

REAL ESTATE

## Brokerages partner, helping affluents find second homes in New York, Florida

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*Affluents are actively seeking second homes in Florida and New York. Image credit: Fortune International Realty*

By LUXURY DAILY NEWS SERVICE

Two real estate brokerages from two of the most populous regions in the United States are partnering to make it easier for New Yorkers and Floridians to relocate or buy second homes.

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New York City's **Warburg Realty** and South Florida's **Fortune International Realty** have formed a partnership that will allow an end-to-end pipeline to leverage connections to communities and personalized experiences for buyers looking at properties in the two states. With both firms being independently owned and operated in the respective cities of New York and Miami, this collaboration gives buyers, sellers and agents better access and exposure to each other's markets.

"Through a collaborative marketing and communications platform, Warburg Realty and Fortune will engage connectivity by creating unequalled, real-time access to local real estate knowledge, expertise and information," said Edgardo Defortuna, president and CEO at Fortune International Realty, in a statement. "With Miami and New York experiencing upticks in market activity, agents and clients from both firms will benefit from a more robust and intimate network of sellers, purchasers, developers and properties in their respective cities."

Empire State to Sunshine State

The agreement will allow both firms to leverage personal connections to local vendors, communities and concierge services to ensure a personalized end-to-end real estate experience for customers shopping in both the Florida and New York markets.

Both realty firms stated that they embarked on a vigorous search for the right partner, citing culture fit and brand alignment as top priorities. Both companies were impressed by each other's reputations and dedication to client service.



*The new brokerage partnership allows both firms to leverage personal connections to local vendors and communities in two markets. Image credit: Fifth Avenue Association*

Leadership from both brokerages hopes that this partnership is the first step in what will be a lasting relationship.

"As a boutique firm, Warburg deploys these relationships to create a seamless customer experience for our buyers and sellers with homes in multiple locations," said Frederick Warburg Peters, CEO of Warburg Realty, in a statement.

In the wake of the COVID-19 pandemic, many affluents began searching for second homes.

Last November, sales of vacation homes were driving a boom in the United States real estate market as affluents had more flexibility and time to make such investments worthwhile amid the pandemic. According to a report from real estate brokerage Redfin, home sales were climbing across the country thanks to low mortgage rates and a surge in relocations ([see story](#)).

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