



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
- Premeditated 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
- Stationery
- 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



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
1QPS 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



2

process
process
process
process

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

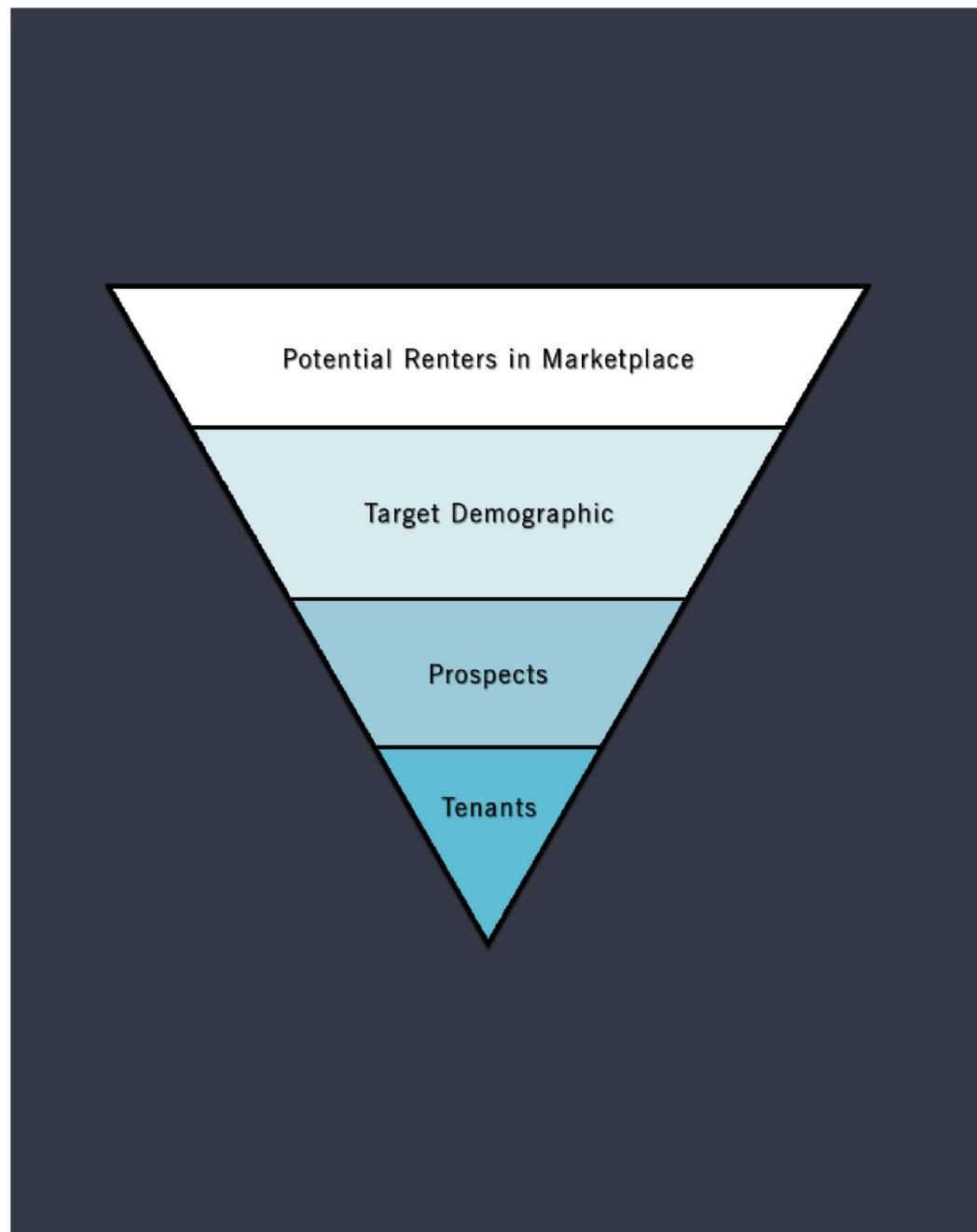
- Brand differentiation
- Launch strategy
- Target demographics
- Broker focus groups and outreach
- Budgeting and timelines
- Vendor recommendations, RFP and management
- Rendering oversight
- Marketing collateral strategic oversight
- Leasing gallery and model residence experience
- Interactive and 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							Competitive Submarket*							
Type	Min	Max	Count	% of Type	% of Total	Annual Rent Total	Type	Min	Max	Count	% of Type	% of Total		
Studio	0	\$2,499	\$2,999	30	33.3%	8.5%	\$750,000	Studio	0	\$2,499	\$2,999	200	64.3%	21.3%
	0	\$2,999	\$3,499	60	66.7%	16.9%	\$2,950,000		0	\$2,999	\$3,499	111	35.7%	11.8%
				90	100%	25.4%	\$3,700,000					311	100%	33.2%
1 Bed	1	\$2,999	\$3,499	25	13.9%	7.0%	\$1,050,000	1 Bed	1	\$2,999	\$3,499	78	19.3%	8.3%
	1	\$3,499	\$3,999	120	66.7%	33.8%	\$5,400,000		1	\$3,499	\$3,999	216	53.3%	23.0%
	1	\$3,999	\$4,499	30	16.7%	8.5%	\$1,570,000		1	\$3,999	\$4,499	81	20.0%	8.6%
		\$4,500 +		5	2.8%	1.4%	\$240,000			\$4,500 +		30	7.4%	3.2%
				180	100%	50.7%	\$8,260,000					405	100%	43.2%
2 Bed	2	\$4,999	\$5,499	0	0.0%	0.0%	\$0	2 Bed	2	\$4,999	\$5,499	61	29.3%	6.5%
	2	\$5,499	\$5,999	5	6.7%	1.4%	\$355,000		2	\$5,499	\$5,999	72	34.6%	7.7%
	2	\$5,999	\$6,499	30	40.0%	8.5%	\$2,050,000		2	\$5,999	\$6,499	39	18.8%	4.2%
	2	\$6,499	\$6,999	35	46.7%	9.9%	\$2,950,000		2	\$6,499	\$6,999	23	11.1%	2.5%
		\$7,000 +		5	6.7%	1.4%	\$530,000			\$7,000 +		13	6.3%	1.4%
				75	100%	21.1%	\$5,885,000					208	100%	22.2%
3 Bed	3	\$6,499	\$6,999	0	0.0%	0.0%	\$0	3 Bed	3	\$6,500	\$6,999	2	14.3%	0.2%
	3	\$6,999	\$7,499	0	0.0%	0.0%	\$0		3	\$7,000	\$7,499	4	28.6%	0.4%
	3	\$7,499	\$7,999	5	50.0%	1.4%	\$285,000		3	\$8,000	\$8,499	1	7.1%	0.1%
		\$8,000 +		5	50.0%	1.4%	\$295,000			\$8,500 +		7	50.0%	0.7%
				10	100%	2.8%	\$580,000					14	100%	1.5%
Total				355			\$18,425,000	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	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	Off Market	Off Market	Off Market	CLOSED	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	1/1	1/1	0/1		
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	PENDING	CLOSED	Off Market	Off Market	Off Market	CLOSED	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	\$3,000	\$6,000	\$4,325	\$4,335	\$4,425	\$3,000	\$3,000	\$3,000
SF	648	547	549	649	596	1199	820	854	863	751	760	595
Terrace Status	Off Market	PENDING	CLOSED	Off Market	Off Market	Off Market	PENDING	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	\$3,000	\$6,000	\$4,310	\$4,320	\$4,410	\$3,000	\$3,000	\$3,000
SF	648	547	549	649	596	1199	820	854	863	751	760	595
Terrace Status	Off Market	PENDING	Off Market	Off Market	Off Market	Off Market	PENDING	Off Market				

DESIGN AND DEVELOPMENT

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

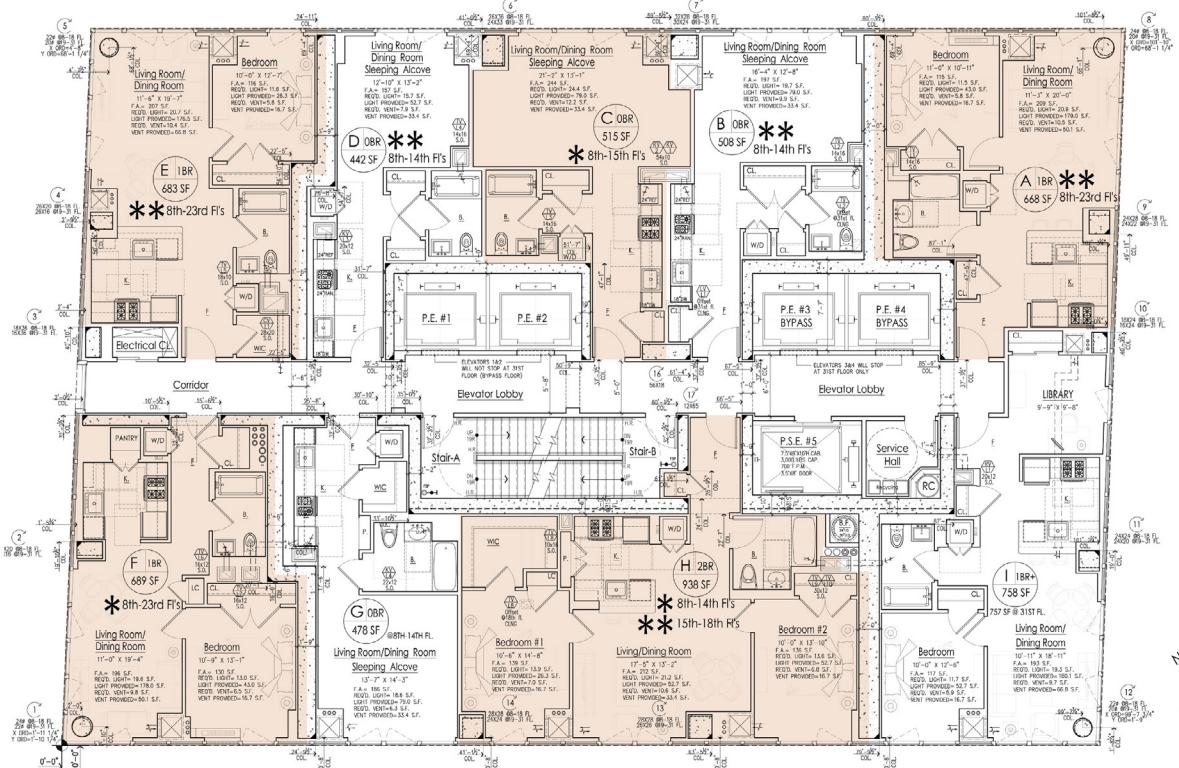
Identify and hire well known interior designers to collaborate on finishes, interior design, and cross-promotional opportunities

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



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



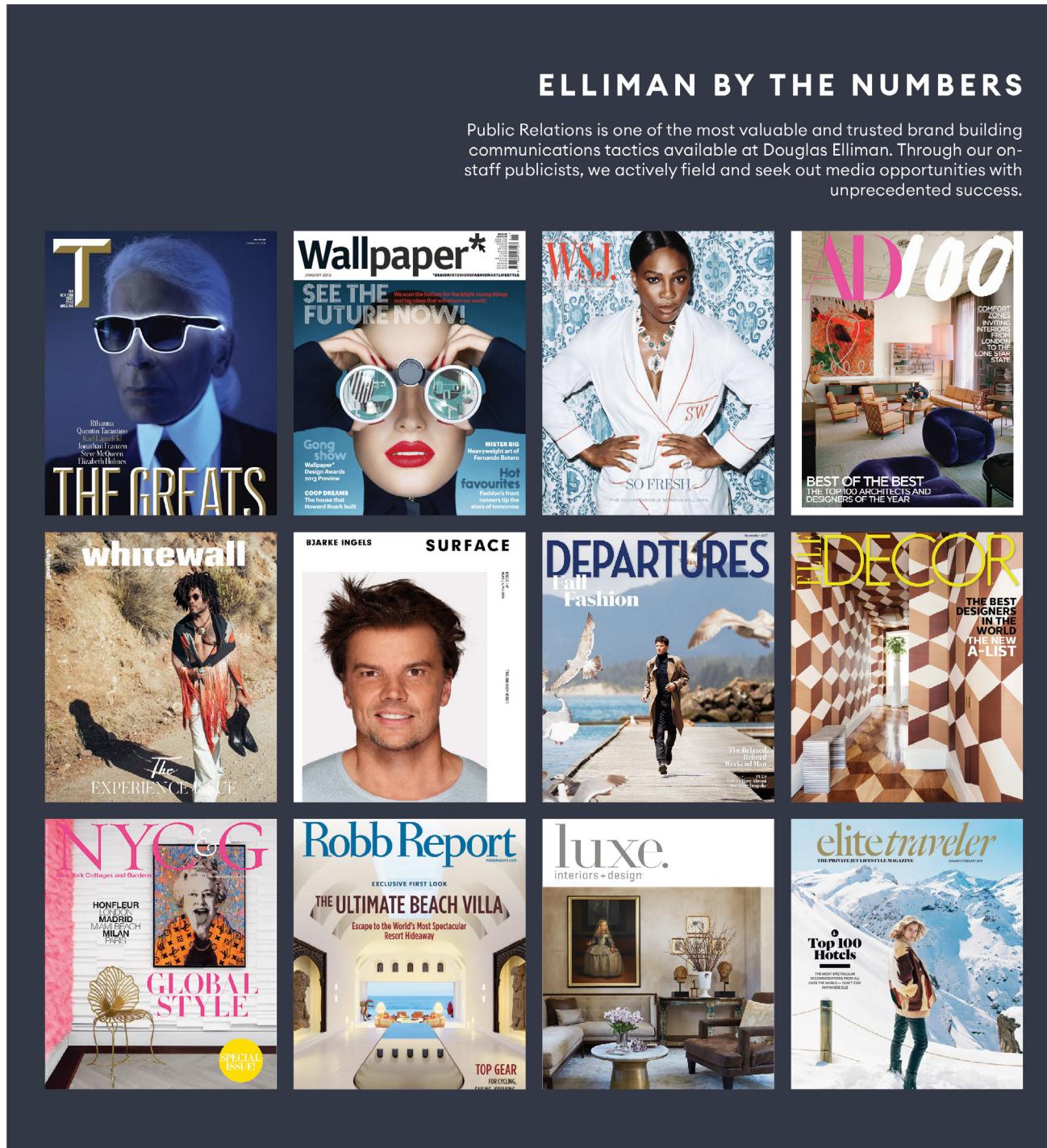
DOUGLAS ELLIMAN PUBLIC RELATIONS #1 IN NEW YORK CITY

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

	Reach	Articles	Ad Value
Douglas Elliman REAL ESTATE	17.4B	5,628	\$161M
Brown Harris Stevens	2.24B	742	\$21M
COMPASS	4.99B	1,835	\$46M
<u>corcoran</u>	3.85B	733	\$36M
Sotheby's INTERNATIONAL REALTY	4.2B	1,587	\$39M

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

Meltwater



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

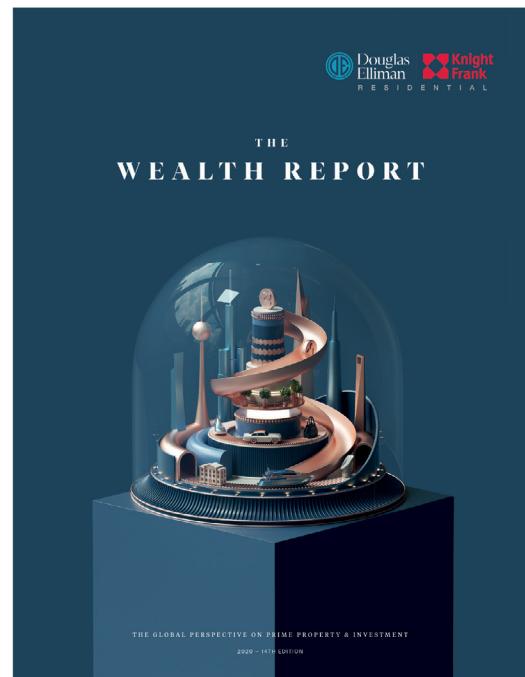
MASSACHUSETTS

MARKET INTELLIGENCE & RESEARCH



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.

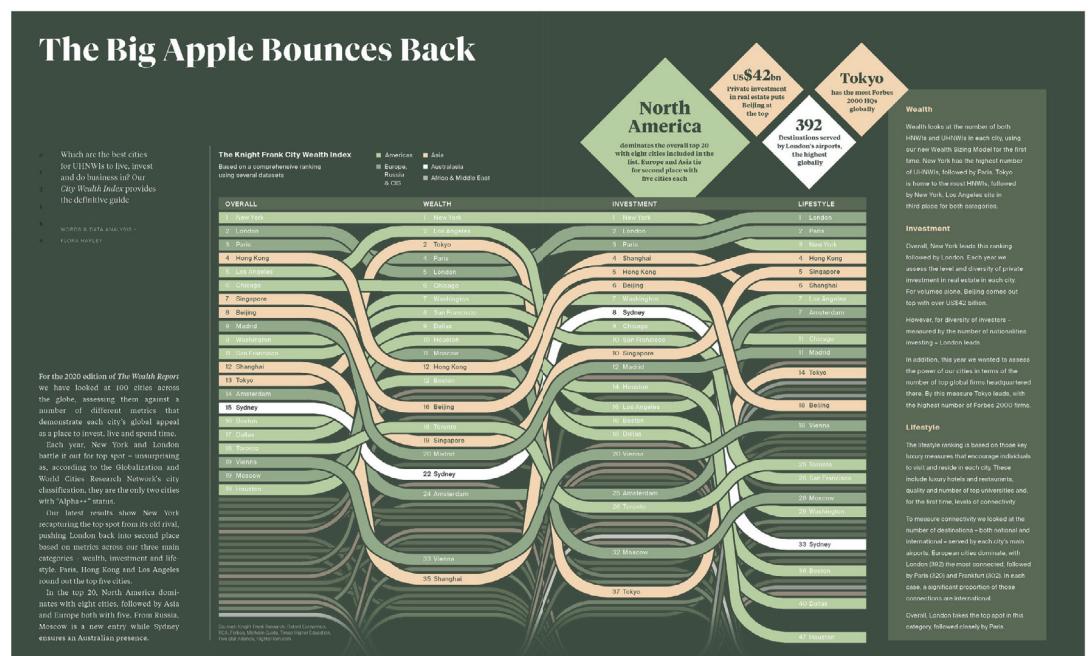


THE
WEALTH REPORT

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.





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	RIVERDALE/BRONX	NORTH FORK	MIAMI	JUPITER
575 MADISON AVENUE NEW YORK CITY, NY 10022	3544 JOHNSON AVENUE RIVERDALE, NY 10463	124 FRONT STREET GREENPORT, NY 11944	5555 BISCAYNE BOULEVARD, 302 MIAMI, FL 33137	400 US HIGHWAY 1, C1 JUPITER, FL 33477
712 FIFTH AVENUE, 10TH FLOOR NEW YORK CITY, NY 10019	980 MADISON AVENUE NEW YORK CITY, NY 10021	10200 MAIN ROAD MATTITUCK, NY 11952	COCONUT GROVE	ST. PETERSBURG
980 MADISON AVENUE NEW YORK CITY, NY 10021	6326 NORTHERN BOULEVARD EAST NORWICH, NY 11732	28200 MAIN ROAD CUTCHOGUE, NY 11935	2950 SW 27TH AVENUE, 320 MIAMI, FL 33133	100 BEACH DRIVE NE, 102 ST. PETERSBURG, FL 33701
WESTSIDE MANHATTAN	THE HAMPTONS	THE HAMPTONS	COLORADO	
1995 BROADWAY NEW YORK CITY, NY 10023	390 FRANKLIN AVENUE FRANKLIN SQUARE, NY 11010	2488 MAIN STREET BRIDGEHAMPTON, NY 11932	2469 SOUTH BAYSHORE DRIVE, 120 COCONUT GROVE, FL 33143	520 EAST DURANT AVENUE ASPEN, CO 81611
2142 BROADWAY NEW YORK CITY, NY 10023	130 7TH STREET GARDEN CITY, NY 11530	20 MAIN STREET EAST HAMPTON, NY 11937	630 EAST HYMAN AVENUE ASPEN, CO 81611	
2112 FREDERICK DOUGLASS BOULEVARD NEW YORK CITY, NY 10026	11 BOND STREET GREAT NECK, NY 11021	14 WEST MONTAUK HIGHWAY HAMPTON BAYS, NY 11945	133 PROSPECTOR ROAD ASPEN HIGHLANDS, CO 81611	
690 WASHINGTON STREET NEW YORK CITY, NY 10014	71 FOREST AVENUE LOCUST VALLEY, NY 11560	134 JESSUP AVENUE QUOGUE, NY 11959	MIAMI BEACH	
DOWNTOWN MANHATTAN	30 WEST PARK AVENUE LONG BEACH, NY 11561	138 MAIN STREET SAG HARBOR, NY 11963	16 KEARNS ROAD SNOWMASS VILLAGE, CO 81615	
774 BROADWAY NEW YORK CITY, NY 10003	154 PLANDOME ROAD MANHASSET, NY 11030	70 JOBS LANE SOUTHHAMPTON, NY 11968	CALIFORNIA	
936 BROADWAY NEW YORK CITY, NY 10010	5046 SUNRISE HIGHWAY MASSAPEQUA PARK, NY 11762	104 MAIN STREET WESTHAMPTON BEACH, NY 11978	150 EL CAMINO DRIVE, 150 BEVERLY HILLS, CA 90212	
137 WEAVERLY PLACE NEW YORK CITY, NY 10014	2300 MERRICK ROAD MERRICK, NY 11566	99 THE PLAZA MONTAUK, NY 11954	9470 WILSHIRE BOULEVARD, 120 BEVERLY HILLS, CA 90212	
140 FRANKLIN STREET NEW YORK CITY, NY 10013	475 PORT WASHINGTON BOULEVARD PORT WASHINGTON, NY 11050	WESTCHESTER	1033 B AVENUE, 303 CORONADO, CA 92118	
111 FIFTH AVENUE NEW YORK CITY, NY 10003	1528 OLD NORTHERN BOULEVARD ROSLYN, NY 11576	402 MAIN STREET, 1 ARMONK, NY 10504	344 THIRD STREET LAGUNA BEACH, CA 92651	
BROOKLYN	317 JACKSON AVENUE SYOSSET, NY 11791	438 OLD POST ROAD BEDFORD, NY 10506	28202 CARROT ROAD, 510 LAGUNA NIGUEL, CA 92677	
43 FIFTH AVENUE BROOKLYN, NY 11217	192 HILLSIDE AVENUE WILLISTON PARK, NY 11596	83 KATONAH AVENUE KATONAH, NY 10536	11990 SAN VICENTE BOULEVARD, 100 LOS ANGELES, CA 90049	
190 FIFTH AVENUE BROOKLYN, NY 11217	156 MONTAGUE STREET BROOKLYN, NY 11201	26 POPHAM ROAD SCARSDALE, NY 10583	22333 PACIFIC COAST HIGHWAY, 100 MALIBU, CA 90265	
187 7TH AVENUE BROOKLYN, NY 11215	124 WEST MAIN STREET BABYLON, NY 11702	CONNECTICUT	3701 HIGHLAND AVENUE, 200 MANHATTAN BEACH, CA 90266	
237 SMITH STREET BROOKLYN, NY 11231	1772 EAST JERICHO TURNPIKE DIX HILLS, NY 11743	88 FIELD POINT ROAD GREENWICH, CT 06830	450 EAST LAS OLAS BOULEVARD, 140 FORT LAUDERDALE, FL 33301	
280 METROPOLITAN AVENUE BROOKLYN, NY 11211	100 WEST MAIN STREET EAST ISLIP, NY 11730	NEW JERSEY	517 SOUTH MYRTLE AVENUE MONROVIA, CA 91016	
664 FULTON STREET BROOKLYN, NY 11217	300 MAIN STREET EAST SETAUKEET, NY 11733	221 RIVER STREET HOBOKEN, NJ 07030	BOCA RATON	
1410 CORTELYOU ROAD BROOKLYN, NY 11226	2410 NORTH OCEAN AVENUE FARMINGVILLE, NY 11738	MASSACHUSETTS	12 CORPORATE PLAZA, 250 NEWPORT BEACH, CA 92660	
2503 AVENUE U BROOKLYN, NY 11229	164 EAST MAIN STREET HUNTINGTON, NY 11743	2001 KIRBY DRIVE, 600 HOUSTON, TX 77019	15415 WEST SUNSET BOULEVARD, 102 PACIFIC PALISADES, CA 90272	
QUEENS	110 WALT WHITMAN ROAD HUNTINGTON STATION, NY 11746	9596 SIX PINES, SUITE 8210 THE WOODLANDS, TX 77380	70 S LAKE AVENUE, 1020 PASADENA, CA 91101	
36-29 BELL BOULEVARD BAYSIDE, NY 11361	150 MAIN STREET SAYVILLE, NY 11782	500 WEST 2ND STREET, #1900 AUSTIN, TX 78701	PALM BEACH	
47-36 VERNON BLVD., SUITE IL LONG ISLAND CITY, NY 11101	996 JERICHO TURNPIKE SMITHSTOWN, NY 11787	100 CRESCENT CT, SUITE 700 DALLAS, TX 75201	32351 COAST HIGHWAY LAGUNA BEACH, CA 92651	
			284-41 HIGHIDGE ROAD, 310 ROLLING HILLS ESTATES, CA 90274	
			WELLINGTON	
			1615 MURRAY CANYON ROAD, 110 SAN DIEGO, CA 92108	
			13501 SOUTH SHORE BLVD., SUITE 102 WELLINGTON, FL 33414	
			1255 COAST VILLAGE ROAD, 201B SANTA BARBARA, CA 93108	



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