

REAL ESTATE

Redfin expands Premier service nationwide

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This is the third expansion of the service since it was first offered to home sellers in 2020. Image credit: Redfin

By LUXURY DAILY NEWS SERVICE

Real estate brokerage **Redfin** is now offering its Premier agency service to all of its 100 select markets across the United States.

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Redfin Premier pairs both buyers and sellers of luxury homes with seasoned agents who rank at the top end of the 1 percent of agents in the country.

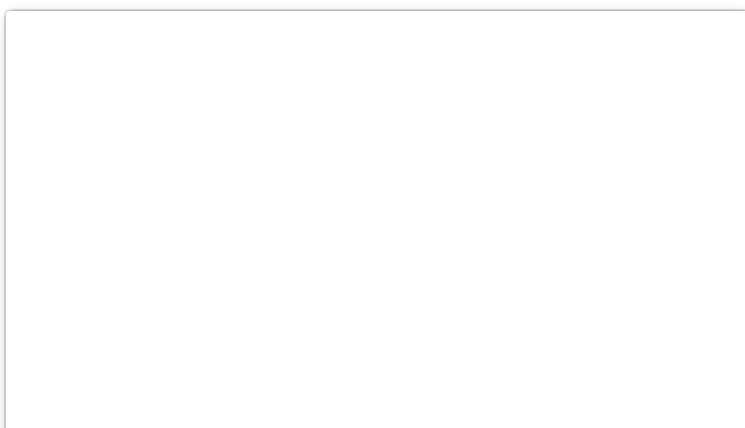
This is the third expansion of the service since 2020 when it was first offered strictly to home sellers in select markets, and earlier this year when it was additionally offered to home buyers in the same markets.

Red letter day

To qualify for the service, homes being bought or sold must be priced at a certain minimum that varies by city and region.

For most markets, this minimum is \$850,000. On the West Coast, San Francisco's set minimum price \$1.75 million and for Los Angeles and Orange County it is \$1.5 million.

On the East Coast, New York's minimum is \$1.25 million, while for Boston, Washington, D.C. and Miami, it is \$1 million.



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To help sellers optimize their homes' selling price, Premier agents offer services such as professional video tours and virtual tours, the latter of which involves 3D scanning of each area of the home, and listing placement in exclusive publications and through email campaigns.

Redfin Premier agents have a record of selling houses at three times the rate of even other Redfin agents.

For qualified buyers, Redfin Premier agents bring with them an extensive network of connections as well as a close familiarity with local high-end housing markets.

Last year, Redfin reported that many such U.S. affluents were eager to pay cash for their new homes as a means of circumventing skyrocketing mortgage rates. This was especially true in the wealthy enclaves of Long Island and West Palm Beach ([see story](#)).

More information about the Redfin Premier program is available [here](#).

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