦ Industry research and market observations
- ♦ Brokerage activity and brand visibility analysis

All data is reviewed and normalized through a blended evaluation methodology to improve consistency, fairness, and overall market representation.

V. Disclaimer

This ranking is intended solely for informational and research purposes and does not constitute financial, legal, or investment advice.

The evaluation is based on a blended scoring methodology using market research, publicly available information, brokerage activity indicators, and industry analysis available at the time of publication. While every effort has been made to ensure fairness and accuracy, rankings and scores may change over time as market conditions evolve.

Pislaka does not guarantee the completeness or absolute accuracy of all underlying data and encourages readers to conduct independent due diligence before making business or investment decisions.

VI. Contact

We welcome feedback, suggestions, and industry insights regarding this ranking.

For additional information, partnership discussions, or ranking-related inquiries, please feel free to contact:

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