

## Christie's International Real Estate Launches Crypto-Focused Property Division

July 30, 2025

– Categories: *Crypto*



[Download IPFS](#)

Christie's International Real Estate, one of the world's most prestigious luxury property brokerages, has launched a dedicated division to handle real estate transactions using cryptocurrency. The move reflects rising demand among global investors for digital asset-based purchases, signalling a significant development in the intersection of high-end property and financial technology.

The firm announced the initiative in an exclusive shared with The New York Times, highlighting its aim to support clients seeking to buy and sell properties using digital currencies such as Bitcoin (BTC) and Ethereum (ETH). The new division includes a specialised team composed of legal professionals, data analysts, and cryptocurrency experts, tasked with overseeing and managing these complex transactions securely and efficiently.

This development makes Christie's the first major global real estate brokerage to formally establish a crypto-focused team. While smaller firms and individual agents have accepted cryptocurrency in isolated deals over the past few years, this marks a formal institutional step into the digital asset space. The company's leadership has cited growing international interest, particularly from technology entrepreneurs and digitally native investors, as a key driver of the decision.

Christie's International Real Estate operates across more than 50 countries and is affiliated with Christie's, the centuries-old auction house known for its high-value sales and elite clientele. This new division is expected to build on that legacy by catering to a digitally fluent demographic that seeks efficiency, security, and flexibility in property investments.

The rise of cryptocurrency in property markets reflects broader shifts in how wealth is held and transacted globally. As financial regulations gradually adapt and digital asset markets mature, traditional sectors such as real estate are beginning to integrate blockchain technology and decentralised finance tools. By offering a structured and legally compliant route to conduct such transactions, Christie's appears to be positioning itself ahead of the curve.

While the firm did not disclose specific figures or properties already available for crypto transactions, the establishment of this division marks a clear signal that digital currency is gaining legitimacy in the luxury real estate sector. Whether this trend becomes a standard industry practice will depend in part on regulatory developments and market demand, but for now, Christie's is setting a notable precedent.