



ANIL JINTOORKAR Licensed Associate Real Estate Broker

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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

- Marketina and Desian Positionina
- 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
- BrochureRack 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 Plannina
- 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 PageRack 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 Plannina
- 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 LiveLink 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
- RenderingsFull Website
- FloorplansView Photography
- Sales Film
- Signage
- Listings
- Partnerships



PAST DEVELOPMENTS







One West End



Beckford Tower



10 Madison Square





5 Beekman Financial District



11 Beach Tribeca



438 East 12th Street



400 Fifth Avenue





35 West 15th Street Flatiron



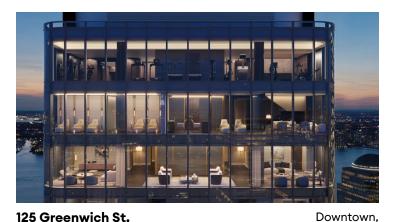
5 River Park Cobble Hill



1 Prospect Park West

Park Slope

CURRENT DEVELOPMENTS



125 Greenwich St, The Greenwich



30 Front St

Manhattan



695 Fifth Ave, Mandarin **Oriental Residences**

Midtown, Manhattan



53 West 53 Midtown, Manhattan



20 East 76th, The Surrey



Upper East Side, 303 Park Ave, Waldorf Manhattan Astoria



Midtown, Manhattan



135 East 47th Street, Monogram

201 East 74th

Midtown,

Manhattan



Upper East Side, Manhattan

Dumbo,

Brooklyn



200 East 20th Gramercy Park, Manhattan





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, worldrenowned 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?

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.

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.

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.

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.



DOUGLAS ELLIMAN DEVELOPMENT MARKETING TEAM



MATT VILLETTO EXECUTIVE VICE PRESIDENT

As Executive Vice President, Matthew oversees the entire development process from analyzing the viability of a project from the onset. through the design and development and marketing phases, Further, he develops the marketing platforms, public relation and social media strategies, and brand identity for each development to ensure cohesiveness from conception to completion. His ten years of development marketing experience provides his clients with invaluable insight.

Matt plays a key role in overseeing developments in some of the most sought-after rental projects in Manhattan, Brooklyn, and Queens. His experience includes Greenpoint Landing for Brookfield Property Group, The Ashley and Aldyn for Extell, 80 DeKalb Avenue, 461 Dean the world's tallest modular building. and New York by Gehry for Forest City Ratner Companies, the recently completed 1 QPS Tower, a record setting project in Long Island City, 15 William for the CIM Group, 184 Kent for JMH Development, and 1182 Broadway in Nomad.

Matt currently oversees a portfolio of market leading projects including; 365 Bond Street and 363 Bond Street, Essex Crossing, the transformative Lower East Side master plan development, 19 Dutch Street in the Financial District, 475 Clermont for RXR Realty, and Lloyd Goldman's Midtown East development, which set a new benchmark for performance in this submarket. Matt is also leading the pre-development planning for several high-profile developments including 185 Broadway for SL Green.

In his spare time, Matthew also works with a non-profit organization connecting art and communities.



HAL D. GAVZIE EXECUTIVE VICE PRESIDENT OF RESIDENTIAL LEASING

Hal D. Gavzie is a seasoned real estate professional with more than twenty years of proven Leasing, Sales, and Relocation experience. As Executive Vice President of Residential Leasing at Douglas Elliman, Hal is responsible for overseeing all aspects of the growing leasing sector for the Manhattan, Brooklyn, and Queens markets, including the growth of Douglas Elliman's New Development Leasing Division in New York and south Florida, as well as the overall expansion of the company's leasing division.

Having overseen more than 10,000 successful transactions throughout his career, Hal has developed close relationships with landlords and management companies throughout the

Hal's extensive knowledge of the rental marketplace and keen ability to avoid pitfalls have always resulted in confident, comfortable interactions between brokers, clients and landlords. Whether it's facilitating the search for the right apartment and neighborhood, negotiating rents, or evaluating and pricing new properties, Hal takes pride in accurately assessing the needs of his agents and customers alike. Leveraging his extensive market knowledge and longstanding relationships with landlords and property management entities, he can seamlessly assist his agents with the toughest of real estate transactions.

Before moving into management, he was a successful sales and rental broker, ultimately named a top producer for one of Manhattan's largest real estate firms.

Hal is an active member of the Real Estate Board of New York Rental Committee.



ERIKA MARKS PORTFOLIO MANAGER

As Portfolio Manager, Erika oversees the

development process for the entirety of DEDM's rental projects, and works closely with prolific developers, architects, and management on everything from pre-development consulting through marketing and leasing to ensure all objectives and milestones are met. She acts as liaison between developers and cross-functional teams on each project and is the point person for all stages of the leasing process, from hiring, to training, to team building and direction. She provides each leasing team with strong and reliable systems. so they are enabled to deliver top tier leasing results. Erika holds high value in cultivating relationships with every client and team she works with by making sure all involved feel seen and supported.

Erika's experience in the industry ranges from several years as a rental and resale agent, to launching and running leasing operations for Summit New York (developed by BLDG's Lloyd Goldman) and is now part of leading a plethora of unique and recordsetting projects throughout the boroughs. Erika is a Licensed Real Estate Salesperson and holds a bachelor's degree in fine arts.

DOUGLAS ELLIMAN DEVELOPMENT MARKETING TEAM



TIFFANY WEY

SENIOR VICE PRESIDENT PLANNING & DESIGN

As Vice President of Planning & Design at Douglas Elliman Development Marketing, Tiffany directs design research, analysis, and strategy to maximize project program value and marketability for ground-up construction and conversion new developments. Tiffany has been involved in the pre-development planning of top-tier developments including The Towers of the Waldorf Astoria and The XI.

Prior to joining Douglas Elliman, Tiffany cultivated a broad range of experience in design and research initiatives. In addition to working as an architect at Rem Koolhaas' Office for Metropolitan Architecture in New York, Atelier Bow-Wow in Tokyo, and Herzog & de Meuron in Basel, Tiffany conducted urban research in Egypt with the Harvard Graduate School of Design and the ETH Studio Basel Contemporary City Institute, and in Taiwan as a Fulbright fellow.

Tiffany holds a Bachelor's Degree in Architecture with honors from Princeton University and a Master in Architecture from the Harvard Graduate School of Design, with an exchange semester at the ETH Zurich. She is a licensed architect and licensed real estate salesperson in the State of New York.



VINCENT YAN

VICE PRESIDENT PLANNING & DESIGN

Vincent began his real estate career while interning for Tamarkin Co. where he was interested in the intersection of real estate development and architecture. Thereafter, he continued his interests interning for Douglas Elliman during his graduate studies. At Douglas Elliman, his multidisciplinary expertise was pivotal in analyzing floorplans and providing benchmarking analysis for developers.

Originally from Sacramento, California, Vincent Yan received a dual Masters of Real Estate Development and Architecture from Columbia University. He completed his architecture undergraduate studies at UCLA with minors in Environmental Systems and Society and Urban Regional Studies.



CHRIS MIOLLA

MARKETING & CREATIVE DIRECTOR

As Marketing & Creative Director, Chris oversees all aspects of the creative process. Heavily involved with branding, Chris is responsible for identifying a building's features, benefits, and values so they can be leveraged to uniquely position the property in the market.

Possessing both a mind for innovation and an eye for graphic synergy, Chris creates brand platforms that are the foundations for launching complex market-ing efforts. He has designed, developed, and delivered numerous multi-disciplinary campaigns. Each one has fulfilled our clients' strategic vision while meeting their creative, marketing, and media goals.

He has created brand platforms for some of our most notable projects, including 440 Washington Street, The Lewis (411 West 43rd Street), Summit New York, 1 QPS Tower, New York by Gehry, and Madison Park Tower.

Chris brings a robust set of skills to the table, ena-bling him to channel all touchpoints to reinforce our messaging. His expertise covers:

- Branding and positioning
- Content development
- Digital solutions (including web design and development)
- · Advertising design,
- · Marketing strategy

Before joining Douglas Elliman in 2012, Chris spent seven years as a graphic designer at Citi Habitats Marketing Group.

DOUGLAS ELLIMAN DEVELOPMENT MARKETING TEAM



MOE KO SENIOR RESEARCH ANALYST

Moe is a seasoned Market Researcher specializing in New York City Residential Rental New Development Market with more than 6 years of proven experience. As Senior Market Research Analyst at Douglas Elliman Development Marketing, he is responsible for tracking rental markets across various asset classes and publishing customized comparative market analysis reports and new development rental market pipeline reports. As a punctilious analyst, Moe consistently produces detailed reports and builds complex stacking plans. Previously, he served as an analyst at M.N.S Real Estate and produced New York City Residential Market Reports to assist brokers, landlords, developers, private and institutional investors. Moe, received his Bachelor of Science in Business Management from The Peter J. Tobin College of Business at St. John's.



HEIDY ESPEJO MENDOZA

SENIOR OPERATIONS MANAGER

Originally from the Dominican Republic, Heidy came to the US at an early age and was raised and educated in Upper Manhattan. She earned her degree in Psychology while working as the Licensing Coordinator for Douglas Elliman in the Human Resources Department. She then moved on to Douglas Elliman's Westside office as an administrator and liaison between the Executive Sales Managers and the sales agents. After a number of years at the Westside office, Heidy then was promoted to Senior Office Manager of the Douglas Elliman Development Marketing Rental Division. As the overseer of internal office operations, she works directly with the new development marketing team, listings department and developers to ensure successful and well organized projects. Heidy holds a New York Real Estate license and is a licensed Notary as well. She is fluent in both English and Spanish.

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

Developer:	Carmel Partners	Developer
MANHAT	TAN	
DEVELOPMENT		TEAM
278 8th Avenue)	JJ Operating & Alchemy Properties
225 West 28th S	treet	HAP
241 West 28th St	treet	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 Ave	nue	J.D. Carlisle Development
180 Water Street		Metro Loft & VanBarton Group
222 East 44th Str	eet	BLDG
445 West 35th St	reet	Joy Construction & Maddd Equities
535 West 43rd St	reet	Patrinely Group
Essex Crossing		L + M, Taconic & BFC Partners
Jones LES (331 Ec	st Houston Street)	Halpern Real Estate Ventures
Madison Park To	wer (49 East 34th Street)	CIM Group
New York by Geh	ry (8 Spruce Street)	Forest City Ratner Companies
Silver Towers (60	0 West 42nd Street)	Silverstein Properties
Sky (605 West 42	nd Street)	Moinian Group
The Aldyn (60 Riv	verside Blvd)	Extell Development
The Ashley (400 '	West 63rd Street)	Extell Development
The Beatrice (105	West 29th Street)	J.D. Carlisle Development
The Lewis (411 We	est 35th Street)	Joy Construction & Maddd Equities
The Nash (222 Ea	st 39th Street)	Atlas Capital
The Nathaniel (13	88 East 12th Street)	Joy Construction & Maddd Equities
The Olivia (315 W	est 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 Str	reet) Ciampa Organization
The Pearson Court Square (45-50 P	earson 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 28THChelsea
MAG Partners



7 DEYDowntown 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



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

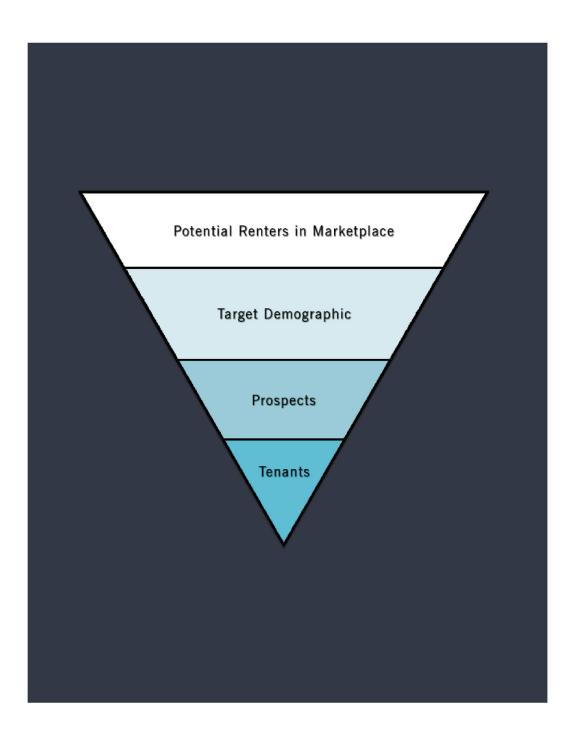
CREATIVE SERVICES

- Branding: Logo Design, Marks & Icons
- Enviornmental 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

RESEARCH AND REPORTING



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

RESEARCH AND REPORTING

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.

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.

Subject Site

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

Competitive Submarket*

Тур	e	Min	Max	Count	% of Type	% of Tota
Studio		\$2,499	\$2,999	200	64.3%	21.3%
Studio	0	\$2,999	\$3,499	111	35.7%	11.8%
				311	100%	33.2%
	1	\$2,999	\$3,499	78	19.3%	8.3%
1 Bed	1	\$3,499	\$3,999	216	53.3%	23.0%
i beu	1	\$3,999	\$4,499	81	20.0%	8.6%
	1	\$4,500 +		30	7.4%	3.2%
				405	100%	43.2%
	2	\$4,999	\$5,499	61	29.3%	6.5%
	2	\$5,499	\$5,999	72	34.6%	7.7%
2 Bed	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	\$6,500	\$6,999	2	14.3%	0.2%
3 Bed	3	\$7,000	\$7,499	4	28.6%	0.4%
3 Deu	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

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							x	x	x	x	x	
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	1/1.5	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

DOUGLAS ELLIMAN DEVELOPMENT MARKETING | 13

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

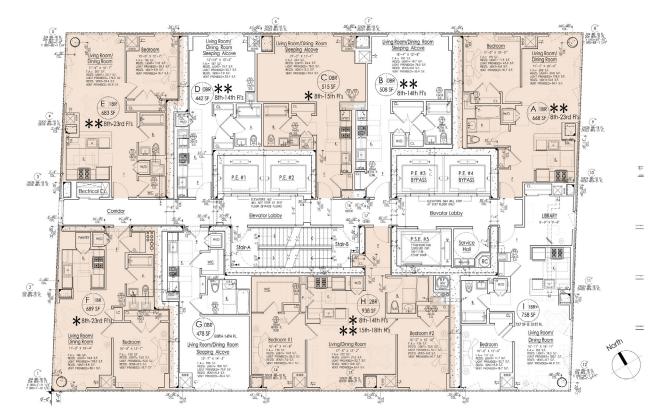
Identify and hire well known interior designers to collaborate on finishes, interior design, and cross-promotional opportunities

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.











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"

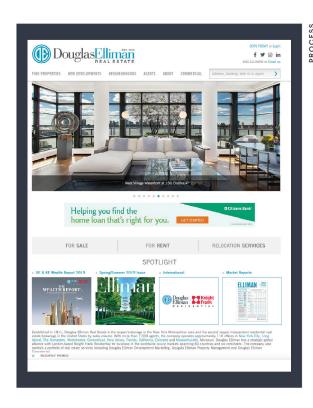
Exclusive on-site events marketed to key DE offices

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.
Douglas Ellimän	17.4B	5,628	\$161N
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

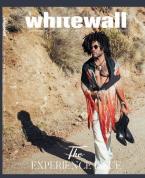
Public Relations is one of the most valuable and trusted brand building communications tactics available at Douglas Elliman. Through our onstaff publicists, we actively field and seek out media opportunities with unprecedented success.









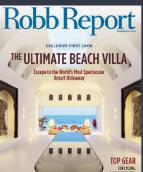
















MARKET REPORT REGIONS

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

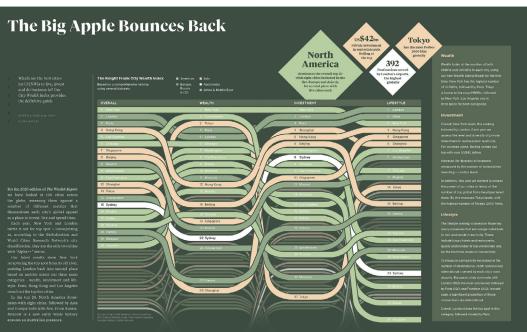
Produced in conjunction with Miller Samuel, a leading independent appraisal firm, Douglas Elliman's report series is the benchmark for residential real estate market information and an essential source for consumers, the media, financial institutions, government agencies, researchers, and other market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



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

575 MADISON AVENUE NEW YORK CITY, NY 10022

712 FIFTH AVENUE, 10TH FLOO

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

187 7TH AVENUE BROOKLYN, NY 11215 237 SMITH STREET

BROOKLYN, NY 11231 280 METROPOLITAN AVENUE

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 IL,

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

5066 SUNRISE HIGHWAY MASSAPEQUA PARK, NY 11762 2300 MERRICK ROAD

MERRICK, NY 11566 998A OLD COUNTRY ROAD

PLAINVIEW, NY 11803

475 PORT WASHINGTON ARM BOULEVARD PORT WASHINGTON, NY 11050 438

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 ISLIP, NY 11730

300 MAIN STREET EAST SETAUKET, NY 11733 2410 NORTH OCEAN AVENUE FARMINGVILLE, NY 11738

FARMINGVILLE, NY 11738

164 EAST MAIN STREET
HUNTINGTON, NY 11743

110 WALT WHITMAN ROAD HUNTINGTON STATION, NY

150 MAIN STREET SAYVILLE, NY 11782

996 JERICHO TURNPIKE SMITHTOWN, NY 11787

NORTH FORK

24 FRONT STREET

10200 MAIN ROAD MATTITUCK, NY 11952

28200 MAIN ROAD CUTCHOGUE, NY 11935

THE HAMPTONS

2488 MAIN STREET BRIDGEHAMPTON, NY 11932

EAST HAMPTON, NY 11937 1515

14 WEST MONTAUK HIGHWAY HAMPTON BAYS, NY 11946 MIAMI

QUOGUE, NY 11959

138 MAIN STREET SAG HARBOR, NY 11963

70 JOBS LANE SOUTHAMPTON, NY 11968 104 MAIN STREET

WESTHAMPTON BEACH, NY 11978

MONTAUK, NY 11954 WESTCHESTER

99 THE PLAZA

02 MAIN STREET, 1

38 OLD POST ROAD EDFORD, NY 10506

83 KATONAH AVENUE KATONAH, NY 10536

26 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

9595 SIX PINES, SUITE 8210 THE WOODLANDS, TX 7738

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

ALLAS, TX 75201

MIAMI

5555 BISCAYNE BOULEVARD, 302 MIAMI. FL 33137

COCONUT GROVE ...

2950 SW 27TH AVENUE, 320

2669 SOUTH BAYSHORE DRIVE, 120

CORAL GABLES

1515 SUNSET DRIVE, 10

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

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

DELRAY BEACH

900 EAST ATLANTIC AVENUE, DELRAY BEACH, EL 33483

PALM BEACH

340 ROYAL POINCIANA WA M302 PALM BEACH, FL 33480

WELLINGTON

10680 W FOREST HILL BLVD, 220 WELLINGTON, FL 33414

13501 SOUTH SHORE BL' 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 AVENU 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

MALIBU, CA 90265 3701 HIGHLAND AVENUE, 200

MANHATTAN BEACH, CA 90266 517 SOUTH MYRTLE AVENUE MONBOVIA CA 21016

12 CORPORATE PLAZA, 250 NEWPORT BEACH, CA 92660

15415 WEST SUNSET BOULEVARD, 102 PACIFIC PALISADES, CA 90272

70 S LAKE AVENUE, 1020

32351 COAST HIGHWAY LAGUNA BEACH, CA 92651

28441 HIGHRIDGE ROAD, 310 ROLLING HILLS ESTATES, CA

1615 MURRAY CANYON ROAD, 110 SAN DIEGO, CA 92108

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

DOUGLAS ELLIMAN DEVELOPMENT MARKETING | 18



ANIL JINTOORKAR

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