

REAL ESTATE

Sotheby's targets Amazon employees for HQ2

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Amazon's campus. Image credit Amazon

By STAFF REPORTS

Realogics Sotheby's International Realty is working on a new online project to help serve Amazon employees who are relocating to its upcoming two new headquarters.

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TTR Sotheby's International Realty in Crystal City, VA; Daniel Gale Sotheby's International Realty in Long Island City in New York's Queens borough and Sotheby's International Realty operated by NRT will be working through the platform to provide current and future Amazon employees with relocation homes.

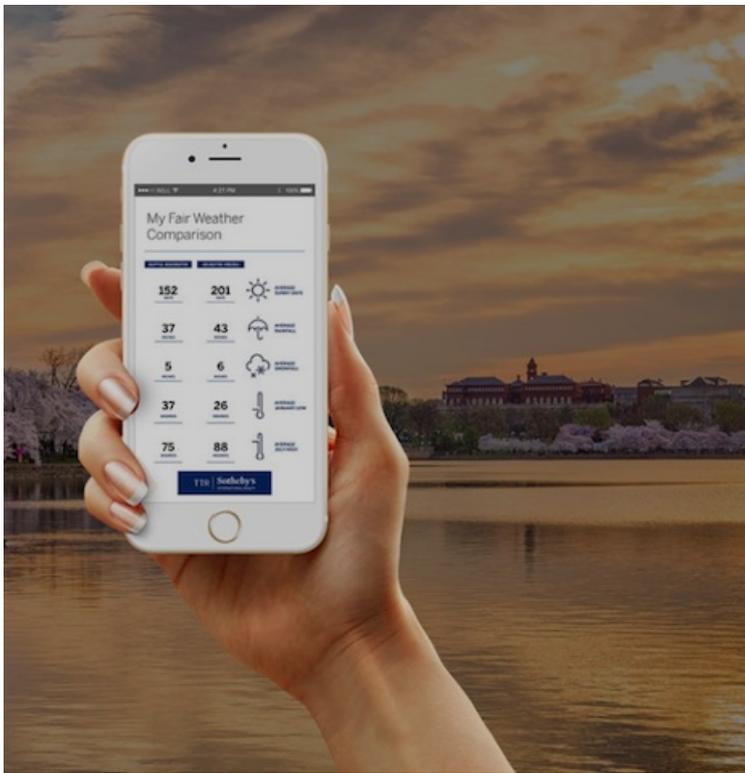
Relocating sales

With Amazon announcing its two new headquarters in the United States in Crystal City, VA and New York's Long Island City neighborhood, Sotheby's is hoping to capture possible business from the opening facilities.

The Web site, MyHQHome.com, is set to launch in January 2019.

"Our goal is to provide an informational resource and personalized relocation services through our exclusive network for Global Real Estate Advisors whom are resident experts in these target neighborhoods," said Dean Jones, president and CEO of Realogics Sotheby's International Realty, in a statement. "Our brand is uniquely positioned with market leading brokerages in each of the Amazon headquarter markets from coast to coast.

"Our dedicated Web site will provide a consumer facing platform to share market knowledge and connect clients with the appropriate broker and ultimately, with a preferred property solution," he said.



MyHQHome.com will feature a variety of tools. Image credit: Sotheby's

The new initiative will serve both renter and buyer prospects.

Amazon employees will be able to view side-by-side comparisons of city market fundamentals, schools, transit, housing, market reports, news aggregation and exclusive listings by Sotheby's International Realty affiliates.

Sotheby's International Realty turned to creative marketing solutions to sustain long-term relationships with its customers.

As a Sotheby's Realty executive explained at Luxury Interactive on Oct. 15, years can pass between real estate purchases, unlike other luxury sectors such as apparel and travel, making personal connections all the more important. Despite the housing industry as a whole being resistant to change, Sotheby's has begun leveraging digital strategies to better assist its more than 22,000 sales associates ([see story](#)).

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