

## Christie's expands into Miami with latest affiliate

Fortune Christie's International Real Estate will be led by Edgardo Defortuna

BY Brooklee Han October 17, 2022

Christie's International Real Estate has signed on its latest affiliate. The firm announced on Friday that it is signing Miami-based Fortune International Realty to its invitation-only affiliate network.

Founded in 1983 by the Defortuna family, Fortune International Realty is still led by president and CEO Edgardo Defortuna. The brokerage has over 600 agents in 11 Miami offices and it plans to open an office in Fort Lauderdale later this year. The firm's affiliate with Christie's makes Fortune the brand's exclusive affiliate for Miami-Dade and Broward counties.

"Over the years, we have been approached by every major real estate brand you can think of, but none has ever demonstrated the ability to add value for our business the way that today's Christie's International Real Estate does. The technology, luxury branding, and international visibility will give our team an incredible edge as we look to grow and deliver an even higher level of service for our agents and luxury clients in South Florida," Defortuna said in a statement.

The brokerage will now be known as Fortune Christie's International Real Estate.

The invitation-only Christie's International Real Estate Affiliate network spans nearly 50 countries and territories around the world. The brand has recently welcomed affiliates in Japan; Malta; Venice, Italy; Tallinn, Estonia; Naples, Florida; and Newport, Rhode Island.

According to Christie's, more affiliates will be announced by the end of the year.

Christie's Auction House CEO Guillaume Cerutti, predicts that the Miami market will play a key role in further growing the brand.

"Miami has been a focus of Christie's art and luxury business for decades. Now, we are excited to have the brand associated with the luxury property market through Fortune Christie's International Real Estate," Cerutti said in a statement. "Miami has that rare combination of some of the world's best art, fashion, and real estate — offering the ideal location and creative energy to produce what we know will be exciting collaborations and opportunities."

Christie's was acquired by Chicago-based @properties in December 2021.

According to the RealTrends 500 Rankings, @properties was the 9th largest residential brokerage firm in the U.S., based on 2021 closed sales volume of \$23.9 billion.