

REAL ESTATE

Coldwell Banker keeps agents up-to-date with Alexa

August 2, 2017



Amazon Echo device. Image credit: Amazon

By STAFF REPORTS

Coldwell Banker Real Estate is launching an on-the-go resource for agents to follow real estate news.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The brokerage's second Skill for Amazon Echo's assistant Alexa, Coldwell Banker Gen Blue News, will deliver both Coldwell Banker updates and information on trends happening within the real estate industry. Coldwell Banker's Skill is a reaction to a June poll of its agents, which found that 79 percent were interested in getting real estate news from a connected device.

Brokerage broadcast

Coldwell Banker previously looked to innovate how consumers search for potential properties by powering a new feature on Amazon's Alexa.

Amazon Echo owners are 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 ([see story](#)).

The company is now expanding its integration with Alexa with a focus on real estate professionals.

After enabling the Skill, a user can say, "Alexa, open Gen Blue News," to hear the latest news from Coldwell Banker. The first episode is hosted by Brad Inman, the founder of online real estate publication Inman News, who will talk about how agents need to adapt to changing technology.



Amazon Echo Dot. Image credit: Amazon

"We've heard from agents that they are interested in voice-enabled technology and smart home devices, so we wanted to make sure there was another Coldwell Banker Skill for Amazon Alexa available to help the community keep a pulse on the latest trends and breaking real estate headlines," said David Marine, senior vice president of marketing for Coldwell Banker Real Estate LLC, in a statement. "We're excited to work with Amazon again to create our second Alexa Skill and expand our tech offerings for agents."

With the growth of digital assistants such as Amazon's Alexa and Google Home expecting to reach more than 1.8 billion consumers by 2021, the luxury landscape is open for a multitude of capabilities by integrating with this technology, illustrated in a report from iProspect and Bing.

High-end automakers as well as numerous other luxury brands have been continuing to integrate with digital assistants as the experience exudes opulence, catering to affluent consumers. According to [Digital Assistants: Reordering Consumer Lives & Redefining Digital Marketing](#), currently more than 500 million individuals use some version of a digital assistant, which makes it imperative for luxury brands to stay ahead of the curve now that it has become universal for consumers across the board, and not just the affluent ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.