

REAL ESTATE

Coldwell Banker joins forces with JamesEdition to promote luxury properties

January 13, 2021



A \$10.8 million villa in Mallorca listed on JamesEdition.com. Image credit: JamesEdition

By LUXURY DAILY NEWS SERVICE

Brokerage firm **Coldwell Banker Real Estate** has struck a partnership with luxury and real estate listings platform **JamesEdition** to promote listings above \$1 million.

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

Under the deal's terms, elite Coldwell Banker properties will be showcased on **JamesEdition.com**, a digital classified section for real estate, cars, jets and yachts. All Coldwell Banker luxury listings will also be syndicated on *Bloomberg's* property marketplace.

"This partnership unites the best of luxury by showcasing exciting, high-end properties around the world on one of the most exclusive, premier listing platforms, while also engaging *Bloomberg* readers, an audience of highly qualified influential buyers and sellers," said Craig Hogan, vice president of luxury for **Coldwell Banker Real Estate** LLC, in a statement.

Cybersynergy provides benefits

As part of the tie-up, Coldwell Banker Real Estate will work with JamesEdition to develop content for the properties listed by their agents.

On top of this, the *Bloomberg* syndication will allow Coldwell Banker to introduce sought-after listings to prospective buyers from a pool of 75.2 million global users with an average net worth of \$1.7 million.



An estate in Bolingbroke, Georgia lists on Bloomberg for \$15.25 million. Image credit: Bloomberg Properties

Established in 2008, JamesEdition says it reaches 550,000 or more buyers each month. Coldwell Banker's logo will remain on listings across all search pages.

In a similar move, media company **Forbes** is widening its reach in the real estate market with the launch of **Forbes Global Properties**.

Set up as an invitation-only consortium of real estate firms, the startup will connect buyers with agents and high-end homes on the market. It will also leverage Forbes' audience of more than 140 million monthly visitors and attempt to encourage their interest in the crme de la crme of the real estate market ([see story](#)).

As the pandemic had a lesser impact on high-net-worth individuals, sales of the most expensive homes in the United States are far outpacing sales of medium-priced ones.

According to Coldwell Banker's Global Luxury's report "2020: A Look at Wealth: New Affluent Trailblazers," demand for the most exclusive properties is surging, with the median price of a luxury property climbing to roughly \$1.4 million for a single-family home at the end of March 2020 ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.