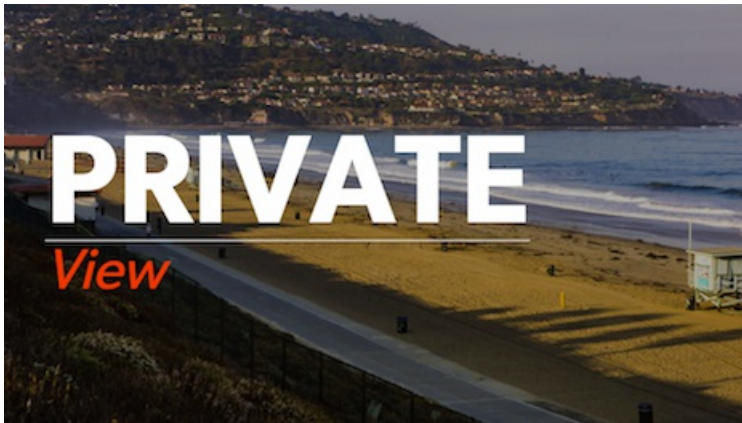


REAL ESTATE

Pacific Union launches online marketplace for luxury homes

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Private View is already running for Southern California and will launch in Northern California later this summer. Image credit: Pacific Union

By DANNY PARISI

California real estate brokerage Pacific Union is adding exclusivity to its listings by launching a digital marketplace for luxury homes.

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Called Private View, the new online platform will allow buyers and sellers of high-end, luxury homes to exchange information online and arrange viewings before the homes become listed publicly. Pacific Union is one of the largest brokerages in the country and the launch of Private View marks a major milestone in the company's history.

"Evaluating the real estate landscape in relation to the clout Pacific Union International has earned as the #1 Independent real estate company in the State of California, I saw an unprecedented opportunity to harness our prolific inventory in a manner that honored both our professionals and our clients," said Nick Segal, president of Southern California for Pacific Union, San Francisco. "Being able to showcase a percentage of our 7 Billion Dollar annual inventory across the state to the general public before these homes hit the MLS gives eager buyers an advantage to see our pre-market inventory and get in front of the market."

Private view

California is home to some of the most expensive homes in the country. The state is naturally a hub for luxury real estate and with the constant movements of wealthy home buyers, the market is always busy.

Pacific Union, in turn, is the fifth-largest real estate brokerage in the United States and is based out of San Francisco.



770 Amalfi in Pacific Palisades - \$15,995,000 - available on Private View. Image credit: Pacific Union

In that spirit, Pacific Union has unveiled a new public portal called Private View, which will allow brokers to list luxury real estate online for potential buyers to browse, similar to other sites like Zillow.

Customers need only register through the Web site and create a profile before browsing some of the many luxury homes that Pacific Union lists on Private View. They can search by neighborhood, price and other criteria and be put in contact with Pacific Union representatives when a suitable home is found.

Pacific Union is also making Private View available for use by other brokerages, who can register their own listings through the site.

Private View launched first in Southern California last week and will expand to Northern California later in the summer.

Southern California

Of the nation's top earning ZIP codes, the places where people make the most money, 70 out of 100 are located on the East Coast.

The majority of these ZIP codes are split between the New York and Northeast areas and the suburbs outside Washington, D.C.

However, this stands in contrast to the ZIP codes that are the most expensive to live in, of which the majority can be found in California. Of the top 100 most expensive ZIP codes, 77 are in California ([see story](#)).



1016 San Vicente in Santa Monica - \$7,995,000 - available on Private View. Image credit: Pacific Union

This makes California one of the most essential regions for luxury real estate in the country.

Pacific Union's launching of Private View comes just one year after Pacific Union and Partners Trust planned a merger that made them the largest independent luxury brokerage in the state.

Together, the companies had sales volumes of \$12.61 billion in 2016, and the newly merged entity made \$14 billion in sales in 2017 ([see story](#)).

Private View is the company's latest effort to expand its reach throughout Southern California's lucrative luxury real estate market.

"For luxury sellers, it's all about discretion and what level of privacy (physical) and confidentiality (privacy of information) they want when it comes to selling their home," Mr. Segal said. "Private View offers a high-level of discretion while at the same time reaching more potential buyers than the traditional method of marketing listings that are not in the MLS.

"We believe Private View creates a marketplace that will help our clients achieve the possibility of a premium price for these types of listings too."

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