

New construction assures homes built with quality



(Photo: Chris Marksbury)

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Christie's Exclusive Affiliate, Special Properties, recently started a New Construction Division. We are discussing with Vincent Stanson, Division manager, the advantages that this division is providing to home builders and developers.

Q: What are the advantages that homebuilders and developers will receive from working with Christie's Special Properties?

A: One of the most powerful brands in the world. We don't need to look too far to witness how important branding can be for real estate projects. In the last ten years, residential projects in Manhattan, which are branded (Trump, Four Seasons, W, Ritz Carlton, etc.), produced 50 to 100 percent higher income for homebuilders and developers. Here, we have to understand, the brand does not represent just the name. There is a level of quality, amenities and lifestyle attached to the brand.

Q: How do you see the Christie's brand differentiating one project from another?

A: The Christie's brand stands for excellence and trust. Homes built under the Christie's brand are homes of the highest quality and homes representing a specific lifestyle. For homebuilders and developers, the Christie's brand also represents an opportunity to market their projects using the Christie's International Real Estate network of 32,000 agents and 70 million website views. This type of exposure guarantees reaching the right buyers and can provide faster sales.

Q: Do you see your involvement only in multi-unit projects?

A: Not necessarily. The approach is definitely different, but we can add value to projects of any size including individual homes.

Q: What additional services does a homebuilder or developer expect from Special Properties?

A: We can be involved from the beginning of the process through to the end. This would include architectural plans, design, landscape design, promoting a certain type of lifestyle, staging, marketing and financing. For example, staging is very important in sales of new homes. Experience is proving that projects with a model home or furnished homes are selling faster and for a higher price. We have in-house a talented, high-end designer specifically certified for staging homes for sale.