

Richard Horswell Joins Coldwell Banker Bain to Strengthen “Collection” Approach in Client Service

PORTLAND, Ore. — July 17, 2025 — Coldwell Banker Bain has welcomed Richard Horswell to its Lake Oswego office as a real estate broker and leading properties advisor. He also is principal creative executive of The Horswell Collection, a thought leadership concern in the exceptional properties space.

“In many respects, this-flagship office and its Founder Barbara Sue Seal exemplify how outstanding client service in the real estate sector was perfected in Oregon,” said Horswell. “When Coldwell Banker Bain purchased her company in 2000, it expanded the international resources that are not only attractive for any broker to thrive, but a necessity for providing best-in-class tools in representation of my clients.”

He curates the “Insider’s Guide to the City of Roses” and “REGENCY Magazine,” the biannual journal of innovation in real estate and lifestyles, published in partnership with Regency Media, Horswell’s independent private advisory firm. With a circulation in eight states and the District of Columbia via US Mail, the magazine has an estimated 100,000 impressions per issue between its print and online channels. The Horswell Collection’s 20-member unpaid Advisory Council of community leaders sets the tone for the editorial process and has a robust international section within its ranks to represent the ‘global citizen’ who typically runs parallel with the UHNW lifestyle.

“The context of history that Richard brings to our office is something that celebrates our position as one of the original predominant names in Portland real estate,” said Gregg Lane, principal broker and district manager for Coldwell Banker Bain’s Oregon and Southwest Washington areas. “We also recognize his ability to create new trends in marketing and representation that will provide extraordinary benefit to the client.”

In addition to service on the Boards of Directors of the Portland Opera Guild; ProudGround, one of the largest community land trusts in the United States based in the Metropolitan Portland area; and board secretary of the Southwest Hills Residential League. He also serves as a member of the Oregon REALTORS® Political Affairs Key Committee and is a key contact for a portfolio of Oregon State Legislators on industry issues. He is a former member of the boards of Portland Opera, SOLVe, Old Church Society Inc, Portland Rose Festival and the University of Oregon Alumni Association as well as a trustee of the University of Oregon Foundation.

“As a community leader, Richard’s and his practice have so many layers throughout the fabric of this state,” said Jutta Allen, arts patron and chair of the collection’s Advisory Council. “That unwavering dedication to making the region a better place and that is a paramount reason why he’s a trusted advocate for clients.”

In the early years of his industry involvement, he consulted regularly with the CB Bain Previews Council on marketing and advertising programs. Prior to working in the real estate industry, he held executive positions within the mortgage and title/escrow sectors in marketing/public relations, compliance and operations roles. He built a significant practice consulting on strategic marketing and practice development with top producing REALTORS® in markets throughout the US with a combined annual sales volume of \$2 to \$3 billion as part of Regency Media that he continues to maintain.

“Richard’s strategic vision through diverse initiatives is impressive,” noted Christophe Choo of Coldwell Banker Global Luxury in Beverly Hills, who has collaborated with Horswell within the pages of REGENCY and industry marketing forums. “This global family of agents represents the finest assembly of talent within the real estate industry and we couldn’t be happier that he’s joining us.”



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Coldwell Banker Bain, a leading residential real estate brokerage company, is part of Coldwell Banker Bain operating throughout Oregon and Washington. Coldwell Banker Bain is owned by a subsidiary of Anywhere Real Estate Inc. (NYSE:HOUS), the largest full-service residential real estate services company in the United States. For more information, visit ColdwellBankerHomes.com.

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