

FOR IMMEDIATE RELEASE

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The Jay Schmidt Group and Houseworks Collective Announce Strategic Merger

Milwaukee, WI — The Jay Schmidt Group (JSG) and Houseworks Collective, two of Milwaukee's top-performing real estate teams with Keller Williams, have officially merged to form a powerhouse team operating as Houseworks Collective.

JSG, led by Jay Schmidt and Janine Werner, has dominated the Metro MLS rankings as the number one team for nine consecutive years. Houseworks Collective, led by Charlie Hutchinson, recently returned to Keller Williams after gaining significant market share while at Compass, where they were the number one team in Compass Wisconsin for total transactions in 2024.

“This transformative partnership solidifies the legacies of both teams as we join forces to create an industry leader united by shared values, a passion for excellence, and an ambition to lead the real estate market in Wisconsin and beyond,” said Charlie Hutchinson, team lead of Houseworks Collective.

Jay Schmidt echoed this sentiment, sharing his enthusiasm for the merger and the future it promises. “This decision has energized me for what lies ahead in 2025. By combining our expertise and leveraging the strength of this new team, we’ll be able to elevate the real estate experience for clients and continue setting the standard for excellence in the industry.”

The combined entity will operate under the Houseworks Collective name, establishing a versatile brand identity that can evolve with market dynamics and client needs. This merger reflects both teams’ shared commitment to innovation, growth, and delivering exceptional service.

A Client-Centered Vision

Clients of the new Houseworks Collective will benefit from an unmatched combination of seasoned leadership, high-end branding, and the expertise of the best agents in the market. The merger enhances service offerings, expands market reach, and provides clients with a more comprehensive, streamlined buying and selling experience.

“Our clients remain our top priority,” said Janine Werner. “With the combined resources, talent, and innovative strategies of our teams, we’re uniquely positioned to deliver exceptional value and results.”

As they enter this new chapter, Houseworks Collective is poised to redefine real estate excellence in Milwaukee and beyond.

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