

INTERNET

## Gilliam Group starts internationally attuned online magazine

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*Haleiwa, HI beachfront home listed on Doorways International*

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Atlanta-based real estate brokerage Gilliam Group is giving consumers the world with a new digital publication.

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Doorways International will provide editorial content highlighting properties and locations and also list luxury properties from around the world. Increased availability and affordability of travel and a globalized economy have opened up real estate properties around the globe for the affluent, and Doorways International presents a way of putting the plethora of far-flung options in front of the consumer.

"The international concept of this piece is backed by creators who have a strong passion for travel and cultural awareness on both personal and professional levels," said Hugh Gilliam, founder of Doorways International. "They have solid backgrounds in international marketing, corporate leadership and educations which include degrees in communication and law.

"As individuals they also have extensive travel experience and a goal-driven desire to bring heightened cultural awareness to their real estate associates already working with buyers and sellers everywhere," he said. "I'm one of a concentrated group of worldwide real estate agents who hold the prestigious designation, CIPS (certified international property specialist)."

### Around the world

Despite being based in Atlanta, Gilliam Group has extensive connections to global real estate thanks to membership in FIABCI-USA International Real Estate Federation, the Asian Real Estate Association of America and other organizations. Doorway Internationals is a way of leveraging international connections to reach distant consumers.

Recounting the formation of the online magazine, Hugh Gilliam, the group's lead agent, explains he wanted to make use of the massive real estate database while also helping out those who are in it.

Gilliam Group defines the publication as a new concept for international property marketing and aims to extend its reach through social media activity on Twitter, Facebook, Instagram and Pinterest.



*Porto Rafael, Italy property via Doorways International*

The magazine lists real estate properties 79 this time around, from Spain, France and Italy to Honduras, Panama and the U.S. ranging to \$19 million. Unusually, there is no charge for the listings, although a fee will accompany referrals ending in a sale.

Doorways International is currently an ad-free platform, but there are plans for futures issues to include advertising for luxury cars and other brands.

Editorial content in the issue includes an article about Panamanian real estate and what recent trends mean for the market, an "unconventional real estate" column that profiles unusual properties, in this case an 1820s log cabin in Georgia, and an article about the upcoming Urban Thinkers Campus in Dubai, which will include 150 specialists from various fields to discuss and plan for the world's ongoing urbanization.

An online publication showcasing real estate the world over provides a gateway for consumers to discover properties in locations too distant to otherwise scout out. As the economy continues to globalize, such entry points will only grow in importance.



*Malaga, Spain beachfront villa foyer*

"Real estate has become a premier investment choice for many individuals in our ever-changing global economy," Mr. Gilliam said. "Buyers and sellers are no longer bound by geographic borders due to the rapid advancement of technology today.

"They may want a second home on a remote tropical beach or an investment condo in a large metropolitan area," he said. "We believe our magazine offers a global platform made available to everyone interested in participating in today's vast real estate experience - no matter where they may currently work or live."

New strategies

Other brokerages are also starting publications to appeal to non-local or specific market segments.

For example, in January, Realogics Sotheby's International Realty, the brokerage's largest Pacific affiliate in the Pacific Northwest, launched a publication geared toward the region's influx of Chinese individuals.

The all-Mandarin "Seattle Luxury Living," released in partnership with Tiger Oak Publications, targets the affluent Chinese who have immigrated to or are visiting the Seattle metropolitan area, particularly Bellevue, WA, as the area is currently undergoing an immigration wave. Speaking to consumers in their own language is a necessary step in forming strong relationships and converting sales ([see story](#)).

Other real estate firms are also reaching out to consumers on new, digital channels.

For 2016, Sotheby's International Realty is betting on content marketing to reach and engage potential buyers of its

luxury properties.

The real estate brokerage firm plans to both create and curate content across channels, with a particular focus on video, exposing more consumers around the globe to its brand. Following the launch of a content-rich Web site in 2015, this editorial approach plays into consumers' tendency to research across print, online and mobile before making a purchase ([see story](#)).

"Ultimately the 'ideal' will be an easily accessible and well recognized publication that is able to daily reach more inquiring luxury buyers and sellers everywhere, offering them a digital destination with new and exciting investment opportunities and entertaining lifestyle articles," Mr. Gilliam said. "We want to connect the world of real estate - from the smallest corner coffee shops to the largest penthouse patios and beyond. No passports required."

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