



Douglas Elliman  
Development Marketing

THE  
JINTOORKAR  
TEAM

AT DOUGLAS ELLIMAN REAL ESTATE





## **ANIL JINTOORKAR**

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Anil Jintoorkar is a seasoned real estate professional with over 20 years of experience in the Sydney, Australia and New York City markets. His path of success took him from working for some of the highest-performing teams in the industry, to becoming a top-producing independent agent, to running his own award-winning team at Douglas Elliman.

For their outstanding performance and client-centric approach, The Anil Jintoorkar Team has earned well-deserved recognition under his leadership. This includes winning a 2024 Platinum Award placing them in the top 8% of agents nationwide, ranking as the #10 Team in Rental Transactions in 2024, and receiving a coveted 2023 Gold Award.

Anil's comprehensive services span the gamut of client needs, from handling resales in all price ranges to luxury rentals, rental buildings, and new condo development. He has been involved in all phases of new development from start to completion and advised on all aspects of the process. Before leaving Australia, where he sold upscale waterfront properties and worked on ground-up development projects, Anil launched a 160 residential unit new construction. Bringing his expertise to the NYC sector nearly a decade ago, he has played a key role in partnering with developers to conceive and sell out both boutique and larger-scale projects.

Extremely passionate, motivated, knowledgeable and hardworking, Anil raises the bar on the standard of real estate service. Whether it be a \$50,000 rental or a \$50 million luxury sale, every client receives the same exceptional level of excellence and attention from him and his team. His financial acumen, elite people skills, and tireless dedication to exceeding client expectations were honed prior to entering real estate, while heading up thriving ventures in the hospitality industry. Anil further sets himself apart with his cutting-edge marketing, command of technology and social media, vast network, and savvy negotiating skills that ensure the best deals possible.

A native in India, Anil speaks four Indian languages as well as English and German. He holds a Bachelor's degree in Commerce and a Master's in Marketing.





# SCOPE OF SERVICES

## PRE-DEVELOPMENT

- Core Team**
  - Exterior and Interior Design
  - Architect of record
  - Landscape Design
  - Preferred Technology Vendor
  - Cultural/Retail Affiliations
  - View Photography
  - Legal Team
- Market Intelligence**
  - Select Comparables
  - Pipeline Inventory
  - Quarterly Reports (ongoing)
  - Sales Gallery Tours
  - Broker Focus Groups
  - Schedule B
  - Benchmarking Surveys
- Analytics**
  - View Study
  - Unit Mix Strategy
  - SWOT
  - Pricing Strategy
- Deliverables**
  - Marketing and Design Positioning
  - View Study Scope of Work
  - Designer Recommendations
  - Designer Scope of Work/RFPS
  - Consultant Recommendations
  - Core and Circulation Review
  - Floorplate Demising Blocking Diagrams
  - Residential Planning Guidelines
  - Premium Residences Program
  - Amenity and Service Program
  - Kitchen and Bathroom Program
  - Appliance Packages
  - Floorplans, Systems and Finishes Review
  - Value Engineering Priorities
  - Premediated Combinations Plan

## CREATIVE

- Core Team**
  - Creative Agency
  - Rendering Artists
  - Context Photography
  - Building Model Vendors
  - Public Relations (domestic, international)
  - Media Planning
  - Technology
  - Commercial broker (Sales Gallery identification)
  - Strategic Partnerships
  - Legal Team
- Consumer Research**
  - Broker Focus Groups
  - Target Buyer Profiles
  - International Outreach Plan
  - Sales Gallery Tours
- Brand Positioning**
  - CPS-1 Standards
  - Offering Plan Standards
  - Brand Identity
  - Logo
  - Collateral
  - Website
  - SEO
- Strategic Brand Positioning**
  - Marketing Timeline and Budget
  - Creative Direction/Vendor Oversight
  - Best Practices
  - Creative Agency RFP
  - Building Model RFP
  - Marketing Plans Review
  - Renderings Review
  - Sales Gallery Program
  - Model Residence Program
  - Media and Public Relations Plan
  - Broker and Consumer Events

## MARKETING

- Core Team**
  - Creative Agency
  - Rendering Artists
  - Context Photography
  - Building Model Vendors
  - Public Relations (domestic, international)
  - Media Planning
  - Technology
  - Strategic Partnerships
  - Legal Team
- Execution**
  - Sales Gallery
  - Model Residence
  - Renderings and Displays
  - Marketing Floorplans
  - Building Model
  - Photography
  - Stationary
  - Brochure
  - Rack Brochure
  - Broker Gifts
  - Sales Film
  - Teaser Site/Registration page
  - Full website
  - Advertising (Print and Digital)
  - EDM Campaign
  - Public Relations and Social Media Plan
  - CPS-1 Filing
  - Offering Plan Filing
  - Global Markets Package

## PRE-SALES

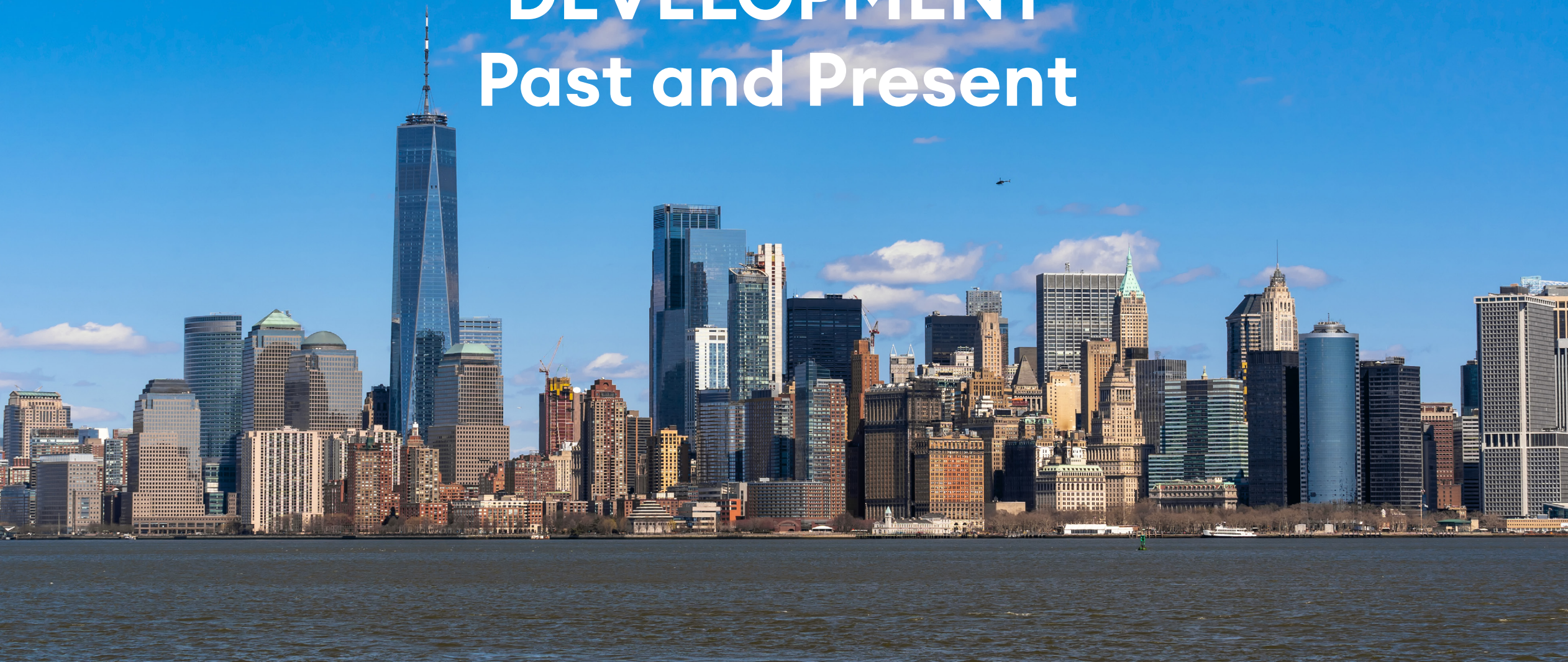
- Core Team**
  - Sales Director
  - Sales Associate
  - Sales Administrator
  - Operations
  - Public Relations (domestic, international)
  - Media Planning
  - Creative Agency
  - Legal Team
- Objectives**
  - Create Initial Sales Velocity
  - Private Previews (for friends and family conversion)
  - Identify Broker Ambassadors
  - Sales Gallery Completion
  - Fact Sheet and Sales Manual
  - Build Property Launch
- Activations/Considerations**
  - Teaser Website
  - Engage Friends and Family
  - Broker Outreach
  - SEO Campaign
  - International Road (Knight Frank)
  - Cross-marketing campaign
  - Sponsorships
  - Event Partners
  - Initiate Global Markets Strategy (upon package execution)
- Deliverables**
  - Offering Plan
  - Sales Gallery
  - Fact Sheet
  - Select Renderings
  - Registration Page
  - Rack Brochure
  - Site Signage
  - Sales Manual
  - Select Inventory Release
  - Contract Process
  - Global Markets Deliverables

## SALES

- Core Team**
  - Sales Director
  - Sales Associate
  - Sales Administrator
  - Operations
  - Public Relations (domestic, international)
  - Media Planning
  - Creative Agency
  - Legal Team
- Objectives**
  - Friends and Family Conversion
  - Evaluate Pricing
  - Release Strategy
  - Evaluate Market Response
  - Open Sales Gallery
  - Monitor Domestic and Int. Sales
- Activations/Considerations**
  - Launch Full Website
  - Launch Ad Campaigns
  - Announcement EDM to DE
  - Market Listings Live
  - Link Website to Appropriate Markets
  - Sales Gallery Grand Opening and Press
  - Engage Partnerships and Events
  - Public Launch and Cocktail Reception
  - Brokerage Community Outreach
  - Public Relations Promotions
- Deliverables**
  - Fact sheet
  - Tablet Application
  - Brochures
  - Renderings
  - Full Website
  - Floorplans
  - View Photography
  - Sales Film
  - Signage
  - Listings
  - Partnerships



# RENTAL & CONDO DEVELOPMENT Past and Present





PAST DEVELOPMENTS



160 Leroy West Village



One West End Lincoln Square



Beckford Tower Upper East Side



10 Madison Square Flatiron



5 Beekman Financial District



11 Beach Tribeca



438 East 12th Street East Village



400 Fifth Avenue Midtown



35 West 15th Street Flatiron



5 River Park Cobble Hill



1 Prospect Park West Park Slope



CURRENT DEVELOPMENTS



**125 Greenwich St,  
The Greenwich**

Downtown,  
Manhattan



**30 Front St**

Dumbo,  
Brooklyn



**695 Fifth Ave, Mandarin  
Oriental Residences**

Midtown,  
Manhattan



**53 West 53**

Midtown,  
Manhattan



**20 East 76th, The Surrey**

Upper East Side,  
Manhattan



**303 Park Ave, Waldorf  
Astoria**

Midtown,  
Manhattan



**135 East 47th Street,  
Monogram**

Midtown,  
Manhattan



**201 East 74th**

Upper East Side,  
Manhattan



**200 East 20th**

Gramercy Park,  
Manhattan





THE DIME WILL IN BROOKLYN

Peter D'Amico  
STEAK HOUSE  
••• BROADWAY ••• GREAT NECK

PROJECT





## DOUGLAS ELLIMAN DEVELOPMENT MARKETING

delivers unrivaled sales, leasing, and marketing expertise, with an in-depth awareness from the most intricate details to major trends. Our holistic approach includes in-house specialists in research, planning and design, and marketing paired with a hybrid platform that matches dedicated new development professionals with skilled brokerage professionals. The result: unparalleled expertise and real time market intelligence to our clients.

Drawing upon decades of experience and market-specific knowledge, we collaborate with leading developers, world-renowned architects, and interior designers to create the most coveted properties in the marketplace.

Through a strategic international partnership with Knight Frank Residential, the world's largest privately owned property consultancy, we market to global audiences in 60 countries across six continents. Together, we represent an over \$87 billion global new development portfolio.





# WHAT MAKES US DIFFERENT?

**1 HERITAGE**  
 Established in 1911, Douglas Elliman has established its reputation as an elite residential brokerage. With an outstanding track record and unique brand promise, our team represents the very best in the industry. As a division of the company, Douglas Elliman Development Marketing draws on this rich heritage, staying true to its roots yet embracing innovation and adapting to the consumer's desires.

**2 COLLECTIVE EXPERIENCE**  
 Our highly qualified and passionate professionals have worked on some of the most ambitious condominium, rental, and hybrid residential projects, consistently setting benchmarks in new markets. Working together as a united team, we ensure that both the rental and condo teams' input is aligned throughout the pre-development and sales process to realize a building's maximum potential.

**3 THE HYBRID APPROACH**  
 Each new development is overseen by a dedicated project team and on-site leasing team, matched with the best and brightest agents in the industry. All team members are carefully selected to fit the culture of the property as well as the client—transcending conventional development marketing models to deliver maximum results.

**4 NATIONAL & INTERNATIONAL REACH**  
 Douglas Elliman's footprint truly sets us apart. As the second largest independent brokerage in the United States by sales volume, Douglas Elliman has unprecedented reach in the greater New York area, Florida, California, Colorado, Massachusetts and Texas. Through our strategic partnership with Knight Frank Residential, the world's largest privately owned property consultancy, we market our properties to global audiences in 60 countries across six continents.



19-DUTCH, NEW YORK



SELECT PORTFOLIO RENTALS



**19 DUTCH, FINANCIAL DISTRICT**  
Architect: GKV Architects  
Developer: Carmel Partners



**SUMMIT (222 EAST 44TH STREET), MIDTOWN EAST**  
Architect: SLCE Architects & Handel Architects  
Developer: BLDG



**ESSEX CROSSING, LOWER EAST SIDE**  
Architect: SHoP Architects  
Developer: L + M, Taconic & BFC Partners



**185 BROADWAY, FINANCIAL DISTRICT**  
Architect: FX Collaborative  
Developer: SL Green

MANHATTAN	
DEVELOPMENT	TEAM
278 8th Avenue	JJ Operating & Alchemy Properties
225 West 28th Street	HAP
241 West 28th Street	MAG Partners
185 Broadway	SL Green
The Serrano	Bonjour Capital
440 Washington Street	Ponte Equities
19 Dutch Street	Carmel Partners
15 William Street	CIM Group
160 Madison Avenue	J.D. Carlisle Development
180 Water Street	Metro Loft & VanBarton Group
222 East 44th Street	BLDG
445 West 35th Street	Joy Construction & Madd Equities
535 West 43rd Street	Patrinely Group
Essex Crossing	L + M, Taconic & BFC Partners
Jones LES (331 East Houston Street)	Halpern Real Estate Ventures
Madison Park Tower (49 East 34th Street)	CIM Group
New York by Gehry (8 Spruce Street)	Forest City Ratner Companies
Silver Towers (600 West 42nd Street)	Silverstein Properties
Sky (605 West 42nd Street)	Moinian Group
The Aldyn (60 Riverside Blvd)	Extell Development
The Ashley (400 West 63rd Street)	Extell Development
The Beatrice (105 West 29th Street)	J.D. Carlisle Development
The Lewis (411 West 35th Street)	Joy Construction & Madd Equities
The Nash (222 East 39th Street)	Atlas Capital
The Nathaniel (138 East 12th Street)	Joy Construction & Madd Equities
The Olivia (315 West 33rd Street)	SL Green

BROOKLYN	
DEVELOPMENT	TEAM
9 Dekalb	JDS
LIU	RXR Realty
475 Clermont	RXR Realty
The Dime (209 Havemeyer Street)	Tavros Holdings
Ocean Drive	Red Apple Group
834 Pacific Street	Happy Living Development
461 Dean	Forest City Ratner Companies
184 Kent Avenue	JMH Development
241 Atlantic Avenue	H & H Builders
267 Pacific Street	Lonicera Partners
363 Bond Street	Atlantic Realty
365 Bond Street	Lightstone Group
810 Fulton Street	RXR Realty
DKLB BKLN (80 DeKalb Avenue)	Forest City Ratner Companies
Greenpoint Landing	Brookfield Property Partners
Pacific Park	Greenland USA
The Addison (255 Schermerhorn)	Broadway Management

QUEENS	
DEVELOPMENT	TEAM
1 QPS Tower	PMG & Vector Group
12-15 Broadway	Criterion Group
Aurora (29-11 Queens Plaza North)	G Holdings
Packard Square (41-34 Crescent Street)	Ciampa Organization
The Pearson Court Square (45-50 Pearson St)	L + M

SOUTH BRONX	
DEVELOPMENT	TEAM
Exterior Street	Lightstone Group
2413 3rd Avenue	RXR Realty



**PACIFIC PARK, BROOKLYN**  
Architect: Perkins Eastman  
Developer: Greenland USA



DOUGLAS ELLIMAN LEASING: NOTABLE CASE STUDIES



**THE BROOKLYN TOWER**  
Downtown Brooklyn  
JDS Development



**241 WEST 28TH**  
Chelsea  
MAG Partners



**7 DEY**  
Downtown Manhattan  
SL Green



**ESSEX CROSSING MASTER PLAN**  
Lower East Side  
L&M Developers Partners



**SUMMIT NEW YORK**  
Midtown East  
BLDG



**MAGNOLIA DUMBO**  
Dumbo  
RXR Realty





834 PACIFIC STREET, BROOKLYN NY

2 PROCESSES





RESEARCH & REPORTING  
DESIGN & DEVELOPMENT  
MARKETING & BRANDING  
CREATIVE SERVICES  
LEASING & OPERATIONS

RESEARCH & REPORTING

- Reporting produced in partnership with Miller Samuel, a leading real estate appraisal and consulting firm
- Quarterly new development market reports
- Competitive market analysis
- Comparable set details
- Historical leasing analysis
- Absorption data
- Pipeline projections
- Global database with access to identify trends
- Global market intelligence

DESIGN & DEVELOPMENT

- Competitive landscape benchmarking
- Design consultant recommendations
- Establish design positioning and building identity
- Unit mix and product diversity strategy
- Preliminary planning guidelines
- Services and amenities programming
- Meticulously review and refine floorplans
- Appliance package recommendation
- Premium residence embellishments
- Value engineering review
- Review interior finishes, fixtures, and equipment
- Premeditated combination strategy
- Leasing gallery program
- Model residence program

MARKETING & BRANDING

- Brand differentiation
- Launch strategy
- Target demographics
- Broker focus groups and outreach
- Budgeting and timelines
- Vendor recommendations, RFP and management
- Rendering oversight
- Marketing collateral strategic oversight
- Leasing gallery and model residence experience
- Interactive and technology direction
- Cross-marketing partnerships
- Event management
- Social media oversight including Douglas Elliman platforms
- Identify key influencers
- Collaborate with public relations

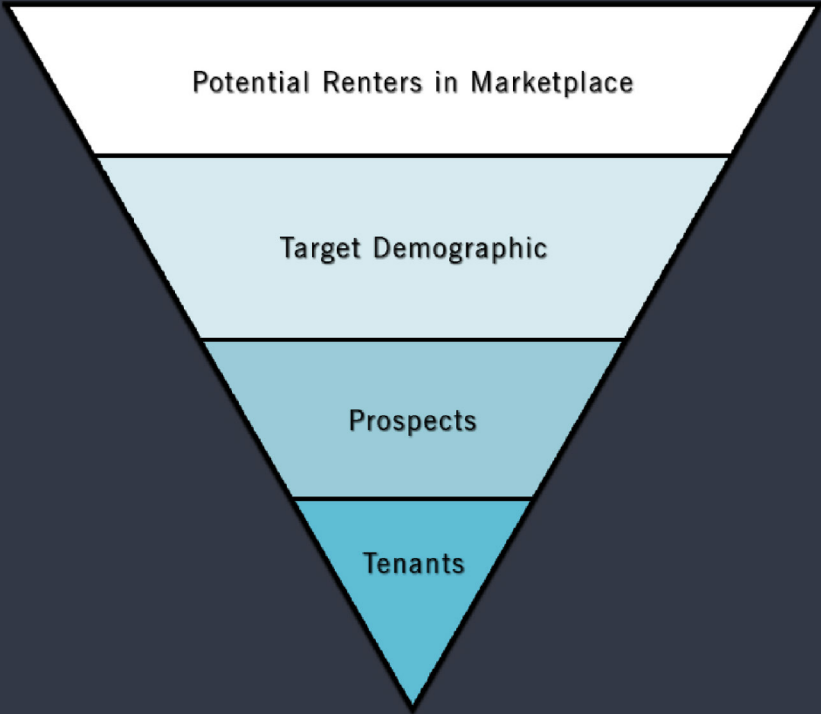
CREATIVE SERVICES

- Branding: Logo Design, Marks & Icons
- Environmental Design: Building Signage and Wayfinding Systems
- Collateral Design: Brochures, Booklets, Folders, Business Cards, Letterhead, Envelopes, Floorplan Shells
- Creative Direction
- Web Design
- Web Development
- Advertising Design: Print and Web Application
- Content Development: Photography, Retouching, Videography, Editing, Illustration, Copy Writing, Rendering

LEASING AND OPERATIONS

- Recruiting highly trained administrative staffing
- Appointing dedicated on-site agents complemented by experienced brokers/market experts
- Leasing gallery management
- Inventory release strategy
- Brokerage outreach
- International outreach
- Ongoing inventory management and marketing effectiveness
- Contract negotiations
- Assistance with end-loan financing
- Daily, weekly and monthly reporting and tracking
- Initial and ongoing pricing strategy





**THE DOUGLAS ELLIMAN  
DEVELOPMENT MARKETING  
DATABASE**

When developing a unique leasing strategy for a new development or repositioning an existing property, thorough research serves as the foundation for our entire process and is critical to a building’s success. With daily monitoring of over \$30B in residential real estate assets, our market intelligence is used to guide developers on the precise unit mix, design recommendations, pricing projections and absorption rates.

Our Research and Reporting process includes:

Devising a comprehensive market analysis highlighting current and past new development activity. Customized competitive property analysis of key components that drive maximum long-term value

Generate customized strategic competitive market assessments

Comprehensive property planning and market specific data analysis

Deliver invaluable insights on current conditions, historical and emerging market trends through an in-depth analysis of price, sales, leasing velocity and other key market drivers

Create an Amenity and Unit Finish Comparative Analysis of relevant properties

Produced in conjunction with Miller Samuel, the leading independent appraisal firm, Douglas Elliman’s acclaimed market report series is the benchmark for residential real estate information and the essential reference source for buyers, sellers, media outlets, financial institutions, government agencies, researchers and other market professionals

**PRODUCED QUARTERLY**

Manhattan Sales, Manhattan Rentals, Brooklyn Sales, Brooklyn Rental, Queens Sales, Queens Rental, Long Island Sales, The Hamptons Sales, Westchester Sales and Miami

**PRODUCED ANNUALLY**

Manhattan 10-Year, Manhattan Townhouse 10-Year, Long Island 10-Year and Hamptons 10-Year

**PROJECT SPECIFIC REPORTING**

Reports from the project database are reviewed weekly with clients to optimize marketing campaigns and analyze leasing absorption. In addition to project reporting, the in-house operations team is intimately involved in establishing the on-site leasing center, administrative training, and supporting on-site staff.

Results that often defy the “state-of-the-market” require technology that is uncompromisingly state-of-the-art. Douglas Elliman’s proprietary, fully integrated marketing, leasing and research database offers accounting, research and document management for end-to-end organization and exceptional results.

Visitor database systems offer prospect demographic data, lead sources, prevents prospect duplication and delivers enhanced tracking of repeat visitors

Customer Relationship Management (CRM) features enhanced contact management, reporting and follow-up communication

Demographic trends are monitored constantly to ensure optimal quality and exposure of the marketing campaign and advertising spend



PROJECT SPECIFIC REPORTING - BY SUBMARKET

By leveraging DEDM’s specifically curated submarket reporting, spanning Manhattan, Brooklyn, Queens, and the Bronx, Elliman employs a nuanced approach to the planning, design, and active leasing phases of the development cycle.

Offer insights on unit mix, gross price thresholds, price per foot metrics, and incentives currently transacting within the submarket of the subject site.

Analyze and forecast an absorption model for the subject site based on unit size, price bands, days on market, and quality level of the product.

Subject Site							
Type		Min	Max	Count	% of Type	% of Total	Annual Rent Total
Studio	0	\$2,499	\$2,999	30	33.3%	8.5%	\$750,000
	0	\$2,999	\$3,499	60	66.7%	16.9%	\$2,950,000
				90	100%	25.4%	\$3,700,000
1 Bed	1	\$2,999	\$3,499	25	13.9%	7.0%	\$1,050,000
	1	\$3,499	\$3,999	120	66.7%	33.8%	\$5,400,000
	1	\$3,999	\$4,499	30	16.7%	8.5%	\$1,570,000
	1	\$4,500 +		5	2.8%	1.4%	\$240,000
			180	100%	50.7%	\$8,260,000	
2 Bed	2	\$4,999	\$5,499	0	0.0%	0.0%	\$0
	2	\$5,499	\$5,999	5	6.7%	1.4%	\$355,000
	2	\$5,999	\$6,499	30	40.0%	8.5%	\$2,050,000
	2	\$6,499	\$6,999	35	46.7%	9.9%	\$2,950,000
	2	\$7,000 +		5	6.7%	1.4%	\$530,000
			75	100%	21.1%	\$5,885,000	
3 Bed	3	\$6,499	\$6,999	0	0.0%	0.0%	\$0
	3	\$6,999	\$7,499	0	0.0%	0.0%	\$0
	3	\$7,499	\$7,999	5	50.0%	1.4%	\$285,000
	3	\$8,000 +		5	50.0%	1.4%	\$295,000
			10	100%	2.8%	\$580,000	
Total				355			\$18,425,000

Competitive Submarket*						
Type		Min	Max	Count	% of Type	% of Total
Studio	0	\$2,499	\$2,999	200	64.3%	21.3%
	0	\$2,999	\$3,499	111	35.7%	11.8%
				311	100%	33.2%
1 Bed	1	\$2,999	\$3,499	78	19.3%	8.3%
	1	\$3,499	\$3,999	216	53.3%	23.0%
	1	\$3,999	\$4,499	81	20.0%	8.6%
	1	\$4,500 +		30	7.4%	3.2%
				405	100%	43.2%
2 Bed	2	\$4,999	\$5,499	61	29.3%	6.5%
	2	\$5,499	\$5,999	72	34.6%	7.7%
	2	\$5,999	\$6,499	39	18.8%	4.2%
	2	\$6,499	\$6,999	23	11.1%	2.5%
	2	\$7,000 +		13	6.3%	1.4%
				208	100%	22.2%
3 Bed	3	\$6,500	\$6,999	2	14.3%	0.2%
	3	\$7,000	\$7,499	4	28.6%	0.4%
	3	\$8,000	\$8,499	1	7.1%	0.1%
	3	\$8,500 +		7	50.0%	0.7%
				14	100%	1.5%
Total				938		

\* based on 1 year rental history of 15 defined buildings within competitive submarket

CUSTOMIZED LEASING AND INVENTORY MANAGEMENT

Based on the unique goals inherent to each development and identified by the development team, we use a variety of systems to ensure proper information flow between the on-site leasing team, DEDM’s project marketing team, owners, developers, and building management.

DEDM has a proprietary systems infrastructure that uses a combination of CRM, Excel, and relational databases to deliver fast, reliable information between parties involved in the project.

The system includes pricing grids, deal tracking, inquiry & CRM information, inventory management systems, absorption schedules, and more.

This system can be customized or built out further to accommodate clients using cloud or web-based tools such as Salesforce, PropertyBase, Spark, Nestio, Yardi, Sequent, etc.

Unit	1201	1202	1203	1204	1205	1206	1207	1208	1209	1210	1211	1212
Type	1 / 1	1 / 1	1 / 1	1 / 1	1 / 1	2 / 2	1 / 1	1 / 1	1 / 1	0 / 1	0 / 1	1 / 2
Gross Rent	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$6,000	\$3,000	\$3,000	\$3,000	\$2,500	\$2,500	\$4,500
SF	652	547	549	650	596	1199	605	589	617	520	509	871
Terrace												
Status	Off Market	Off Market	Off Market	Off Market	Off Market	Off Market	Off Market	Off Market	Off Market	Off Market	CLOSED	Off Market
Unit	1101	1102	1103	1104	1105	1106	1107	1108	1109	1110	1111	1112
Type	1 / 1	1 / 1	1 / 1	1 / 1	1 / 1	2 / 2	1 / 1	1 / 1	1 / 1	0 / 1	0 / 1	1 / 2
Gross Rent	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$6,000	\$3,000	\$3,000	\$3,000	\$2,500	\$2,500	\$4,500
SF	652	547	549	650	596	1199	605	589	617	520	509	871
Terrace												
Status	Off Market	Off Market	Off Market	CLOSED	Off Market	Off Market	CLOSED	Off Market	Off Market	Off Market	Off Market	CLOSED
Unit	1001	1002	1003	1004	1005	1006	1007	1008	1009	1010	1011	1012
Type	1 / 1	1 / 1	1 / 1	1 / 1	1 / 1	2 / 2	1 / 1	1 / 1	1 / 1	0 / 1	0 / 1	1 / 2
Gross Rent	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$6,000	\$3,000	\$3,000	\$3,000	\$2,500	\$2,500	\$4,500
SF	652	547	549	650	596	1199	605	589	617	520	509	871
Terrace												
Status	Off Market	Off Market	PENDING	Off Market	Off Market	PENDING	CLOSED	x	x	x	x	Off Market
Unit	901	902	903	904	905	906	907	908	909	910		
Type	0 / 1	1 / 1	1 / 1	1 / 1	1 / 1	2 / 2	1 / 1.5	1 / 1.5	1 / 1.5	1 / 1		
Gross Rent	\$2,500	\$3,000	\$3,000	\$3,000	\$3,000	\$6,000	\$4,340	\$4,350	\$4,440	\$3,000		
SF	484	547	549	650	596	1199	820	854	863	751		
Terrace												
Status	Closed	Off Market	PENDING	Off Market	Off Market	Off Market	CLOSED	Off Market	Off Market	Off Market		
Unit	803	804	805	806	807	808	809	810	811	812	813	814
Type	1 / 1	1 / 1	1 / 1	1 / 1	1 / 1	2 / 2	1 / 1.5	1 / 1.5	1 / 1.5	1 / 1	1 / 1	1 / 1
Gross Rent	\$3,000	\$3,000	\$3,000		\$3,000	\$6,000	\$4,325	\$4,335	\$4,425	\$3,000	\$3,000	\$3,000
SF	648	547	549		596	1199	820	854	863	751	760	595
Terrace												
Status	Off Market	Off Market	Off Market		Off Market	PENDING	CLOSED	Off Market	Off Market	CLOSED	Off Market	Off Market
Unit	703	704	705	706	707	708	709	710	711	712	713	714
Type	1 / 1	1 / 1	1 / 1	1 / 1	1 / 1	2 / 2	1 / 1.5	1 / 1.5	1 / 1.5	1 / 1	1 / 1	1 / 1
Gross Rent	\$3,000	\$3,000	\$3,000		\$3,000	\$6,000	\$4,310	\$4,320	\$4,410	\$3,000	\$3,000	\$3,000
SF	648	547	549		596	1199	820	854	863	751	760	595
Terrace												
Status	Off Market	Off Market	Off Market		Off Market	Off Market	Off Market	PENDING	Off Market	Off Market	PENDING	Off Market



DEVELOPMENT PLANNING

We assist in the development of a property from concept to realization. This requires decades of expertise, industry-leading intelligence and an unwavering commitment to excellence in the marketplace. Collaborating with the world's most prestigious developers, architects and interior designers, the Douglas Elliman Development Marketing team understands the unique fusion of art and commerce for residential properties that define individual lifestyles and entire communities. Our process includes:

Generating the building unit mix and refining unit layouts to maximize value and create the most desirable floor plans

Collaborate with architects to develop efficient layouts that are attractive to our target audience

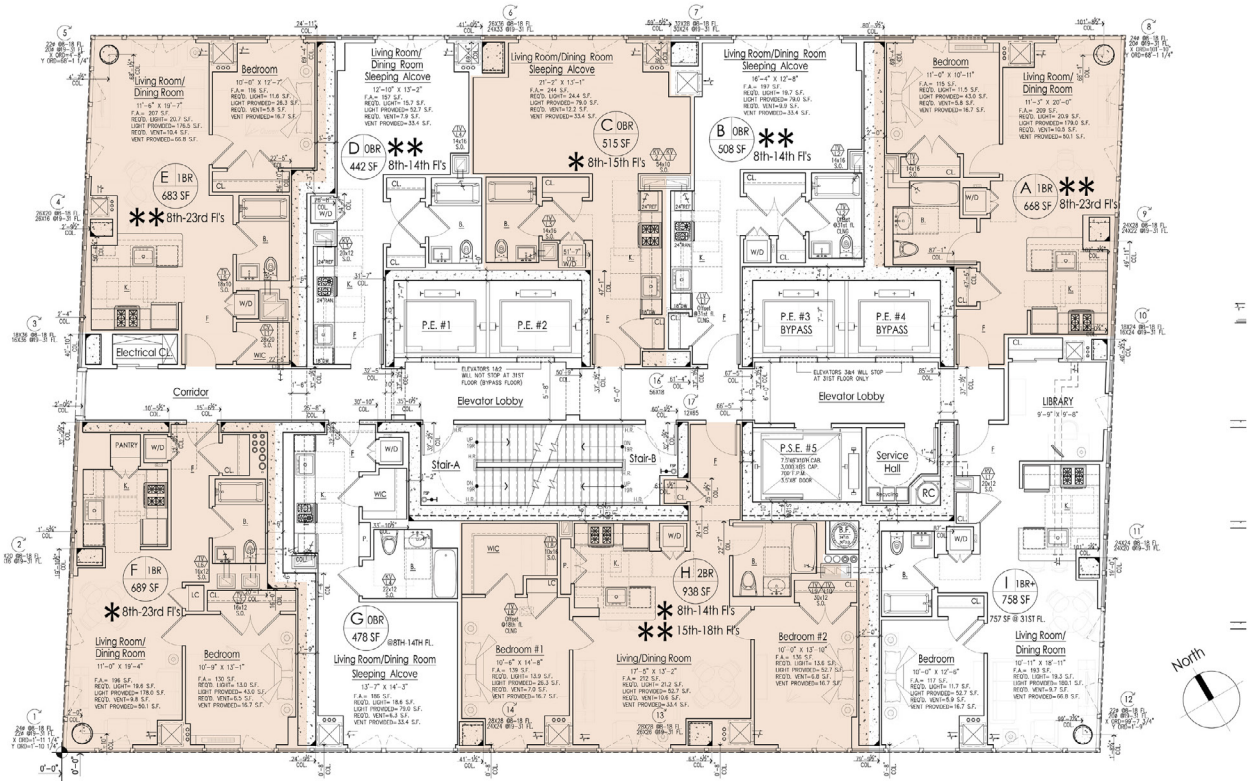
Identify and hire well known interior designers to collaborate on finishes, interior design, and cross-promotional opportunities

Establish amenity programming to include building services for optimal lifestyle

Effectively communicate current market demands to developers and design team in order to maximize property value

Identify ways to mitigate the environmental, economic, physical, and political issues inherent in a development project

Explore co-living options such as Ollie and Sonder.





ELEVATED ELLIMAN EXPOSURE



ART BASEL MIAMI BEACH, 2019



HAMPTON CLASSIC, 2019

ELLIMAN.COM

9 million web visits in 2019

34 million property page views in 2019

ELLIMAN MAGAZINE

100,000+ readership nationwide

Distributed to target affluent households in all DE markets identified using Condé Nast and Hearst's subscriber database

Distributed to all DE offices and sales galleries across the US

BROKER OUTREACH

DE executive leadership participation in major milestone events to encourage top broker awareness of property

Access to the national DE database of over 7,000 agents

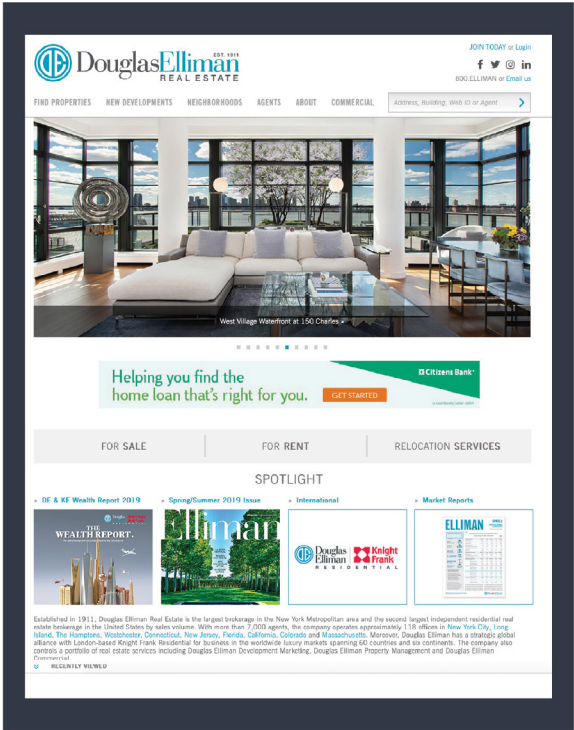
Sales team participation in broker "Road Shows"

Exclusive on-site events marketed to key DE offices

SOCIAL MEDIA

415,000 dedicated followers

Over 950,000 engagements & 40 million impressions in 2019



SPONSORED EVENTS

Art Basel Show Partner, Collectors Lounge 2013-2019  
Miami Beach, FL

The Winter Equestrian Festival 2015-2019  
Wellington, FL

Elliman Summit: Annual Conference & Awards  
Mohegan Sun, CT

Hampton Classic 1995-2019  
Bridgehampton, NY

Aspen Gay Ski Week 2018-2019  
Aspen, CO

Fort Lauderdale International Boat Show 2016-2019  
Fort Lauderdale, FL

Gold Coast Film Festival 2011-2019  
Long Island, NY






Anderson Ranch Summer Series 2018-2019  
Snowmass Village, CO





## DOUGLAS ELLIMAN PUBLIC RELATIONS #1 IN NEW YORK CITY

By all measures including reach, article volume and ad value,  
Douglas Elliman is the leading name in real estate news.

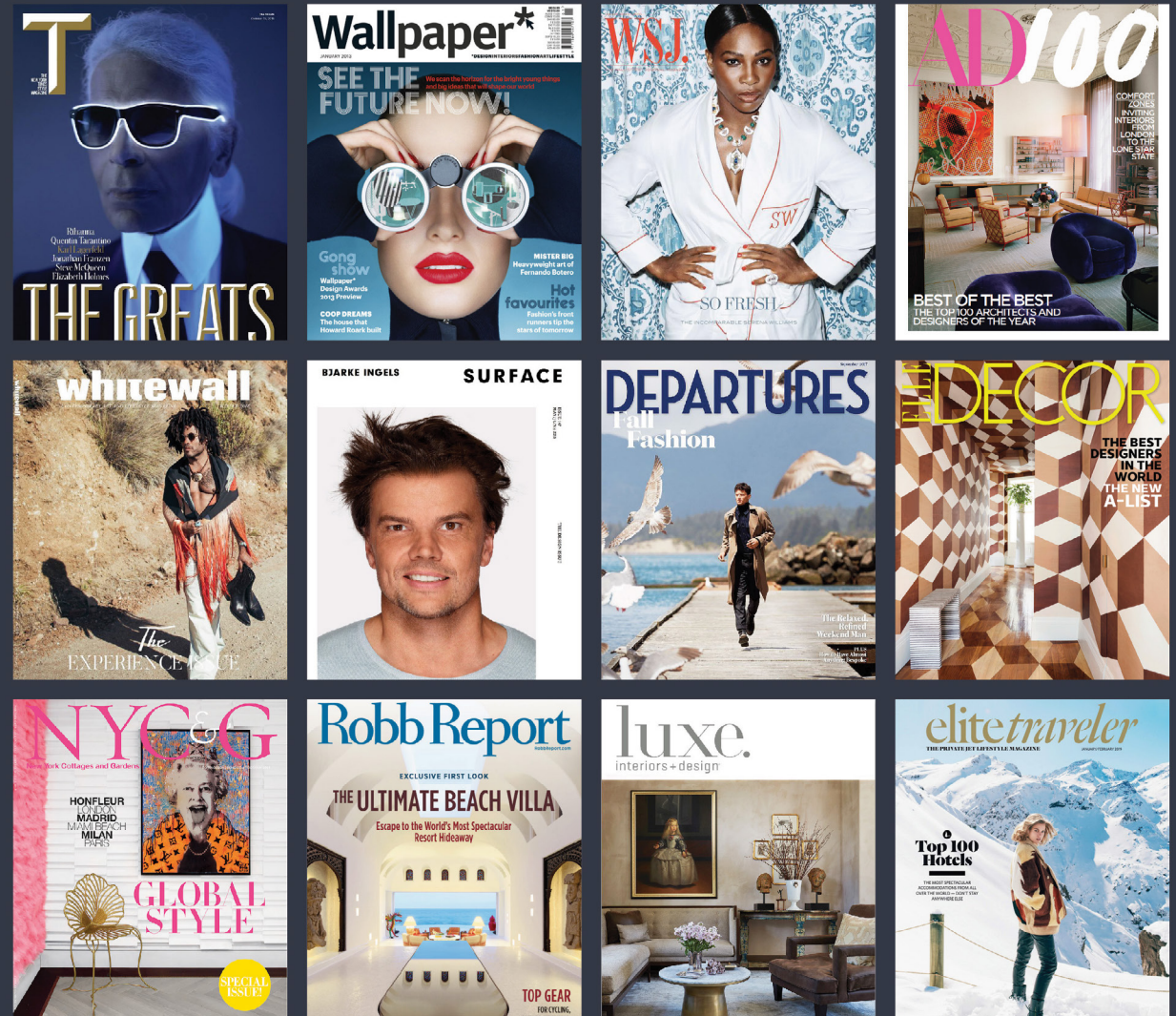
	Reach Total reach of articles mentioning the brokerage.	Articles Total number of articles mentioning the brokerage.	Ad Value Total ad value of all news press mentions.
	17.4B	5,628	\$161M
	2.24B	742	\$21M
	4.99B	1,835	\$46M
	3.85B	733	\$36M
	4.2B	1,587	\$39M

By The Numbers – Editorial - January 1, 2019 – December 31, 2019



## ELLIMAN BY THE NUMBERS

Public Relations is one of the most valuable and trusted brand building communications tactics available at Douglas Elliman. Through our on-staff publicists, we actively field and seek out media opportunities with unprecedented success.





# MARKET REPORT REGIONS

## NEW YORK

Manhattan  
Brooklyn  
Queens  
Riverdale  
Long Island  
The Hamptons  
North Fork  
Westchester  
Putnam & Dutchess Counties

## FLORIDA

Miami Beach / Barrier Islands  
Miami Coastal Mainland  
Boca Raton  
Fort Lauderdale  
Palm Beach  
Wellington  
Delray  
Jupiter / Palm Beach Gardens

## CALIFORNIA

Greater Los Angeles  
Venice / Mar Vista  
Malibu / Malibu Beach

## CONNECTICUT

Fairfield County  
Greenwich

## COLORADO

Aspen

## MASSACHUSETTS

# MARKET INTELLIGENCE & RESEARCH

## EllimanReport

Q1-2020 Manhattan Sales

### Co-Op & Condo Dashboard

YEAR OVER YEAR

- 1.4% Prices

Median Sales Price

- 1.8 mmo Pace

Months of Supply

+ 13.5% Sales

Co-Op Sales

- 8.4% Inventory

Total Inventory

+ 16 days Marketing Time

Days on Market

+ 0.3% Negotiability

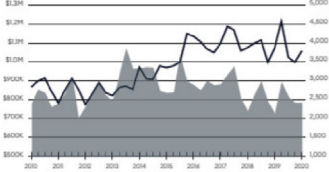
Listing Discount

The number of sales jumped year over year after two straight quarterly declines

All three overall price trend indicators declined annually for the third straight quarter

Listing inventory fell quarter over quarter in the first quarter for the first time since 2007

### Manhattan



Manhattan Metrics	Q1-2020	% Chg	Q4-2019	% Chg	Q1-2019
Average Sales Price	\$1,881,740	4.0%	\$1,815,700	-10.9%	\$2,118,780
Average Price Per Sq Ft	\$1,540	-2.6%	\$1,581	-12.9%	\$1,769
Median Sales Price	\$1,060,000	4.1%	\$979,000	-1.4%	\$1,076,000
New Development	\$2,805,252	13.0%	\$2,481,755	-3.2%	\$2,899,189
Re-Sale	\$945,000	2.7%	\$959,500	-3.3%	\$997,750
Number of Sales Closed	2,407	0.1%	2,404	13.0%	2,121
Days on Market (from last sale)	115	14.2%	99	16.2%	99
Listing Discount from last sale price	3.2%	-0.7%	4.0%	4.0%	4.0%
Listing Inventory (mo)	4,113	-0.7%	6,640	-8.4%	6,675
Months of Supply	7.4	-8.4%	8.3	-19.3%	9.4
Year-to-Date	Q1-2020	% Chg	Q4-2019	% Chg	Q1-2019
Average Sales Price (mto)	\$1,881,740	N/A	N/A	-10.9%	\$2,118,780
Average Price per Sq Ft (mto)	\$1,540	N/A	N/A	-12.9%	\$1,769
Median Sales Price (mto)	\$1,060,000	N/A	N/A	-1.4%	\$1,076,000
Number of Sales (mto)	2,407	N/A	N/A	13.0%	2,121

Final two weeks of March 2020 • After two years of escalating sales, the first quarter of 2020 showed a jump in closings as sellers became more active with their current market. However, that pattern was not reflective of the recent change in market conditions that began in early March and has been measured in terms of days. Awareness of the global pandemic known as COVID-19 cooled conditions after two significant rate cuts by the Federal Reserve and the worldwide shutdown of non-essential businesses. While most of the metrics in this report relate to closing data, even current sales contract activity does not account for the market impact of the coronavirus. With contract data, the "meeting of the minds" occurs when buyers and sellers agree on the sale.

DouglasElliman

Prepared by Miller Samuel Real Estate Appraisers & Consultants

## DOUGLAS ELLIMAN MARKET REPORT

Produced in conjunction with Miller Samuel, a leading independent appraisal firm, Douglas Elliman's report series is the benchmark for residential real estate market information and an essential source for consumers, the media, financial institutions, government agencies, researchers, and other market professionals. Each report analyzes metrics such as price and sales trends to give readers an idea of current, historic, and future market conditions.



## 2020 WEALTH REPORT

The Wealth Report, now in its 14th year, is the industry's leading publication on global prime property markets, wealth distribution, and investment sentiment.

Increasingly, the trends of the world's wealthiest are influencing markets around the globe. The Wealth Report provides unique insight into the evolving behaviors of this important investment class and is a valuable guide to the emerging trends that are shaping our residential real estate markets worldwide.

## The Big Apple Bounces Back

Which are the best cities for UHNW? Is the interest and do business in? Our City Wealth Index provides the definitive guide.

### The Knight Frank City Wealth Index

Based on a comprehensive survey using several datasets:

America, Europe, Russia & CIS, Asia, Pacific Asia, Africa & Middle East

Overall, New York leads the ranking followed by London. If only year we assess the level and diversity of private investment in real estate in each city. For volume alone, Beijing comes out top with over US\$42 billion.

However, for diversity of investors - measured by the number of transactions involving a London leads.

In addition, this year we wanted to assess the power of our cities in terms of the number of top global firms headquartered there. By this measure, Tokyo leads, with the highest number of Fortune 2000 firms.

Lifestyle

The lifestyle ranking is based on those key lifestyle measures that our readers rely on to live and work in each city. These include luxury hotels and restaurants, quality and number of top universities and, for the first time, scores of amenity.

To measure connectivity we looked at the number of destinations - both national and international - served by each city's main airport. European cities compete with London (202) the most connected, followed by Paris (152) and Frankfurt (102). In each case, a significant proportion of those connections are international.

Overall, London takes the top spot in this category followed closely by Paris.

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Established in 1911, Douglas Elliman Real Estate is the largest brokerage in the New York Metropolitan area and the second largest independent residential real estate brokerage in the United States by sales volume. With more than 7,000 agents, the company operates approximately 120 offices in New York City, Long Island, The Hamptons, Westchester, Connecticut, New Jersey, Florida, California, Colorado, Massachusetts, and Texas. Moreover, Douglas Elliman has a strategic global alliance with London-based Knight Frank Residential for business in the worldwide luxury markets spanning 60 countries and six continents. The company also controls a portfolio of real estate services including Douglas Elliman Development Marketing, Douglas Elliman Property Management and Douglas Elliman Commercial.

At Douglas Elliman, we are passionate about delivering exceptional consumer experiences. By offering a complete suite of real estate services, we ensure that we meet our consumers' every need. From sales and rentals, to mortgage, new developments and title insurance, we have experts in every field to guide you skillfully from beginning to the end of your real estate journey.

Douglas Elliman's outstanding track record, unique brand promise, and exceptional agent support system attract top talent, ensuring that our team of experts represents the very best in the industry. At Douglas Elliman, we believe that access to the best and most timely information can dramatically shape our decisions. Today's consumer needs a trusted resource that can separate signal from noise and help them navigate the complex process that real estate has become. With our extensive knowledge in every aspect of the field, and fueled by consumer research and insights, we are the go-to source for information and education.

Our critically acclaimed website, Elliman.com, serves as a singular destination where consumers can search properties throughout the entire New York, South Florida, California, Connecticut, Colorado, New Jersey, Massachusetts and Texas markets, and access the most current market information as well as comprehensive building and neighborhood guides, among a host of interactive content. As committed to growth and innovation as we are to our consumers, we have launched AskElliman.com, our groundbreaking new web feature that facilitates open communication with consumers,

## DOUGLAS ELLIMAN OFFICE LOCATIONS

### EASTSIDE MANHATTAN

575 MADISON AVENUE  
NEW YORK CITY, NY 10022

712 FIFTH AVENUE, 10TH FLOOR  
NEW YORK CITY, NY 10019

980 MADISON AVENUE  
NEW YORK CITY, NY 10021

### WESTSIDE MANHATTAN

1995 BROADWAY  
NEW YORK CITY, NY 10023

2142 BROADWAY  
NEW YORK CITY, NY 10023

2112 FREDERICK DOUGLASS  
BOULEVARD  
NEW YORK CITY, NY 10026

690 WASHINGTON STREET  
NEW YORK CITY, NY 10014

### DOWNTOWN MANHATTAN

774 BROADWAY  
NEW YORK CITY, NY 10003

936 BROADWAY  
NEW YORK CITY, NY 10010

137 WAVERLY PLACE  
NEW YORK CITY, NY 10014

140 FRANKLIN STREET  
NEW YORK CITY, NY 10013

111 FIFTH AVENUE  
NEW YORK CITY, NY 10003

### BROOKLYN

43 FIFTH AVENUE  
BROOKLYN, NY 11217

190 FIFTH AVENUE  
BROOKLYN, NY 11217

156 MONTAGUE STREET  
BROOKLYN, NY 11201

187 7TH AVENUE  
BROOKLYN, NY 11215

237 SMITH STREET  
BROOKLYN, NY 11231

280 METROPOLITAN AVENUE  
BROOKLYN, NY 11211

664 FULTON STREET  
BROOKLYN, NY 11217

1410 CORTELYOU ROAD  
BROOKLYN, NY 11226

2503 AVENUE U  
BROOKLYN, NY 11229

### QUEENS

36-29 BELL BOULEVARD  
BAYSIDE, NY 11361

47-36 VERNON BLVD., SUITE 1L  
LONG ISLAND CITY, NY 11101

47-37 VERNON BOULEVARD  
LONG ISLAND CITY, NY 11101

### RIVERDALE/BRONX

3544 JOHNSON AVENUE  
RIVERDALE, NY 10463

### NASSAU

6326 NORTHERN BOULEVARD  
EAST NORWICH, NY 11732

390 FRANKLIN AVENUE  
FRANKLIN SQUARE, NY 11010

130 7TH STREET  
GARDEN CITY, NY 11530

11 BOND STREET  
GREAT NECK, NY 11021

71 FOREST AVENUE  
LOCUST VALLEY, NY 11560

30 WEST PARK AVENUE  
LONG BEACH, NY 11561

154 PLANDOME ROAD  
MANHASSET, NY 11030

5046 SUNRISE HIGHWAY  
MASSAPEQUA PARK, NY 11762

2300 MERRICK ROAD  
MERRICK, NY 11566

998A OLD COUNTRY ROAD  
PLAINVIEW, NY 11803

475 PORT WASHINGTON  
BOULEVARD  
PORT WASHINGTON, NY 11050

1528 OLD NORTHERN  
BOULEVARD  
ROSLYN, NY 11576

317 JACKSON AVENUE  
SYOSSET, NY 11791

192 HILLSIDE AVENUE  
WILLISTON PARK, NY 11596

### SUFFOLK

124 WEST MAIN STREET  
BABYLON, NY 11702

1772 EAST JERICHO TURNPIKE  
DIX HILLS, NY 11743

100 WEST MAIN STREET  
EAST ISIP, NY 11730

300 MAIN STREET  
EAST Setauket, NY 11733

2410 NORTH OCEAN AVENUE  
FARMINGVILLE, NY 11738

164 EAST MAIN STREET  
HUNTINGTON, NY 11743

110 WALT WHITMAN ROAD  
HUNTINGTON STATION, NY 11746

150 MAIN STREET  
SAYVILLE, NY 11782

996 JERICHO TURNPIKE  
SMITHTOWN, NY 11787

### NORTH FORK

124 FRONT STREET  
GREENPORT, NY 11944

10200 MAIN ROAD  
MATTITUCK, NY 11952

28200 MAIN ROAD  
CUTCHOGUE, NY 11935

### THE HAMPTONS

2488 MAIN STREET  
BRIDGEHAMPTON, NY 11932

20 MAIN STREET  
EAST HAMPTON, NY 11937

14 WEST MONTAUK HIGHWAY  
HAMPTON BAYS, NY 11946

134 JESSUP AVENUE  
QUOGUE, NY 11959

138 MAIN STREET  
SAG HARBOR, NY 11963

70 JOBS LANE  
SOUTHAMPTON, NY 11968

104 MAIN STREET  
WESTHAMPTON BEACH, NY 11978

99 THE PLAZA  
MONTAUK, NY 11954

### WESTCHESTER

402 MAIN STREET, 1  
ARMONK, NY 10504

438 OLD POST ROAD  
BEDFORD, NY 10506

83 KATONAH AVENUE  
KATONAH, NY 10536

24 POPHAM ROAD  
SCARSDALE, NY 10583

### CONNECTICUT

88 FIELD POINT ROAD  
GREENWICH, CT 06830

### NEW JERSEY

221 RIVER STREET  
HOBOKEN, NJ 07030

### MASSACHUSETTS

20 PARK PLAZA, SUITE 820  
BOSTON, MA 02116

### TEXAS

2001 KIRBY DRIVE, 600  
HOUSTON, TX 77019

9596 SIX PINES, SUITE 8210  
THE WOODLANDS, TX 77380

500 WEST 2ND STREET, #1900  
AUSTIN, TX 78701

100 CRESCENT CT, SUITE 700  
DALLAS, TX 75201

### MIAMI

5555 BISCAYNE BOULEVARD,  
302  
MIAMI, FL 33137

### COCONUT GROVE

2950 SW 27TH AVENUE, 320  
MIAMI, FL 33133

2669 SOUTH BAYSHORE DRIVE,  
120  
COCONUT GROVE, FL 33143

### CORAL GABLES

1515 SUNSET DRIVE, 10  
CORAL GABLES, FL 33143

### MIAMI BEACH

1111 LINCOLN ROAD, 805  
MIAMI BEACH, FL 33139

120 OCEAN DRIVE, 110  
MIAMI BEACH, FL 33139

1000 SOUTH POINTE DRIVE,  
100  
MIAMI BEACH, FL 33139

### BAY HARBOR ISLAND

1021 KANE CONCOURSE  
BAY HARBOR ISLANDS, FL 33154

### AVENTURA

18851 NE 29 AVENUE, 108  
AVENTURA, FL 33180

### FORT LAUDERDALE

2100 NORTH OCEAN  
BOULEVARD, 402  
FORT LAUDERDALE, FL 33305

1 NORTH FT LAUDERDALE  
BEACH BLVD.  
FORT LAUDERDALE, FL 33304

450 EAST LAS OLAS  
BOULEVARD, 140  
FORT LAUDERDALE, FL 33301

### BOCA RATON

444 EAST PALMETTO PARK  
ROAD  
BOCA RATON, FL 33432

### DELRAY BEACH

900 EAST ATLANTIC AVENUE, 1  
DELRAY BEACH, FL 33483

### PALM BEACH

340 ROYAL POINCIANA WAY,  
M302  
PALM BEACH, FL 33480

### WELLINGTON

10680 W FOREST HILL BLVD,  
220  
WELLINGTON, FL 33414

13501 SOUTH SHORE BLVD,  
SUITE 102  
WELLINGTON, FL 33414

### JUPITER

400 US HIGHWAY 1, C1  
JUPITER, FL 33477

### ST. PETERSBURG

100 BEACH DRIVE NE, 102  
ST. PETERSBURG, FL 33701

### COLORADO

520 EAST DURANT AVENUE  
ASPEN, CO 81611

630 EAST HYMAN AVENUE  
ASPEN, CO 81611

133 PROSPECTOR ROAD  
ASPEN HIGHLANDS, CO 81611

16 KEARNS ROAD  
SNOWMASS VILLAGE, CO 81615

### CALIFORNIA

150 EL CAMINO DRIVE, 150  
BEVERLY HILLS, CA 90212

9470 WILSHIRE BOULEVARD,  
120  
BEVERLY HILLS, CA 90212

1033 B AVENUE, 303  
CORONADO, CA 92118

344 THIRD STREET  
LAGUNA BEACH, CA 92651

28202 CABOT ROAD, 510  
LAGUNA NIGUEL, CA 92677

11990 SAN VICENTE  
BOULEVARD, 100  
LOS ANGELES, CA 90049

22333 PACIFIC COAST  
HIGHWAY, 100  
MALIBU, CA 90265

3701 HIGHLAND AVENUE, 200  
MANHATTAN BEACH, CA 90266

517 SOUTH MYRTLE AVENUE  
MONROVIA, CA 91016

12 CORPORATE PLAZA, 250  
NEWPORT BEACH, CA 92660

15415 WEST SUNSET  
BOULEVARD, 102  
PACIFIC PALISADES, CA 90272

70 S LAKE AVENUE, 1020  
PASADENA, CA 91101

32351 COAST HIGHWAY  
LAGUNA BEACH, CA 92651

28441 HIGHRIDGE ROAD, 310  
ROLLING HILLS ESTATES, CA 90274

1615 MURRAY CANYON ROAD,  
110  
SAN DIEGO, CA 92108

1255 COAST VILLAGE ROAD,  
201B  
SANTA BARBARA, CA 93108





**ANIL JINTOORKAR**

**Licensed Associate Real Estate Broker**

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