

REAL ESTATE

Luxury Portfolio puts its most luxurious properties to a vote

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Estate from Atlanta, GA up for a vote on HGTV House Hunt

By BRIELLE JAEKEL

In a reflection of its growing global presence, real estate firm Luxury Portfolio International is putting its most prestigious properties on the map through a partnership with television channel HGTV.

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Up until July 18, HGTV will be showcasing the most eye-catching listings from Luxury Portfolio International and Leading Real Estate Companies of the World of which users can vote on. Luxury Portfolio has provided a wider range of international listings in reflection of its global growth.

"We are blessed to represent some of the most extraordinary homes around the world, and HGTV's Ultimate House Hunt is an incredible opportunity for us to reach HGTV.com's extensive audience of home enthusiasts and align with a brand as widely recognized and respected as HGTV," said Paul Boomsma, president of [Luxury Portfolio International](#), Chicago.

Voting on luxury

The HGTV House Hunt will list a variety of properties within eight categories and voters can choose their respective favorites.

Homes are listed under the categories Curb Appeal, Outdoor Retreats, Living Large in Small Spaces, Great Estates, Waterfront Homes and International Homes, with the addition of Kitchen & Dining and Modern Masterpieces for this year.



A listing under the category Outdoor Retreat

More affluent consumers are interested in purchasing overseas properties or international homes. This shift in interest has allowed Luxury Portfolio to expand.

The real estate firm had a 40 percent increase in the number of countries as part of the HGTV House Hunt.

Interested viewers can go to HGTV.com/HouseHunt and vote for their favorite properties. Each category will have a winning listing, which will be featured throughout HGTV to receive additional marketing exposure.



A voter option for Curb Appeal

An overall fan favorite will also be selected as part of the campaign.

Voters can also enter to win a sweepstakes for \$10,000.

Innovative showcasing

Brokerage firm Sotheby's International Realty took a similar approach and went after tech fanatics and millennials through a partnership with technology news platform GeekWire.

The real estate brand hoped 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 incited action from consumers by having them vote on their favorite homes ([see more](#)).

Real estate firms are often looking to innovative ideas to showcase their listings.

For instance, real estate firm Engel & Vlkers North America tapped virtual reality for homebuyers to view listings as real as it can get without stepping foot into the location of interest.

Engel & Vlkers launched a North American-wide program that has seen Google Cardboard viewers placed at each of its real estate offices, as well as cameras to record VR video. Interested homebuyers that do not have the time to visit a listing will be able to view VR videos right in the real estate office ([see more](#)).

"We have a 40 percent increase in the number of countries represented as finalists in this year's Ultimate House

Hunt," Luxury Portfolio International's Mr. Boosma said. "This global shift reflects our ongoing expansion and is further confirmation that the world continues to be more globally-focused.

"People are interested not only in the homes in their neighborhood, but also around the world," he said. "With coverage now on six continents, we're thrilled that affluent consumers have a truly global sensibility."

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