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Special Properties expands to Mahwah and Franklin Lakes

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Special Properties Real Estate Services has announced new partnerships and a major expansion throughout northwest Bergen County, including new offices in Mahwah and Franklin Lakes, and a wider affiliation with the acclaimed Christie's International Real Estate. The development promises a new "buyers experience," bringing advanced technology and enhanced customer service to the new offices, and is a recognition of the increased appeal and higher pricing of properties in this section of New Jersey's most populous, but wooded, county.

"The expansion builds on the brokerage's 25 years of customer-centric focus and sales success, where, since 2000, more than \$1 billion of sales were completed of homes valued over \$1 million, giving the company top market share position," said Ilija Pavlovic, president and CEO of Special Properties Real Estate Services Group. "We are excited about the potential of bringing this local, boutique real estate brokerage, with so much experience and unique perspective and philosophy, to more of northern Bergen County, with the class, legacy and custom approach of Christie's International Real Estate. Our clients can access a powerhouse real estate operation that harnesses the potential of an international affiliation, without losing the local personal touch that has been the hallmark of Special Properties for a quarter-century."

The new office designs contrast, yet complement, the dominant and rising trend of online property searching. Nearly seven out of 10 property searches are conducted online. "Our customer-centered approach recognizes that initial inquiries will be conducted online in most cases, but our unique office venues will afford more personal and detailed advice and guidance in the office," said Pavlovic. "It is like going 'back to the future,' to a time when nearly all buyer and seller business was done in the office."

Special Properties, which started in Saddle River in 1992, serves clientele in both New Jersey and New York and specializes in the marketing and selling of luxury properties. Its Realtor associates and staff are highly experienced and work with their clients at an unparalleled level, including offering a unique array of resources and services to clients. With its affiliation with the Christie's International Real Estate network, Special Properties can assist in the relocation of clients anywhere in the world, and, at the same time, expose northwest Bergen's local communities to a larger universe of buyers from around the world.

Supported by the esteemed art business, Christie's International Real Estate is a global network offering exclusive home and luxury real estate services to buyers and sellers worldwide. Christie's International Real Estate only admits real estate brokerages to its network that demonstrate a proven record of success in luxury property sales.

Its worldwide network includes 135 affiliated brokerages operating from 1,200 offices, with 32,000 real estate professionals in 45 countries. The Christie's International Real Estate network receives more than 490 million annual web page views from discerning homebuyers worldwide.

For more information, call 201-962-9555.