

REAL ESTATE

Roger Moore, Micoley.com offer luxury properties to highest bidder

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Roger Moore's Signal Hill listing in Tobago

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A luxury portion of Re/Max Real Estate Group is teaming up with online auctioneer portal Micoley.com powered by RealtyHive to provide greater visibility for its prestigious listings.

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Roger Moore, Re/Max is selling off some of the most luxurious properties on the online auctioneer site to help benefit its sellers. The first listing to go up for auction as part of the partnership is a 5,000-square-foot single family home in Scarborough, Tobago.

"Even though the real estate market may be hot in some areas, there has been a drastic shift towards the use of technology in the real estate world," Wade T. Micoley, founder & CEO of RealtyHive. "Roger Moore and RE/MAX Realty Group's eagerness to utilize new, online-only tech trends such as RealtyHive, gives them and their home sellers the competitive advantage needed to create the best chance for each of their listings to sell.

"This alliance will open up their listings to a new market of potential buyers from the US," he said.

Auctioning off luxury

Micoley.com will host an auction on its portal for Roger Moore in which a variety of luxury listings will go up for sale. Taking place on Aug. 30, 10 a.m. to 4 p.m. CST, the high-end island property will be one of a series of homes interested buyers can bid on.

The Tobago property is located in the Signal Hill area of Scarborough. The two-story home has five bedrooms and seven full bathrooms.

Featuring a luxury swimming pool, the property's landscaping has been cultivated to extend the high-end atmosphere of the home. A view of the southwest skyline and Scarborough Port make its location fitting to a luxury property.

The listing also features two balconies and a series of security installations.

Roger Moore listings, while each unique, often follow suit of the Tobago property as luxury homes. The firm also features other properties from various destinations such as Florida and Trinidad.

Real estate and digital

Digital platforms are extremely important for real estate in today's market. Real estate firms are often discovering new methods to connect with consumers through digital initiatives similar to Roger Moore and Micoley.com.

For instance, The Q Kapital Group, a Miami-based mortgage lender, released a new mobile application designed to help foreign nationals buy and mortgage homes and property in the United States.

Q Kapital Group's app is designed to easily manage mortgages on properties in the U.S. from buyers in other countries, specifically for properties in Miami and New York. With rising interest in international spending from wealthy consumers around the world, particularly in China, this app could reach a wide affluent audience ([see more](#)).

Also, Real estate firm Douglas Elliman put more control in the hands of its realtors as well as customers with a heightened mobile presence.

A third mobile application has been released for Android and iPhone that allows Douglas Elliman realtors their own branding. Interested consumers are able to browse a variety of listings on the app while associates will be able to customize their own apps for customers to use as well ([see more](#)).

"This alliance will provide these properties with international exposure to buyers from the United States and beyond, and provides the first of its kind exposure to the US market," Mr. Micoley said. "Other than RealtyHive, these listings are not marketed/visible on other real estate websites in the US market such as Zillow/Trulia.

"RE/MAX Real Estate Group's local expertise and RealtyHive's international exposure, will Create the Best Chance to Sell for all current and future home sellers working within the alliance," he said.

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