

Special Properties Real Estate expands Christie's in NJ

Special Properties Real Estate Services 7:58 a.m. ET March 16, 2017



(Photo: Evan Joseph Images)

Special Properties Real Estate Services has been awarded a new long-term contract with Christie's International Real Estate, which expands their existing territory to new territories in Bergen, Hudson, Essex, Passaic, Warren, and Sussex Counties.

"Special Properties has long demonstrated a commitment to Christie's trust values of expertise, client care, and discretion, while embracing our network's emerging opportunities. Expanding the company's market scope is deserved and welcomed. We look forward to continuing to support and promote Special Properties as a luxury leader in their local marketplace by providing them with the global reach of Christie's," said Kathleen Coumou, Executive Director of Christie's International Real Estate.

We are discussing the company's recent expansion and future plans with Sonja Cullaro, Director of Business Development for Special Properties.

Q. What differentiates Special Properties and the Christie's network from other real estate companies in Northern New Jersey?

A. We call it the Power of Christie's. The best way to describe that is to cite the following about us and the Christie's International Real Estate network:

- \$118 billion in annual global sales
- 1,200 offices with 32,000 real estate professionals worldwide
- Christie's is an invitation-only network of top brokerages: we are hand-selected for our expertise and extraordinary level of service, and unparalleled track record
- Our clients benefit from our ties to the world's leading art business and strong media presence
- The Christie's brand distinguishes a property from others on the market
- We offer tailored service and innovative marketing programs, exclusive use of the Christie's brand in our area, collaboration with our auction house colleagues and referrals from our network of the world's top brokers
- As a result, we are able to provide our clients with the best value in the optimal time frame



(Photo: Special Properties Real Estate Services/Courtesy)

Q. What type of tailored service can a homeowner expect from Special Properties and Christie's?

A. We offer different programs including The Bespoke Marketing Program, Signature Program and all of our marketing efforts are based on a teamwork approach between our local experts and experts from Christie's International Real Estate worldwide. This is a perfect mixture of local and global expertise through the implementation of print, digital and event marketing as well as state of the art public relations and media campaigns. The Christie's International Real Estate website and our other strong internet-based marketing tools are capturing internet homebuyers and connecting them with sellers.



Q. What are the prospects for luxury home sales in Northern New Jersey?

A. Our predictions are very positive for home sales in Northern New Jersey. As global hubs such as New York City continue to attract attention from international buyers, luxury home searches have emanated out into neighboring enclaves of wealth. With its close proximity to Manhattan, New Jersey offers an ideal balance of urban vibrancy and unexpected bucolic serenity – long proven and more recently, rediscovered.

Christie's International Real Estate's CEO, Dan Conn, and Executive Director, Kathy Coumou, with the Special Properties Real Estate Services' team at Special Properties' Mahwah office. (Photo: Alex Gregorek/Special Properties Real Estate)



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