

Victor Lund, WAV Group Founder and Managing Partner

Victor Lund is a pioneering leader in the real estate industry, renowned for his exceptional expertise and unwavering commitment to driving innovation and growth. As a founder and managing partner of WAV Group, the foremost full-service consulting practice in real estate, Victor's impact on the industry has been profound. With a focus on operational effectiveness, strategic planning, and M&A Advisory, he has guided numerous brokers, networks, and franchises through successful acquisitions, market research, and technology optimization.



As a managing partner of WAV Group, Victor spearheads strategic guidance for the top 500 real estate firms and leading Franchise Organizations in America. His firm also provides invaluable consulting services for critical initiatives such as Broker Public Portal and the Broker Resource Network, which are transforming the industry from within and elevating its overall health.

Additionally, Victor serves as the CEO of RE Technology, the nation's premier real estate technology and media portal with a vast subscriber base. Through these multifaceted roles, Victor Lund continues to shape the real estate industry's trajectory, steering it towards a future defined by innovation, efficiency, and growth.