

REAL ESTATE

## Coldwell Banker ramps up luxury Previews program with global focus

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*Coldwell Banker Previews listing in Greenwich, CT*

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By STAFF REPORTS

Coldwell Banker Real Estate is updating its Previews luxury program to ensure it meets the demands of today's global market.

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The Previews certification program is being upgraded to better prepare agents to serve affluent clientele through a combination of learning, networking and mentorship. Additionally, Previews has rolled out a new Web site and is putting more focus on digital and print content to further its positioning in the upscale home space.

Affluent attention

Coldwell Banker sold 25,000 homes priced at \$1 million or more last year.

The multi-day Previews certification will be led by top agents, including Jade Mills, Jennifer Ames and Wendy Walker. This program combines the firsthand knowledge being passed on from these agents' experiences with resources designed to help up-and-coming agents succeed.

Allowing agents to collaborate on listings around the globe is a redesigned Previews Web site. Accessible in multiple languages, this will compile marketing from agents in 75 countries.

Matching the global presence, Coldwell Banker is also increasing distribution of its magazine Homes and Estates. For the first time, the quarterly publication will be available on newsstands and at Barnes & Noble locations around the world.



*Homes & Estates magazine*

Consumers can also download the magazine from Previews' Inside Out blog.

"Coldwell Banker has been a leader in luxury real estate for more than 80 years," said Sean Blankenship, chief marketing officer of Coldwell Banker Real Estate LLC, in a statement. "That's not by luck, rather it's by continually improving our program to ensure it serves the next generation of luxury customers all over the world.

"Each enhancement we make ensures that agents are prepared to succeed in the luxury real estate market and can effectively collaborate with their peers in our global network."

Individuals are increasingly reaching levels of ultra-high net worth at a younger age, a development with notable impact on the real estate market, according to a recent report from Coldwell Banker.

High-net-worth millennials spent nearly \$5 million for their most recent home, a number more than triple that of baby boomers and less than \$300,000 behind Gen Xers. The increasing wealth of young consumers is already having a profound impact on preferences and behavior as well as the demand in particular markets ([see story](#)).

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