

# Concierge Auctions Wins 2025 Inman Golden I Club Award for Best Beach Sale

*Leading Real Estate Auction House  
Recognized for \$20.16 Million Sale of  
Makena Road Estate in Maui, Hawaii*

NEW YORK, NY, UNITED STATES, July 29, 2025 /EINPresswire.com/ -- [Concierge Auctions](#), the world's largest luxury real estate auction house, has been named the 2025 [Inman Golden I Club](#) Award winner for Best Beach Sale following its landmark \$20.16 million sale of 4610 Makena Road, a prestigious beachfront estate in Wailea-Makena, Maui. The recognition affirms the firm's position as the leader in high-stakes luxury real estate transactions and underscores the impact of its global reach and accelerated sales model.

"This breathtaking estate is the epitome of what makes the beachfront market so special and so competitive," said Chad Roffers, CEO of Concierge Auctions. "That we were able to deliver such a remarkable result in just 30 days is a testament to the strength of our platform and the expertise of our partners. We're proud to work alongside the most trusted agents in the world to create outcomes like this for sellers who need speed, certainty, and market value."

Poised on 1.43 acres along Po'olenalena Beach with 148 feet of direct beachfront, the estate was a rare offering of privacy, architectural distinction, and true Hawaiian indoor-outdoor living. Despite being on the market for nearly a year prior, the property sold within just 30 days of auction marketing through Concierge Auctions. The result was achieved in cooperation with Nancy Callahan of Coldwell Banker Island Properties and Paul Stukin of Deep Blue HI, reflecting the power of strategic local and global collaboration along with intelligent targeting of high-net-worth buyers.

"This award is a reflection of what sets Concierge Auctions apart: our ability to combine speed, precision, and global reach to deliver extraordinary results," added Krystal Aeby, President of





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*Krystal Aeby, President of Concierge Auctions*

Concierge Auctions. "The Makena Road sale was a win for the seller, buyer, and agents, and a masterclass in what's possible when local market expertise meets world-class marketing. We are honored to be recognized by Inman."

Winners of the Golden I Club Awards were announced at Inman Luxury Connect 2025 in San Diego, a premier gathering of the industry's top professionals in luxury real estate. Roffers also took the stage as a featured speaker on the panel "Luxury Real Estate, Unshaken," a timely discussion about navigating high-stakes deals amid rising

interest rates, shifting global economics, and new buyer behaviors. The panel explored how to turn volatility into opportunity and how today's most agile professionals are crafting adaptive strategies to guide clients with confidence through today's dynamic market.

To learn more or to inquire about selling or buying through Concierge Auctions, visit [conciergeauctions.com](https://conciergeauctions.com) or call 212.202.2940.

To view the full list of Inman Golden I Club award winners, visit [inman.com/golden-i-club-awards](https://inman.com/golden-i-club-awards).

#### About Concierge Auctions

Concierge Auctions is the world's largest luxury real estate auction marketplace, with a state-of-the-art digital marketing, property preview, and bidding platform. The firm matches sellers of one-of-a-kind homes with some of the most capable property connoisseurs on the planet. Sellers gain unmatched reach, speed, and certainty. Buyers receive curated opportunities. Agents earn their commission in 30 days. Majority owned by Sotheby's, the world's premier destination for fine art and luxury goods, and Anywhere Real Estate, Inc (NYSE: HOUS), the largest full-service residential real estate services company in the United States, Concierge Auctions continues to operate independently, partnering with real estate agents affiliated with many of the industry's leading brokerages to host luxury auctions for clients. For Sotheby's International Realty listings and companies, Concierge Auctions provides Sotheby's brand exclusivity as Sotheby's Concierge Auctions. Since inception in 2008, the firm has generated billions of dollars in sales, broken world records for the highest-priced homes ever sold at auction and conducted auctions in 46 U.S. states and 35 countries. The firm owns one of the most comprehensive and intelligent databases of high-net-worth real estate buyers and sellers in the industry, and it has committed to build more than 300 homes through its Key For Key® giving program in partnership with Giveback Homes™, which funds new homes for families in need from every property the company sells. For more information, visit [ConciergeAuctions.com](https://ConciergeAuctions.com).

Audie Chamberlain

Lion & Orb  
audie@lionandorb.com

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