

REAL ESTATE

## Coldwell Banker teams with luxury real estate specialist

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*Luxury real estate continues seeing strong sales growth. Image credit: Coldwell Banker*

By SARAH RAMIREZ

Real estate brokerage firm Coldwell Banker is launching a new partnership between its Global Luxury program and Supreme Auctions.

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Through the partnership, Coldwell Banker Global Luxury agents will have a new tool to offer clients who are buying and selling high-end properties. Established in 2007, Supreme Auctions specializes in luxury real estate auctions.

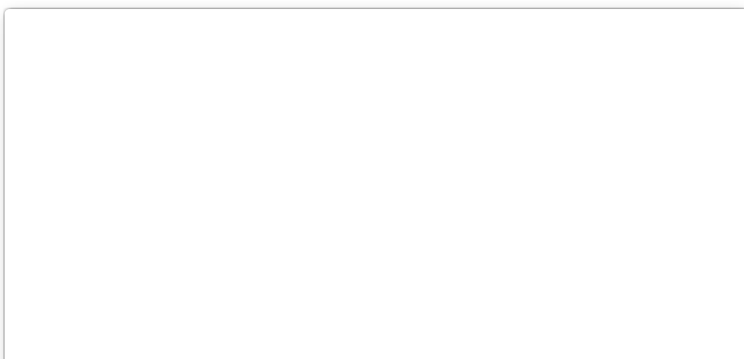
"The Coldwell Banker Global Luxury program continuously finds news ways to provide its agents and clients with a competitive edge," said Michael Altneu, vice president of luxury at [Coldwell Banker Real Estate LLC](#), in a statement.

"Our partnership with Supreme Auctions and its proven Accelerated Marketing Program offer a powerful new tool to our Luxury Specialists."

### Supreme partnership

In 2020, Coldwell Banker Global Luxury property specialists conducted more than 32,000 transactions of homes priced at \$1 million or more, totaling \$168.4 million in luxury sales and a 16.6 percent increase year-over-year.

The new strategic partnership reflects Coldwell Banker's and Supreme Auctions' shared values of integrity and dedication to representing luxury properties around the globe.



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A post shared by Supreme Auctions (@supremeauctions)

*Supreme Auctions specializes in accelerated luxury real estate marketing*

"As the preferred auction partner to the Coldwell Banker Global Luxury program, we are pleased to provide their agents with an exciting, time-certain, accelerated marketing solution for clients who are selling and purchasing the world's most distinguished properties," said Maverick Commins, CEO at [Supreme Auctions](#), in a statement.

Additionally, Supreme Auction will help enhance Coldwell Banker's Luxury property specialist certification package by introducing a complementary luxury certification course.

Through another strategic partnership, 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 ([see story](#)).

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