

REAL ESTATE

Redfin adds new markets for Premier listings

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Redfin has sold more than \$4 billion in luxury real estate. Image credit: Redfin

By LUXURY DAILY NEWS SERVICE

Real estate brokerage Redfin is expanding its offering for high-end home sellers to new markets, as luxury real estate markets across the United States see strong growth.

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Redfin Premier is launching in several new markets, including Los Angeles, San Francisco, Seattle and Washington, DC. The brokerage is also adding new digital services for its Premier listings to reach more domestic and international luxury home buyers.

Luxury services

Every Redfin Premier listing will now have HD video tours, in addition to existing benefits such as drone and twilight photography, custom 3D walkthroughs, premium printed materials and targeted postcard campaigns.

In select markets, sellers can use Redfin Concierge service to work with a professional designer to customize a plan from cleaning and staging to renovations to get the best return on selling. The service manages all vendors, scheduling and billing for a seamless experience, and payment is not due until a property sells.



Redfin Premier includes a host of digital services. Image credit: Redfin

Redfin is also expanding advertising for its luxury listings on digital media, including *The Wall Street Journal*, Bloomberg and Mansion Global.

Luxury listings are also featured prominently on Redfin digital platforms, which receive more than 40 million monthly visitors.

Redfin Premier was already available in several U.S. markets, including Boston, Chicago and San Diego. Homes priced at more than \$1 million automatically qualify for Redfin Premier, although the threshold is \$1.5 million in the San Francisco Bay Area.

Interest in million-dollar-plus homes among affluents in the United States continues to climb, nearly a year into the COVID-19 pandemic.

In January, more than one in 10 saved searches on Redfin.com filtered for homes priced at \$1 million and above, a four-year high. This is up from 8.5 percent in January 2020 ([see story](#)).

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