

Vero Beach's Luxury Buyers Don't Browse Portals: Vero Premier Properties Is Built for How They Actually Move

Before Your Buyer Starts Searching, Vero Premier Properties Has Already Found Them. AI Wealth Intelligence Comes to Vero Beach Luxury Real Estate

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Vero Beach's Luxury Market Runs on Cash and Discretion. Vero Premier Properties Is Deploying AI Wealth Intelligence to Match It.



Vero Premier Properties

Boutique Coldwell Banker Global Luxury team becomes among the first on Florida's Treasure Coast to adopt AI-powered wealth network intelligence, addressing a barrier island market where the most qualified buyers rarely begin their search on public portals.

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The most qualified buyers in this market do not browse portals. They move through relationships and timing. We built a system that finds them first.”

Ben Bryk

The luxury real estate market on Vero Beach's barrier island does not behave like the broader Florida market, and the difference is measurable. The average sale price runs near \$1.99 million. Nearly 63 percent of all transactions close in cash — believed to be the highest all-cash rate in the nation. Waterfront product trades at roughly 66 percent below comparable Naples pricing. And the buyers who recognize that value are largely affluent relocation purchasers from the Northeast and Midwest

who rarely begin their search on a public listing portal.

That market reality has created a structural gap between how luxury homes are typically marketed and how the most qualified buyers actually move. Vero Premier Properties, the

Signature Division of Coldwell Banker Global Luxury, is closing that gap by becoming among the first luxury real estate teams on Florida's Treasure Coast to integrate AI-powered wealth network intelligence into its listing and prospecting process.

The platform draws on hundreds of millions of consumer and professional profiles, enriched with real estate holdings, income and wealth ranges, employment history, and board affiliations, and resolves those signals into a unified view of a prospective buyer. For a luxury seller, it delivers two capabilities that traditional marketing cannot.

The first is relationship mapping. The system analyzes shared professional history, education, and affiliations to surface warm introduction paths to qualified buyers, scoring each connection by strength and recency. Rather than advertising a listing to strangers, the team can route it toward likely buyers through the trusted introductions that move high-value transactions.

The second is real-time monitoring of wealth trigger events — company sales and acquisitions, senior leadership changes, public offerings, liquidity events, and high-value property activity. These financial moments frequently precede a luxury home purchase. The platform identifies them as they occur, allowing the team to reach the right prospect at the moment a move becomes most likely rather than months later.

"The most consequential buyers in this market move through relationships, advisors, and timing — not search portals," said Ben Bryk, Co-Founding Principal of Vero Premier Properties. "Most luxury teams market a home and wait for the right buyer to surface. We identify the most probable buyers first, map the path to reach them, and engage them at the moment their

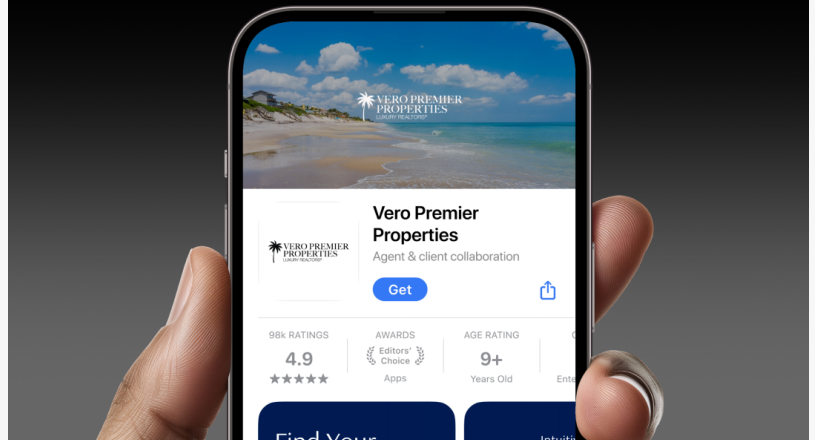


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circumstances make a move likely. That is a fundamentally different model, and the data behind this market demands it."

The capability is one layer of a broader technology platform. Vero Premier also operates a proprietary mobile application — believed to be the only luxury real estate app within approximately 100 miles, available in the Apple App Store — that keeps qualified buyers connected to listings in real time and has contributed to a contract pace approximately 40 percent faster than the broader market.

"This is a hyper-local market that rewards both depth and reach," said J. Vance Brinkerhoff, Co-Founding Principal. "We have spent years building specialized knowledge of communities like Sea Oaks, Grand Harbor, John's Island, Orchid Island, and Windsor. Pairing that local expertise with institutional-grade buyer intelligence and the global network of Coldwell Banker Global Luxury gives our sellers an advantage no other team on the Treasure Coast has assembled."

The platform is also purpose-built for the feeder markets that drive Vero Beach purchases — Connecticut, New York, New Jersey, Massachusetts, and Illinois — allowing the team to identify affluent prospects in those regions whose financial circumstances point toward a Florida relocation. All prospecting and marketing activity is conducted in compliance with the Fair Housing Act, with targeting based on financial, professional, and geographic criteria only.

About Vero Premier Properties

Vero Premier Properties is a boutique, two-principal luxury real estate team and the Signature Division of Coldwell Banker Global Luxury, specializing in the barrier island communities of Indian River County, Florida. The team combines more than 18 years of local market expertise with the institutional reach of Coldwell Banker Global Luxury — a



new office on A1A



new office on the island

global network of more than 96,000 affiliated agents and an International Luxury Alliance spanning 60 markets worldwide. Vero Premier is ranked in the top 1.5 percent of agents nationally by RealTrends, was recognized by Apple News among the Top 10 Most Trusted Realtors in Florida for 2025, and is designated as Cleveland Clinic Preferred Physician Realtors, the only team in Indian River County to hold that distinction. The principals have completed more than \$1.2 billion in career sales across 2,000-plus transactions.

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Note to editors: Market data, including transaction and pricing figures, is drawn from sources believed reliable and reflects Vero Premier Properties' good-faith understanding of the Indian River County barrier island market. Statements regarding comparative technology adoption among area brokerages reflect the firm's good-faith understanding and are not guarantees. Each office is independently owned and operated.

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