

REAL ESTATE

Coldwell Banker rebrands luxury real estate division for global focus

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Property collage courtesy of Coldwell Banker Global Luxury

By STAFF REPORTS

Coldwell Banker Real Estate has reimagined its global luxury program via a newly unveiled logo, signage and Web site.

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Across real estate brokerages there has been an increased focus in the marketing of high-end properties to the wealthy. For Coldwell Banker, its new global luxury efforts will help it keep ahead of the curve of the high-end real estate market.

All around the world

Coldwell Banker Real Estate has unveiled the Coldwell Banker Global Luxury program in response to the globalization of the luxury real estate sector.

The brokerage has a network of affiliate offices in 49 countries and territories, allowing Coldwell Banker to have its finger on the pulse of the high-end property market. According to the realty brand, its luxury property specialists deal in roughly \$130 million in high-end home sales each day.

Last year, Coldwell Banker sales associates represented buyers and sellers in more than 25,000 luxury home transactions. The sales were each priced at \$1 million or more.

Coldwell Banker's increased focus on luxury properties is in response to market trends. Per the National Association of Realtors, \$100 billion in United States property sales each year can be attributed to international buyers.

Coldwell Banker Global Luxury

"This shift inspired our move to Coldwell Banker Global Luxury; we know it's crucial for our luxury property specialists to have global expertise and channels through which they can reach other real estate professionals and affluent clientele worldwide," said Charlie Young, president and CEO of Coldwell Banker Real Estate LLC, in a statement.

The Coldwell Banker Global Luxury program aims to capitalize on the influx of foreign buyers in the U.S. market. The launch includes a rebrand and the unveiling of a new logo, signage and Web site.

Coldwell Banker Global Luxury's Web site will connect 750,000 luxury agents across multiple international brands as well as serve as a portal to syndicate global listings.

The new logo is a "simple and sleek" redesign on the classic Coldwell Banker imagery. The logo features a black and white color scheme.



Coldwell Banker Global Luxury logo

With the entrance of Coldwell Banker Global Luxury, the real estate brand will cease the use of the Coldwell Banker Previews International name ([see story](#)).

As Coldwell Banker Global Luxury's evolution continues, there will be enhancements to its luxury certification program, worldwide distribution of its Homes + Estates magazine and global networking opportunities for agents.

"The Coldwell Banker brand is synonymous with luxury and our unmatched track record of selling some of the world's most recognized homes makes us an iconic leader in the industry," said Sean Blankenship, chief marketing officer at Coldwell Banker Real Estate LLC, in a statement.

"The Coldwell Banker Global Luxury name is a testament to the dedication of our luxury property specialists worldwide who operate globally to meet the needs of their clients," he said. "Each enhancement made to our luxury program has demonstrated our commitment to a seamless experience for our international clients."

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