

REAL ESTATE

Laura Brady – Luxury Woman to Watch 2018

September 21, 2017



Laura Brady, founder/president, Concierge Auctions, New York

By STAFF REPORTS

Laura Brady

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Founder/president, **Concierge Auctions**, New York

"The Uberification of society has led everyone to expect instant gratification"

What do you most like about your job?

For me it's not just a job. Building a company from the ground up has been the journey of a lifetime.

I love managing a global team, helping each individual grow, both personally and professionally, and watching everyone work together with precision and excellence.

What is the biggest challenge in your job?

In our sector of real estate, luxury real estate auctions, we are always up against a deadline, and yet we're obsessed with the details.

Working with tight timeframes, while serving the most discerning clients in the world and keeping an eye on the larger vision, is perhaps the greatest challenge, but my team is proven to be experts at doing so.

What is your work priority for 2018?

As we continue to grow in response to demand for our services, my priority is to make sure that we deliver excellent results on our auctions and to surprise and delight our client base.

We are going to continue to test the limits of what we can do from a marketing perspective, exploring new technology including virtual and augmented reality, and expanding our reach internationally.

What is your proudest achievement in luxury?

My proudest achievement has been this year, creating our Key for Key giving program with Giveback Homes, where we build a home for a family in need every time we sell a luxury property.

That project is incredibly rewarding and has received positive feedback from our client base. I believe philanthropy

is a key component of luxury.

How do you see luxury evolving in 2018?

I went to China earlier this year and met with groups of high-net-worth individuals. This showed me exactly how global luxury is.

Technology is a key component. Even a fixed asset like real estate has to be connected to technology. The Uberification of society has led everyone to expect instant gratification.

People feel comfortable buying a multi-million home in a purely digital transaction today, whether on their computer or mobile device. We first pioneered digital bidding in 2010, and today more than 95 percent of our sales are conducted via our mobile bidding app.

[Please click here to view the full Luxury Women to Watch 2018 list](#)

1 thought on “Laura Brady – Luxury Woman to Watch 2018”

1. Sherrie Golden says:

September 21, 2017 at 4:08 am

Hello, what's included in the \$695 tickets to the conference?

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