

REAL ESTATE

Top 10 luxury real estate efforts of H1

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Macklowe Properties' residences are fit for the animal kingdom. Image credit: Macklowe Properties

By SARAH JONES

Real estate is adapting to an increasingly digital world, exploring innovative formats and concepts for marketing and selling properties.

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From Bitcoin to augmented reality, real estate firms are embracing technology for visualization, listings and secure transactions. A number of brokerages also delved further into editorial marketing, tapping new hires or launching titles geared at engaging consumers through content.

Here are the top 10 luxury real estate efforts from the first half of 2018, in alphabetical order:



A home in California was recently sold for \$6 million in Bitcoin by Sotheby's International Realty. Image credit: Sotheby's International Realty

Despite some trepidation based on the wildly fluctuating value of Bitcoin, cryptocurrency is swiftly rising to prominence in many areas of the luxury world.

High profile luxury real estate sales made through cryptocurrencies have massively expanded popular perception of how useful they can be among wealthy elites. With luxury apartments in New York and sprawling luxury homes in California going on sale for Bitcoin, it is clear that the cryptocurrency's place in luxury real estate has been cemented, paving the way for further adoption in other sectors of the high-end market ([see story](#)).



Samantha Yanks joins Douglas Elliman as chief marketing officer. Image credit: Douglas Elliman

Real estate broker Douglas Elliman looked to gain better traction with its marketing through a new hire.

Samantha Yanks, a marketing expert with experience of over 18 years in luxury real estate, fashion and lifestyle content, joined the firm as chief marketing officer, overseeing its branding, digital marketing and positioning. She came to Douglas Elliman from Modern Luxury, where she was most recently editor in chief of the magazines *Gotham* and *Hamptons* ([see story](#)).



Hamptons real estate gets a modern update. Image credit: Nest Seekers International.

Zillow-owned Hamptons Real Estate Online transformed into a new hub as part of a more modern approach to operating the listings of the country's most expensive zip codes.

Out East is the new division of Street Easy that replaces the Hamptons, New York's outdated realty Web site. The highly customized experience looks to cater to users on both desktop and mobile for all-things real estate ([see story](#)).



IR Architects new tools lets customers view both concepts for homes and homes that are already built. Image credit: IR Architects

Los Angeles-based architecture firm IR Architects brought a digital twist to luxury residential real estate thanks to a new virtual reality project called AVR Studio.

The project allows potential buyers to tour virtual homes and experiment with interior decoration all through the power of virtual reality. As VR has become increasingly accessible, powerful and usable, more brands and

companies in the luxury world have begun experimenting with its unique capabilities ([see story](#)).



Macklowe Properties' residences are fit for the animal kingdom. Image credit: Macklowe Properties.

Macklowe Properties' 200 East 59th Street luxury building in New York looked to fill up its residences through a surprising campaign reminiscent of a classic film but with unlikely actors.

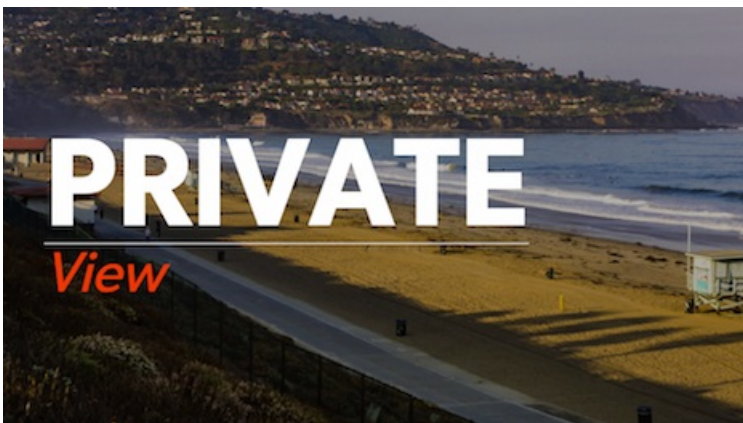
The building released a multichannel campaign that used wild animals as its protagonists instead of humans. Set to the iconic jazz song, "I'll be seeing you," the animals were featured as residents in the building going through a regular day in New York in a film accompanied by a series of stills and campaign content ([see story](#)).



Millionaire Mansion is hosting the first global luxury real estate contest. Image credit: Millionaire Mansion

As high-end homeowners embrace alternative sales methods, one couple is making their British country mansion the grand prize in what is reportedly the first global luxury house competition.

Millionaire Mansion is selling contest tickets for the four-bedroom estate, which sits on 10 acres in Devon, England. The eventual winner will also receive 50,000 pounds in cash, or about \$66,000, a Rolls-Royce vehicle and housekeeper and gardener services ([see story](#)).



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

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

Called Private View, the new online platform allows 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 marked a major milestone in the company's history ([see story](#)).



Platinum Luxury Auctions sold a Boca Raton home after 10 years. Image courtesy of Platinum Luxury Auctions

A recent residential sale from Platinum Luxury Auctions showed the potential for the auction format in high-end real estate, as a property that failed to sell for a decade found a buyer in two days.

The Boca Raton, FL home was on and off the market for 10 years before the owner tapped Platinum as the auctioneer and broker. While real estate auctions are often associated with foreclosures and other troubled properties, a number of firms have proven that the format is also effective for finding luxury buyers ([see story](#)).



Sotheby's new AR app gives customers a better look at what their homes could look like. Image credit: Sotheby's International Realty

Luxury real estate broker Sotheby's International Realty leveraged augmented reality to give consumers the ability to visualize what a property would look like with various decor styles.

A mobile application called Curate by Sotheby's lets users view a potential home through the lens of their phone and project desired furnishings, wall art and more within the space to see how it would look. Sotheby's International Realty (SIR) has been at the forefront of using digital tools to enhance the property-buying process, with Curate the next step in that strategy ([see story](#)).



Reside is published in collaboration with Dow Jones. Image credit: Sotheby's International Retail

Sotheby's International Realty expanded into the world of publishing with the launch of a luxury magazine, *Reside*.

Reside will include features, interviews and editorial content focused on the world of luxury real estate and high-end homes. The magazine is Sotheby's International Realty's created in partnership with Dow Jones Media Group and will allow affiliate companies to create their own unique versions of the magazine specific to them ([see story](#)).

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