

REAL ESTATE

How real estate platform Realm forged COVID-era success

January 11, 2021



Image credit: Realm

By SARAH RAMIREZ

Global real estate membership platform Realm is approaching the first anniversary of its launch having successfully leveraged technology to support broker relationships.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

While Realm was always intended to be a data-driven community, the COVID-19 pandemic forced the platform to embrace online interactions as the luxury real estate market quickly gained steam. Beyond its networking features, Realm uses artificial intelligence to comb third-party data to help luxury agents find opportunities outside their own client lists.

"Realm's creation is the result of outstanding problem-solving and out-of-the-box thinking from some of the best minds in the real estate industry and beyond," said Julie Faupel, founder/CEO of **Realm** and owner of **Jackson Hole Real Estate Associates**. "Through an extensive network of remarkable resources from hospitality, technology, entertainment and fashion to finance, we've been able to study the dynamic nature of luxury as a whole and inform the platform accordingly.

"We launched in March, at the same time that the pandemic severely limited our ability to bring agents together," she said. "COVID created an unforeseen exciting opportunity for us to pivot to, and we stepped up to fill that void that our members were feeling with a dynamic new community."

Digital networking

Realm incorporates data from Wealth-X and Audience Acuity, allowing customers to blend their own CRM with dossiers that delve into the lifestyles of the affluent. Wealth-X's research combs publicly available information, such as newspaper articles, to build profiles of high-net-worth individuals with assets of more than \$30 million.

The platform lets real estate agents match clients with home that fit their personality by using the same set of tags to categorize homes. Realm also shows which agents have matches to a property. Using Realm, the agent can then contact the other broker to have them refer a client to a listing ([see story](#)).



Realm's platform aims to connect agents. Image credit: Realm

"Realm's patented matching technology is based on the lifestyle profile of clients and the corresponding attributes of a property," Ms. Faupel said. "In addition to this remarkable technology, Realm has broken through previously existing silos to encourage the membership to not only exchange referrals but also best practices, success stories, resources and opportunities within the Realm community."

Less than a year after its public launch, Realm by invitation-only community includes more than 320 real estate professionals from 26 states, 11 countries and 87 individual markets. The referral network has helped agents better connect with like-minded peers outside their own firms or markets, benefitting their clients as well.

When lockdowns quickly followed the platform's debut, Realm introduced its "Leading Minds" forum so members could engage with each other through digital means.



Realm's founder and CEO, Julie Faupel. Image courtesy of Realm

"These live, online gatherings introduce our member agents to each other and create opportunities for them to learn together from experts from the business world and beyond," Ms. Faupel said. "They share personal experiences to build success through these new powerful relationships."

For Realm, these strong partnerships are also translating into access to more than 100,000 ultra-high-net-worth clients. The platform also began 2021 with more than \$5.4 billion in luxury real estate inventory.

Real estate boon

While Realm unexpectedly had to take all of its networking online due to the pandemic, 2020 was an unexpectedly strong year for luxury real estate, particularly in the United States.

Sales of luxury homes jumped more than 60 percent in the three months ending Nov. 30, almost four times the rate of growth during the winter before the COVID-19 pandemic took hold of the United States economy.

According to new data from real estate brokerage Redfin, luxury home sales in the U.S. grew by 60.7 percent year-over-year, far outpacing sales growth for mid-priced and affordable homes. The K-shaped economic recovery in the U.S. has given affluents more spending power and contributed to early rebounds in several luxury sectors ([see story](#)).

Demand for exclusive residential properties will continue well into 2021 even as the vaccine for the coronavirus is widely available to large segments of the United States and global population.

The move to suburbia and a de-urbanization in the U.S., coupled with remote working and schooling, will have lasting effects on the prime real estate landscape for years to come. Expansive single-family homes in locations that offer more space, freedom and less population density will be highly attractive to high-net-worth and ultra-high-net-worth individuals ([see story](#)).

For its second year, Realm expects to grow to 1,000 members and more than \$20 billion in luxury and ultra-luxury inventory.

"In 2021 we've begun rolling out new technology features with a broader data set to enhance connections," Realm's Ms. Faupel said. "We've created new educational and networking opportunities and additional strategic partnerships.

"The success' of REALM is gauged solely on the success and engagement of our membership," she said. "Much like luxury, 'success' is subjective."

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.