

REAL ESTATE

Sotheby's calls on millennials to vote for favorite homes

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A home listed by Sotheby's

By BRIELLE JAEKEL

Brokerage firm Sotheby's International Realty is going after tech fanatics and millennials through a partnership with technology news platform GeekWire.

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The real estate brand is hoping to attract prospective buyers by featuring homes on GeekWire's new Geek Home of the Week editorial. Showcasing various homes listed by **Sotheby's**, the sponsored posts incite action from consumers by having them vote on their favorite homes.

"[The platform] demonstrates the willingness for industry-leading companies to move at the speed of opportunity," said Dean Jones, President and CEO of Seattle-based **Realogics Sotheby's International Realty (RSIR)**. "The idea was hatched and within a few weeks we were live."

Targeting millennials

An online portal on GeekWire will showcase various news regarding real estate and a weekly vote on the best homes. GeekWire's Home of the Week dedicated site was created in partnership with Sotheby's, but features a range of real estate sponsors as well.



The GeekWire and Sotheby's team

Sotheby's is sharing posts of its luxury and captivating real estate listings, of which users will be able to vote on their favorite each week. Each listing has a unique headline and description, showcased along with high quality images.

The preview posts within the Home of the Week landing page allow users to vote on listings right away and also see how many votes the home has already received. Interested users can click the headline or a "View Pictures" button to read more about the home and view additional images.

Each listing provides real estate information such as the home's address, asking price, number of bedrooms and bathrooms, square footage and other details. Readers who are interested in purchasing the home can contact the realtor, whose information is listed at the bottom.

Imagine watching the Duck Dodge on Lake Union from your kitchen sink
BY COLIN FOOTE on September 9, 2016 |
Experience the rare University of Washington luxury Penthouse! 100% brand new 3 bedroom or office complete with the following high end finishes: marble like Quartz counters, hardwoods, custom cabinets, stainless...

4 Votes [Vote](#) [View Pictures](#)

Found it! A classic Cape Cod in Kirkland
BY VAL BURMESTER on September 9, 2016 |
Quintessential Cape Cod Home East of Market with Lake, Mountain and City Views. Custom built in 2005. Great room flows to covered porch for dinners at sunset. Gourmet Kitchen with...

6 Votes [Vote](#) [View Pictures](#)

GeekWire and Sotheby's online portal

Sotheby's will also be providing a wide range of editorial content related to trending news in the real estate industry. Other sponsors such as Burrard Group, developer of NEXUS Condominiums, and Caliber Home Loans will also be sharing sponsored content and participate in the real estate-focused portal.

The real estate brand is hoping to garner attention from the wide range millennials that GeekWire has acquired as its audience. The publication is rooted in Seattle, and Sotheby's hopes to corner the large number of millennials that make up the city's demographics.

Online pushes

Digital publications and online portals have a great impact on millennials and consumers in general. Sotheby's is hoping to harness this with a series of pushes and partnerships that tap digital and online resources.

The brokerage firm invited its consumers to take a look around with a new video series. "HouseGuest" followed

influencers and celebrities as they became houseguests in Sotheby's International Realty homes, matching the lifestyle of the guest with the style of the home.

Immersive content offered viewers another way into real estate shopping while building a personality around the brand ([see more](#)).

Sotheby's also signed an agreement with a local Chinese real estate Web site to generate stronger interest in its property listings among affluent buyers from China.

The realty firm announced its newly inked alliance with Juwai.com on Sept. 7. Juwai.com is a popular real estate Web site with more than 2 million monthly visitors, which will help Sotheby's ensure visibility for its high-end properties in 65 countries and territories ([see more](#)).

Partnerships are of great value for Sotheby's, with GeekWire being the latest venture.

"This is a very smart and mutually beneficial partnership," said Carrie McIlveen, U.S. director of marketing at Metia. "Many people today are designing their homes with the latest technology trends.

"Everyday there seems to be a new home gadget or device emerging," she said. "Showcasing homes that already feature these items and delivering this information through GeekWire will be a win-win for both parties.

"Sotheby's will reach new potential buyers and drive awareness to homes in the market through a unique platform. For GeekWire they are providing an interactive experience to their readers and helping techies discover their dream smart-homes."

Ms. McIlveen is not affiliated with Sotheby's or GeekWire but agreed to comment as an industry expert.

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