

First speakers announced for Inman Connect NY

NEW Intel: Buyer boost closes 2025 Re

AGENT

# How this Florida team stays \$1B ahead of the competition

The Jills Zeder Group at Coldwell Banker Realty routinely blows their competition out of the water. Team co-founder Jill Hertzberg shared how they do it again and again



Clockwise from top left: Nathan Zeder, Hillary Hertzberg Benson, Danny Hertzberg, Meredith Zeder, Felise Eber, Jill Eber, Jill Hertzberg, and Judy Zeder  
Image by: 1 Oak Studios

---

BY [LILLIAN DICKERSON](#)

Today, January 06, 2026

Loading the [Elevenlabs Text to Speech](#) AudioNative Player...

First speakers announced for Inman Connect NY

NEW Intel: Buyer boost closes 2025 Re

The multi-family team — made up of the Hertzbergs, Ebers and Zeders — based at Coldwell Banker Realty is also known for servicing some of the most elite clients flocking to the South Florida and Miami.

By the end of 2025, the 17-agent team closed over \$1.8 billion in sales volume. In 2024, the team closed \$1.85 billion in sales volume, more than any other team in Florida by a substantial margin, according to [RealTrends rankings](#). The only team in the state that came close was the Robert Slack Real Estate Team, which closed \$1.57 billion — and has roughly 690 licensed agents. No other team in Florida tracked by RealTrends rankings that year exceeded \$1 billion. And the Jills Zeder Group was also the top-earning large team in the country that year.

Not surprisingly, the Jills Zeder Group also regularly breaks price records in its market, including a record for the [highest-priced non-waterfront sale](#) in Miami Beach with a \$13.35 million deal on La Gorce Island this summer, and another this past spring for [highest sale price per square foot](#) on the island with a \$12 million property.

## Inman Connect

---

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

**First speakers announced for Inman Connect NY****NEW Intel: Buyer boost closes 2025****Re**

Companies must 'get big in order to compete' with Compass-Anywhere



NAR CEO Nykia Wright: 'We're trying to outrun irrelevance'

How does the team stay so far ahead of its peers? Inman spoke with one of its crucial figures — broker-associate and one of the “Jills,” Jill Hertzberg — to learn the team’s secrets to success. It boils down to great teammates, client trust and a relentless commitment to the profession.

## A well-executed team

The Jills Zeder Group was born in 2019 when the dynamic duo of The Jills — a team led by Jill Hertzberg and Jill Eber — decided to team up with the Zeder Team, led by Judy Zeder. Members of three families make up the team’s backbone. They include Hertzberg’s children, Danny and Hillary; Eber’s sister, Felice; and Zeder’s children, Kara and Nathan, and her daughter-in-law, Meredith.



Jill Hertzberg | The Jills Zeder Group

First speakers announced for Inman Connect NY

NEW

Intel: Buyer boost closes 2025

Re

you help each other and everyone sees things differently,” Hertzberg told Inman.

## Trending



This real estate video content WILL convert in 2026



The moves and shakeups that'll shape real estate reality TV in 2026



Redfin CEO: These 10 shifts defined real estate in 2025



### SPONSORED CONTENT

How to choose a home warranty provider: A practical guide for real estate agents

Because of everyone's locations throughout Miami, they're able to strategically divide and conquer when it comes to working a deal, which is another one of the team's strengths.

“The eight of us have a unique ability in our city where we each handle different areas of the city, which is incredible, because people come into Miami and they think of it as one area, but it's really a lot of different areas with a lot of different types of situations,” Hertzberg said. “If they start out in Miami Beach,

**First speakers announced for Inman Connect NY****NEW Intel: Buyer boost closes 2025** **Re**

“**THE GROWTH ALL THE TIME, WHEREVER WE ARE, SO THAT THE TEAM** gets exactly what they want — and yet, we’re all experts in these areas.”

As the team has grown, Hertzberg added, she has been thoughtful about bringing on people who elevate the team’s skill level.

“You’ve got to hire people that are better than you are in the area that you’ve hired them in,” she said. “That’s critical, because I couldn’t do this on my own. I depend on them, and they’re the best in what they’re doing. You’ve got to surround yourself with people you trust and you like and are talented.”

## Read Next

---



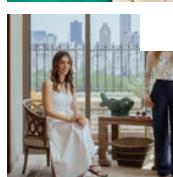
How this agent’s marathon mindset made him one of luxury real estate’s top earners



How this Atlanta agent beats the plateau trap and keeps on growing



How this luxury pro became 1 of Elliman’s top agents every year



How 2 friends created 1 of the top women-led teams in New York City

First speakers announced for Inman Connect NY

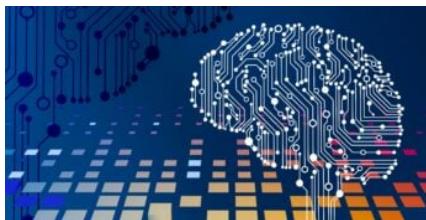
NEW Intel: Buyer boost closes 2025 Re

## Featured Inman Insider Webinars



### What's Next for Your MLS: How AI's Arrival is Changing Everything

[Watch now](#)



### What's More Important in Real Estate Today, AI or You?

[Watch now](#)



### The State of Real Estate Marketing: Grow Your Real Estate Business with the Right Tools

[Watch now](#)



### The AI Playbook for Modern Real Estate Brokerages

[Watch now](#)

## Client and agent-to-agent trust

Staying in touch with clients all the time is one of the ways that the team is able to stay busy, Hertzberg told Inman. It helps keep

First speakers announced for Inman Connect NY

NEW Intel: Buyer boost closes 2025 Re

and another person, and you build up, year in and year out,” Hertzberg said. “People are always moving and there’s reasons to move to this city. Even people in this city who have been here forever, they’ll go from a home to condo, from a condo to a home, from a waterfront to a dry.”

All those long-term relationships are built on trust, she added.

Maintaining good relationships with other agents in Miami and across the country is crucial to doing good business, Hertzberg said, noting that the team goes “out of our way” to foster relationships with agents in feeder markets. “We all try to help each other,” she said.

## Unwavering commitment

Performing at the top of their game is imperative for the team when working with their high-end clients, Hertzberg said, because those individuals don’t want their time wasted.

“When you’re meeting these people and you’re communicating with them, they know right away whether you really understand the market, whether you return their calls immediately, whether you give them all the information they need,” she said.

The team’s agents also are vigilant about staying on top of the market by reading, communicating with other agents and

First speakers announced for Inman Connect NY

NEW Intel: Buyer boost closes 2025 Re

and play," Hertzberg said. "It's your life. And all of us are like that."

By keeping abreast of local news, the team learned years ago that [Shaquille O'Neal](#) was moving to the Miami Heat. They pursued the NBA great and ultimately sold him a "huge" property, Hertzberg said. Now they count him as one of their loyal clients.

"That's why you have to read the *[Wall Street Journal]*," she added. "You have to get that national news to know who's coming here, when they're coming here. Be prepared and be excited by it. Then when you get that opportunity to be in front of them, if you've been reading and knowledgeable and you know everything that is on market and off market, then you're really ready to do that."

[Email Lillian Dickerson](#)

---

**TOPICS:** [Coldwell Banker](#)

[Hide Comments](#)

First speakers announced for Inman Connect NY

NEW Intel: Buyer boost closes 2025 Re



Add a comment...

Facebook Comments Plugin

## Sign up for Inman's Morning Headlines

What you need to know to start your day with all the latest industry developments

[andrea.gillespie@cbexchange.com](mailto:andrea.gillespie@cbexchange.com)

**Sign me up**

By submitting your email address, you agree to receive marketing emails from Inman.

### Inman

[About](#)  
[Contact](#)  
[Customer Support](#)  
[Advertise](#)  
[Sponsor ICSD](#)  
[Sponsor ICNY](#)  
[Sitemap](#)  
[Press Center](#)  
[Careers](#)  
[Code of Conduct](#)

### Products

[Select](#)  
[Inman Access](#)  
[Inman Intel](#)  
[Inman Events](#)  

- [Connect New York](#)
- [Connect San Diego](#)
- [Luxury Connect](#)
- [Blueprint Las Vegas](#)

[Inman Handbooks](#)  
[Connect Video](#)

### Community

[Facebook Groups](#)

- [Coast to Coast](#)
- [Agent to Agent](#)
- [Broker to Broker](#)
- [Vendor to Vendor](#)

[Contributor Program](#)  
[Awards](#)

**First speakers announced for Inman Connect NY****NEW Intel: Buyer boost closes 2025****Re**

©2026 Inman All Rights Reserved.