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EWM finds top partner in Christie's Great Estates

When it comes to selling luxury homes and condominiums, Esslinger-Wooten-Maxwell Realtors® (EWM), a HomeServices of America Company, which is an affiliate of Berkshire Hathaway, has an ally that's hard to beat. For the past decade, EWM has been the area's exclusive affiliate for the Christie's Great Estates International Network of top-tier firms.

How successful is that partnership? The numbers tell the story.

"EWM closes on a \$1 million-plus home every 36 hours," says Ron Shuffield, CEO of the 46-year old South Florida brokerage.

"That ranks us No. 1 in Miami-Dade County for this segment of the market."

In addition, he says, EWM Realtors is also No. 1 countywide in the number of residential sales in excess of \$2 million and \$3 million, positioning it at the head of the pack in all three categories.

Moreover, he says, the million-dollar-plus residential market is gaining in strength.

"In March through May 2010," Mr. Shuffield says, "Miami-Dade sales were 65% greater than they were in the same time period last year. High-end sales today are greater than

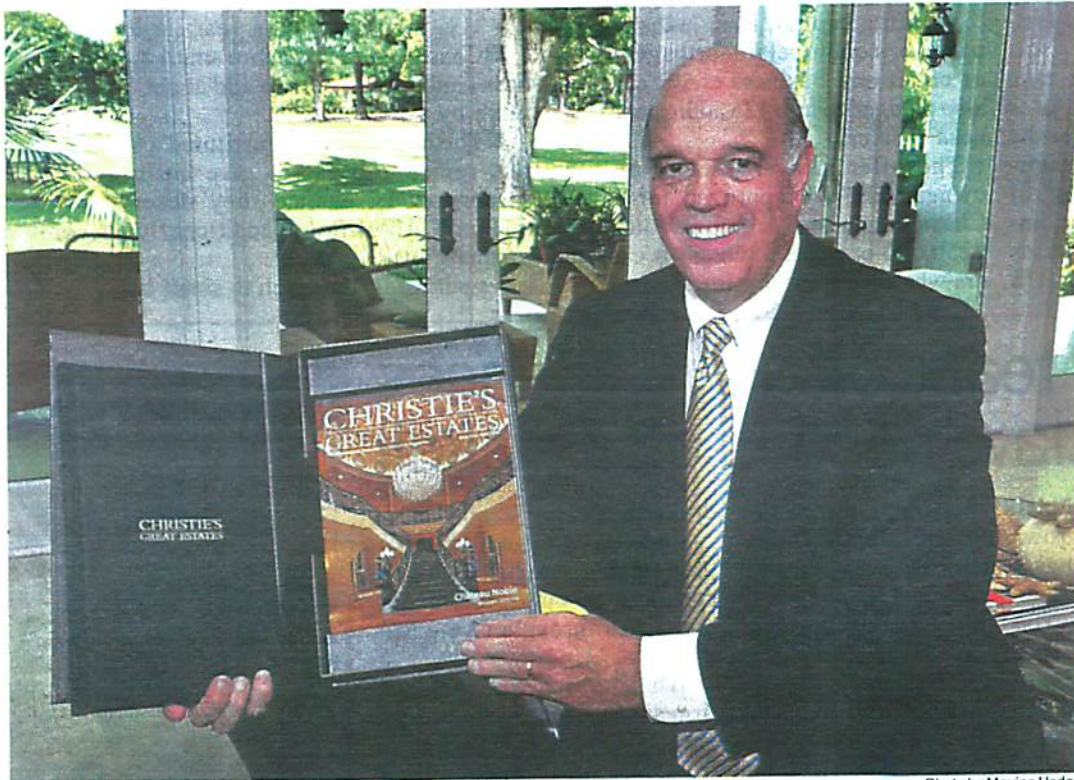


Photo by Maxine Usdan

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they have been since 2005."

Christie's Great Estates, a wholly owned subsidiary of Christie's Auction House, founded in London in 1766, gives EWM global coverage second to none.

"Our affiliation with Christie's immediately gives our listings a presence all over the world,"

Mr. Shuffield says. "Christie's has 34,000 associates operating in 42 countries."

To put that in perspective, consider that Sotheby's Realty, the real estate brokerage franchisor owned by the same parent company that owns Century 21 and ERA Real Estate, has 10,000 associates.

this criterion, as opposed to only 44% of Sotheby's.

"As the online numbers reflect, Christie's is the multi-million dollar home leader," Mr. Shuffield says.

And the public has taken note: the numbers show that 52% of those visiting Christie's web site are international, compared to 34% at Sotheby's.

In addition, Mr. Shuffield says, EWM luxury listings are featured in *Christie's Great Estates* magazine, 70,000 copies of which are distributed quarterly in 60 nations, in addition to being sold internationally at newsstands. Individual property brochures are distributed in 350 cities in 57 countries, and Christie's media specialists are in regular contact with journalists around the world.

"Christie's has been an integral part of our success through the years," Mr. Shuffield says. "Our affiliation with them — along with our own 46-year reputation in this high-end market and our seasoned associates who specialize in luxury properties — provides us with a unique international luxury real estate marketing platform, setting us apart from our competition."

"Properties priced above \$3 million account for more than a third of Christie's online listings," Mr. Shuffield says. "Only 13% of Sotheby's online listings are in this class."

Drop down to listings above the \$1 million mark, and the gulf is even greater: 88% of Christie's online listings meet

Details: www.ewm.com;
christiesgreatestates.com.