

REAL ESTATE

Bloomberg launches luxury real estate portal with Sotheby's sponsorship

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Sotheby's property in North Palm Beach, FL. Image credit: Sotheby's International Realty Affiliates

By STAFF REPORTS

Business publication Bloomberg is connecting its professional readers with real estate through the launch of luxury listings on its Web site.

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Powered by James Edition, the Bloomberg Pursuits marketplace enables consumers to search for high-end homes in sought-after markets such as New York, Chicago and Los Angeles. For the launch, Sotheby's International Realty Affiliates is serving as the exclusive sponsor, allowing the brokerage to give its properties a spotlight.

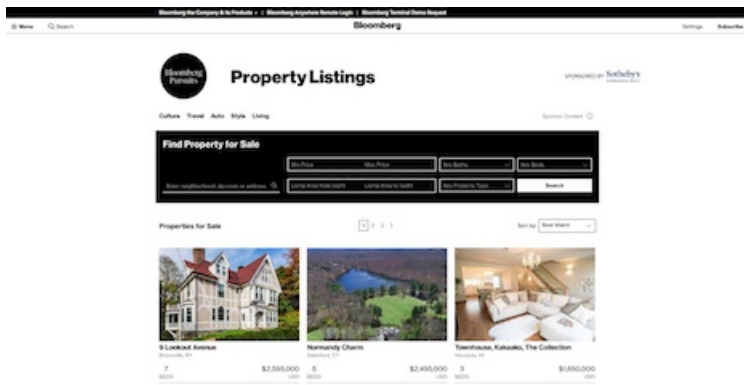
Media marketplace

Sotheby's is the first brand to list homes on the marketplace. In addition to the listings, the brokerage has brand name placement on the platform.

As part of the month-long partnership, Sotheby's will also be running advertising and sponsored content on Bloomberg.

"With this agreement, we are bringing together two leading brands to reach a global luxury and business audience," said Kevin Thompson, chief marketing officer of Sotheby's International Realty Affiliates LLC, in a statement. "We have an amazing opportunity to set the standard for the luxury listings showcased on the properties marketplace, which is a testament to the power and distinction of the Sotheby's International Realty brand.

"The sponsorship allows us to showcase exciting properties around the world to Bloomberg readers, an audience of highly qualified and influential buyers and sellers, providing an enormous benefit to the affiliates, independent sales associates and ultimately, to their clients," he said.



Bloomberg's Property portal. Image credit: Bloomberg

Sotheby's has previously looked to media partnerships to give its listings a greater audience.

The brokerage similarly brings overseas properties to the attention of Japanese buyers through a media partnership.

In 2017, the real estate firm inked an exclusive deal with Japanese news publication Nikkei, which involves placement for Sotheby's properties on the title's online edition, which sees 29 million monthly readers. While close to all Japanese real estate searches are for international properties, Sotheby's became the first firm to present listings from outside of Japan to Nikkei's readers ([see story](#)).