

REAL ESTATE

Coldwell Banker puts spotlight on smart homes with new initiatives

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Coldwell Banker's Home of the Week

By BRIELLE JAEKEL

Coldwell Banker Real Estate is looking to innovate how consumers search for potential properties by powering a new feature on Amazon's Alexa.

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Luxury Daily

Amazon Echo owners will now be able to ask the device's operating system, Alexa, for the top listing of the week from Coldwell Banker through voice control. The partnership will also bring the Echo Dot into the real estate firm's Smart Home Staging Kit.

"Coldwell Banker has been at the forefront of the smart home revolution for years, keeping a pulse on the latest trends," said David Marine, senior vice president of marketing for [Coldwell Banker Real Estate](#), Madison, NJ. "Consumer demand prompted development of this Skill. A Coldwell Banker survey found that 72 percent of Americans with smart home products want voice control, so it seemed natural to team up with Amazon and create an industry-first skill to help agents promote their listings in an unprecedented way.

"The Home of the Week Skill by Coldwell Banker is an extension of our existing Home of the Week social media campaign which highlights one of the hottest listings on the market each week," he said. "Now, Amazon Alexa users can prompt Alexa to hear about each week's Home of the Week, receive additional info about the listing and obtain contact information for their local Coldwell Banker office via email."

Smart home technology

Coldwell Banker is extending its current video series on YouTube, which features an in-depth look at its best listing of the week, to Amazon's Alexa.

Users who opt in can say to the device, "Alexa, ask Coldwell Banker for the Home of the Week" to hear the listing. The Coldwell Banker feature or "skill" can be selected within the Business & Finance category.

Interested consumers can also request to be connected with a nearby Coldwell Bank agent for more information regarding the listing or other real estate needs.

Each home as part of the Home of the Week is traditionally a luxury home with impressive features meant to stun buyers. For instance, the first property to be featured on Alexa is a \$34.9 million listing in Beverly Hills, CA.

Embedded Video: <https://www.youtube.com/embed/PybUaUZPXr0>

Coldwell Banker's Home of the Week video

Coldwell Banker is also equipping its Smart Home Staging Kit with Alexa capability in addition to other smart home operating systems such as August, Lutron and Nest.

The kit allows anyone homeowner the ability to turn their residence into a smart home with special lighting, temperature control and security measures.

A decision to launch the Alexa initiative came about after Coldwell Banker surveyed a wide range of homeowners and concluded that 79 percent were interested in smart home technology.



Coldwell Banker's Smart Home Kit

Amazon also might be changing the manner in which consumers interact with fashion now that its new artificial intelligence device Echo has been outfitted with a camera for

style advice.

Consumers who purchase the new Amazon Echo will have the ability to receive fashion advice in regard to their outfits through the device's camera and its artificial intelligence solution. Fashion designers will likely have an avenue in the future to further connect with consumers through this feature ([see more](#)).

Luxury real estate

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

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 ([see more](#)).

"This opens a whole new frontier for real estate professionals," Coldwell Banker's Mr. Marine said. "Now, agents and brokers can showcase their newest and most exciting listings like never before, reaching smart home-savvy audiences.

"The Skill also provides users with information on their nearest Coldwell Banker office, creating a new way for buyers and sellers to connect with local real estate agents," he said.

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