



FOR IMMEDIATE RELEASE ...

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HARRY NORMAN, REALTORS® ANNOUNCES PROMOTION OF LUKE TRIGWELL TO CHIEF OPERATING OFFICER

Celebrating 95 Years of Excellence, the Real Estate Firm Begins a Monumental Year With an Exciting Advancement

ATLANTA: [Harry Norman, REALTORS®](#), Atlanta and greater Georgia's foremost luxury real estate firm, is pleased to announce the promotion of Luke Trigwell to the position of Chief Operating Officer. Previously serving as SVP, Trigwell brings over two decades of extensive marketing and technology experience, offering unparalleled expertise, creativity, and a passion for innovation to his new position, where he will oversee the company's strategic operations and drive continued excellence.

"Over the last five years, Luke's leadership has been instrumental in shaping the growth and innovation of Harry Norman, REALTORS®," said Jenni Bonura, President and CEO of Harry Norman, REALTORS®. "His expertise has elevated our organization in meaningful ways, and his strategic ability has advanced our brand and helped to further connect the dots between the company, our agents, and the local communities we serve. As Chief Operating Officer, I'm confident Luke will continue driving our mission to deliver unparalleled service and value to our clients and agents."

Trigwell's promotion to COO marks an exciting chapter for Harry Norman, REALTORS®, as the company celebrates its 95th anniversary and continues its history of excellence. As Chief Operating Officer, Trigwell will leverage his proven expertise in strategic business planning and leadership to drive excellence across the organization. Collaborating closely with regional and corporate leaders across parent company HomeServices of America, along with Harry Norman's local leadership, Trigwell will focus on delivering exceptional business operations that align with the company's growth objectives. With a clear vision for the future, he aims to integrate innovative approaches to enhance and elevate the client and agent experience, further solidifying the strength of the Harry Norman brand in an increasingly competitive luxury real estate market.

Trigwell joined Harry Norman, REALTORS® in 2019 following an impressive career trajectory that included leadership roles in both corporate and agency settings. He has contributed his talents to globally recognized brands such as Coca-Cola, Nokia, and NBC Universal. His ability to drive impactful strategies and navigate the ever-evolving marketing and technology landscape has consistently delivered outstanding results.

Guided by a principle of continuous improvement, Trigwell has led pivotal change initiatives at Harry Norman, REALTORS®, including a complete technology stack transformation, a strategic restructuring of marketing operations, and the launch of a premier luxury services division, with an unwavering commitment to excellence. He serves on the Marketing Technology Advisory Council for Leading Real Estate Companies of the World®, and has been recognized in RISMEDIA's Real Estate Newsmakers as 'Futurist' in 2023 and as 'Trailblazer' in 2025, further demonstrating his industry influence and thought leadership.

"I am honored to step into this role and continue working alongside such an exceptional executive team," said Trigwell. "Harry Norman, REALTORS® has an incredible legacy, and I look forward to further enhancing our business at a time when our dedication to providing elevated real estate services to our agents and clients is stronger than ever."

Interviews with Luke Trigwell are available upon request, and photography can be found [here](#).

About Harry Norman, REALTORS®: Harry Norman, REALTORS®, the premier luxury real estate firm in Atlanta, was established in 1930 out of a desire to provide an unparalleled customer experience. As the first residential real estate firm in Atlanta, Harry Norman, REALTORS® earned the reputation of being the best and setting the standard for others who follow. Real estate has evolved, as has Harry Norman, but one thing remains constant 95 years on – when you work with Harry Norman, REALTORS®, you can be confident you are working with the best real estate sales associates Atlanta has to offer. With a longstanding presence in metro Atlanta through eight premier sales offices and three affiliate offices serving greater Georgia, Harry Norman, REALTORS® connects approximately 1,000 real estate professionals with clients locally and globally. Harry Norman's international reach is strengthened by affiliations with Luxury Portfolio International, Who's Who in Luxury Real Estate, and Mayfair International Realty. For more information, visit [HarryNorman.com](#) or connect with the firm via [Facebook](#) and [Instagram](#).

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