

The Power of Press





Your Story, Your Spotlight

With our industry-leading public relations and innovative marketing expertise, we know how to tell the unique story of your property like no one else can.

We help your agent put your property in the spotlight and set the stage for attracting the right buyer.

[elliman.com](https://www.elliman.com)



© 2024 DOUGLAS ELLIMAN REAL ESTATE. EQUAL HOUSING OPPORTUNITY. 

Hot Off The Press

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

Year over year, in 2021 Douglas Elliman increased its potential reach of over 82 billion impressions and equivalent advertising value of \$762 million.

167B

Total potential reach of all articles that mentioned **Douglas Elliman**.

\$1.5B

Total ad value equivalent of all news content that mentioned Douglas Elliman.

34,593

Total number of articles mentioning the brokerage.



ByTheNumbers—Editorial—January1, 2022–December31, 2022


elliman.com



#1 in Texas

Public Relations

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

	Reach	Articles	Ad Value
	total reach of articles mentioning the brokerage	total number of articles mentioning the brokerage	total ad value of all press news mentions
	2.7B	2,692	\$25M
COMPASS	1.1B	680	\$10M
	2.3B	1,690	\$21M

ByTheNumbers-Editorial-January1,2022–June30,2022



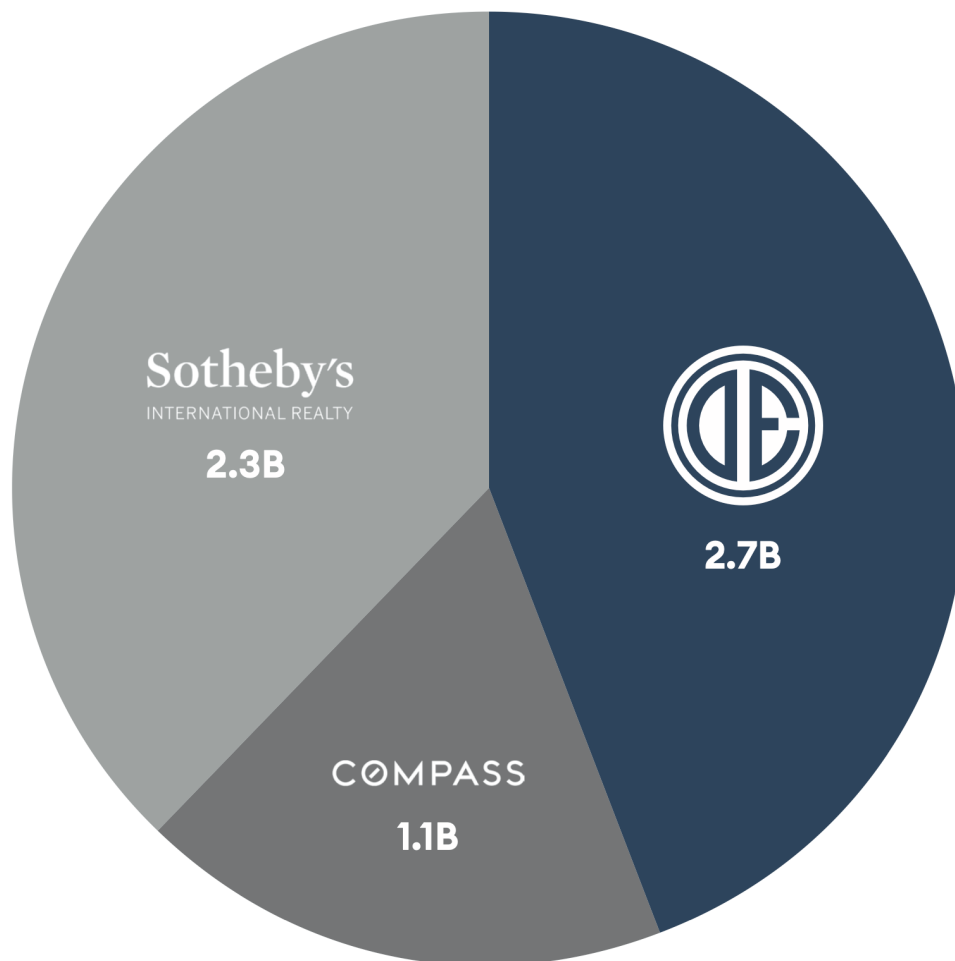
[elliman.com](https://www.elliman.com)

#1 in Texas

Public Relations

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

Total Reach of all articles that mentioned the brokerage.



By The Numbers - Editorial - January 1, 2023 – June 30, 2023



[elliman.com](https://www.elliman.com)

Stories That Capture Buyers' Attention

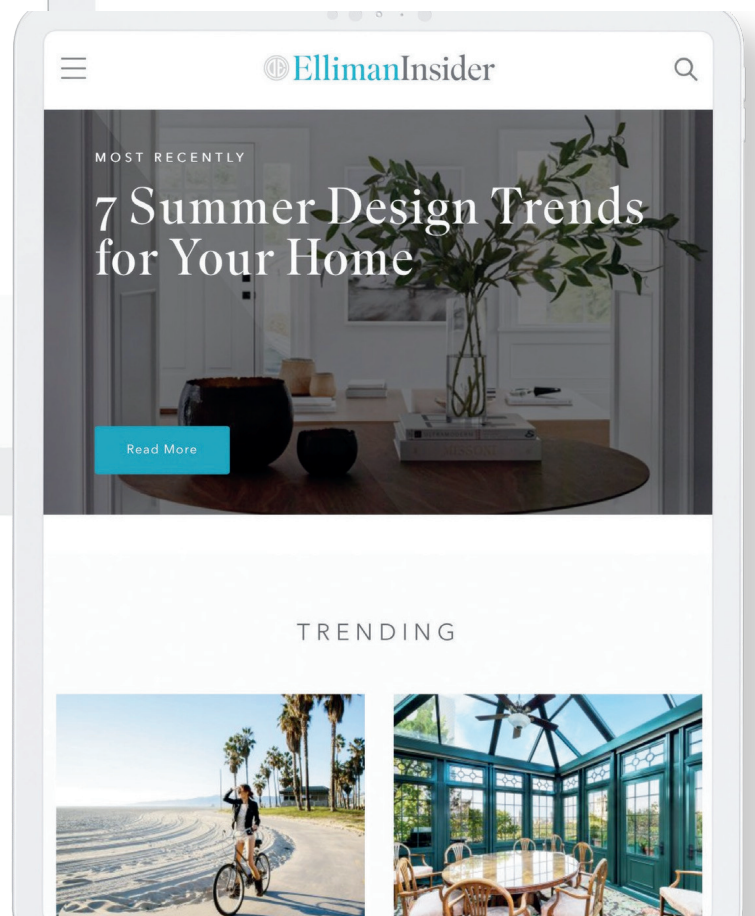
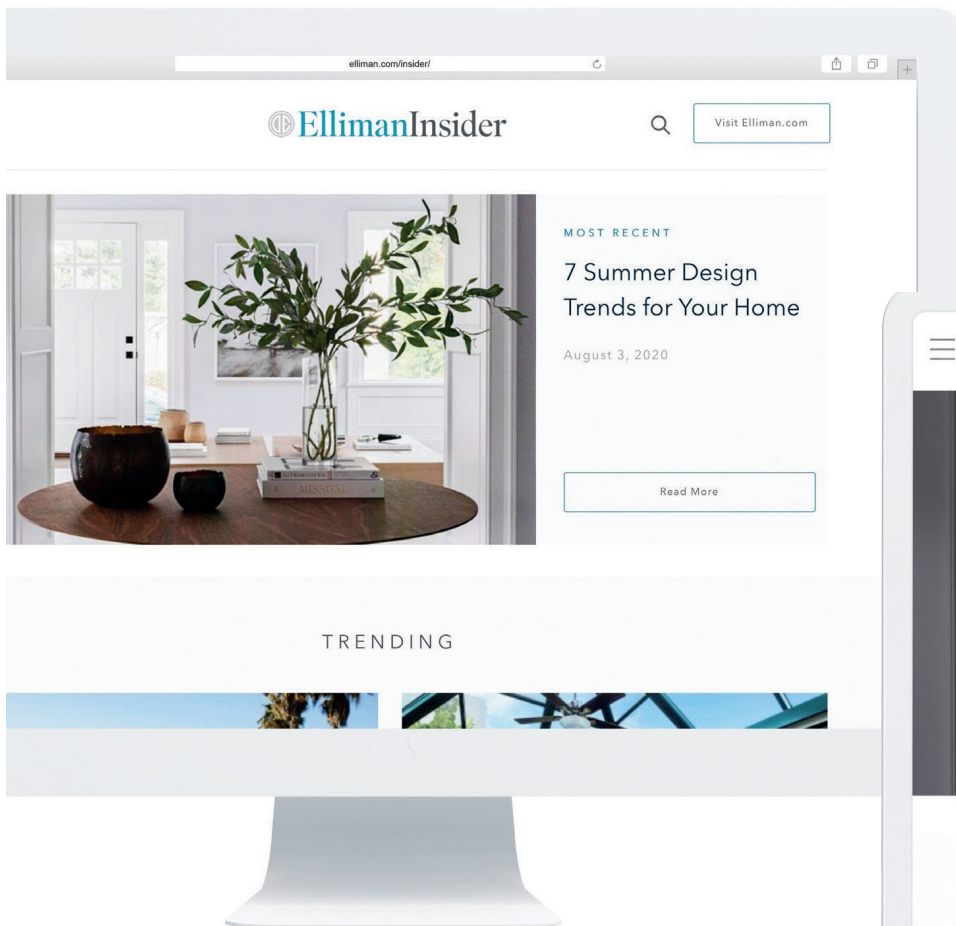
From our video series and social posts to the articles we publish on our digital magazine, *Elliman Insider*, we produce content in order to own the conversations that matter and influence real estate decisions. We are experts at creating meaningful and relevant stories that engage audiences and build trust with our consumers — and ultimately, direct their attention to your property.

12,000

Unique Monthly Visitors
to ***Elliman Insider***

90%

Percentage of Buyers
Who Use Social Media
in Their Property Search

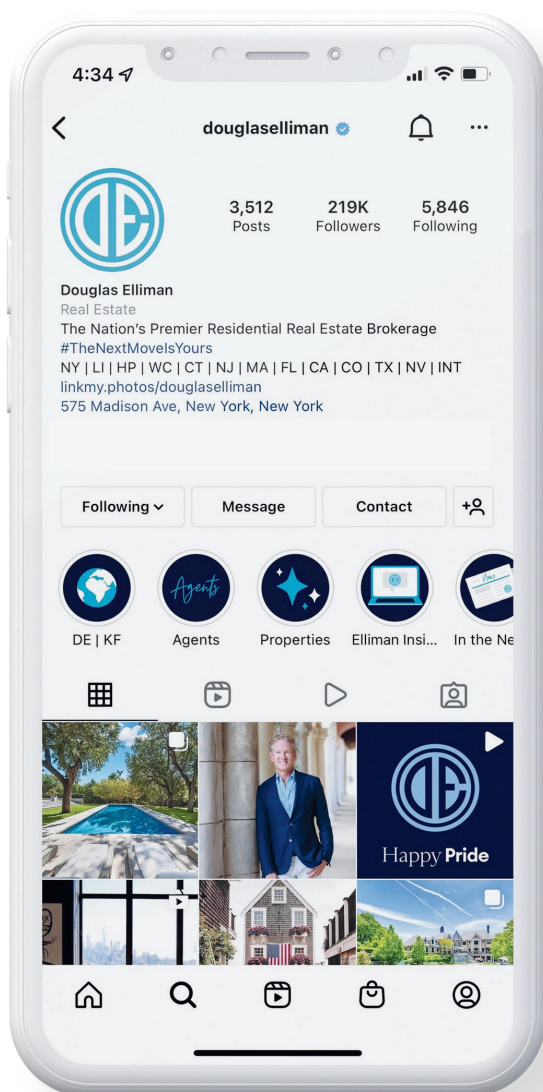


elliman.com

© 2024 DOUGLAS ELLIMAN REAL ESTATE. EQUAL HOUSING OPPORTUNITY. 

Social Channels That Reach Buyers

With approximately 620,000 users across all platforms and delivering more than 235 million impressions annually, our social media channels reach buyers where they are, drive traffic to our website, and give your listing the visibility it deserves.



INSTAGRAM

@DouglasElliman

(Across all of our profiles)

413K
followers

6.3K
engagements

148M
impressions



FACEBOOK

@DouglasElliman

(Across all of our profiles)

109K
followers

11.6M
engagements

182M
impressions



LINKEDIN

Douglas Elliman Real Estate

(Across all of our profiles)

91K
followers

367K
engagements

5.9M
impressions



TWITTER

@DouglasElliman

(Across all of our profiles)

22K
followers

83K
engagements

11.6M
impressions



TIKTOK

@DouglasEllimanRealEstate

(Across all of our profiles)

43K
followers

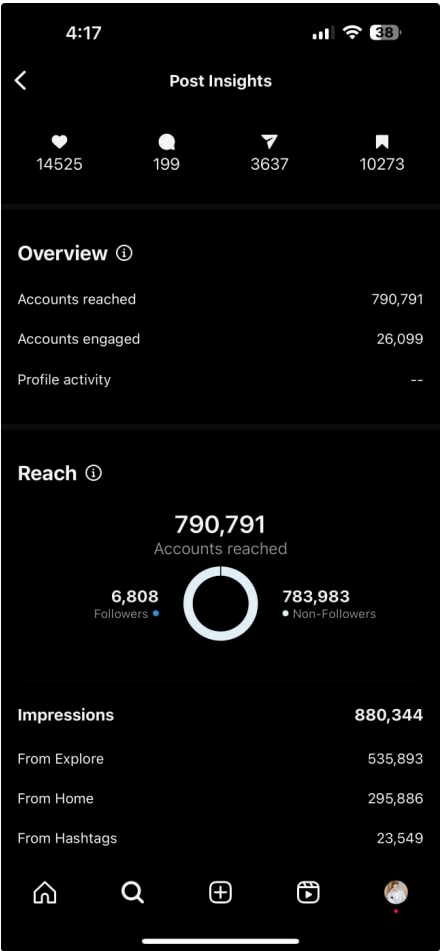
655K
engagements

20M
impressions

Our Clients In The Press

Through the strategic cultivation of relationships with influential social media accounts both locally and nationally recognized publications, Emily & Megan have consistently ensured that their clients receive optimal coverage when listing their properties. Their success in securing features in esteemed outlets such as Tribeza, Dwell, and the New York Times has allowed their listings to garner exposure beyond the scope of traditional marketing methods.

In addition to being featured in a variety of publications, a noteworthy example of their impact includes a property featured on @CharmingAustinTexas, which reached an impressive audience of over 750,000 accounts and received nearly 15,000 likes. These accomplishments underscore Emily & Megan's commitment to leveraging diverse platforms to maximize visibility for their clients' real estate offerings.



Project posted by
Deluxe Living

On the Market: Charming Bungalow Exuding Authentic Austin

View 13 Photos

Location
East Cesar Chavez, Austin, Texas

In The Press

Share Profile:



FEATURED

REALTORS®

Emily Waldmann and Megan Gallagher



Company: Douglas Elliman Real Estate

Website: <https://www.elliman.com/texas>

Residential Real Estate | New Hire

Emily Waldmann and Megan Gallagher Hired at Douglas Elliman Real Estate

Publish Date: March 7th, 2023

TRIBEZA
AUSTIN CURATED

RESTAURANTS FASHION REAL ESTATE ARTS LOCAL LIFE HOME + DESIGN

HOME + DESIGN

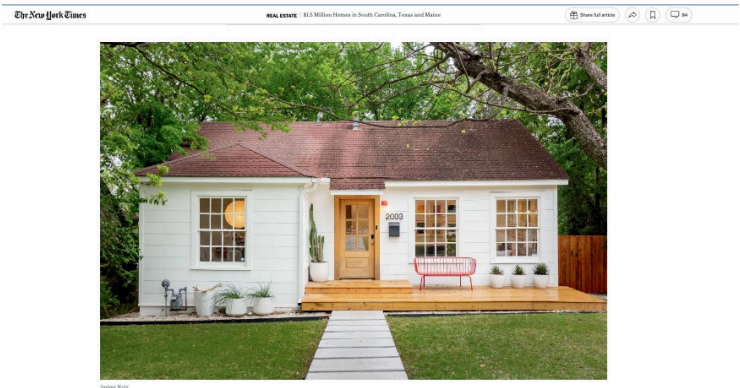
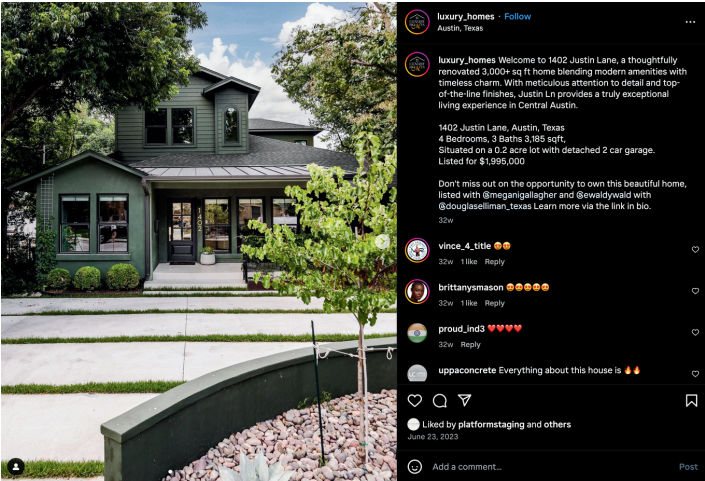
Next Move Austin Will Guide You Through the Austin Real Estate Market

The duo from Den Property Group work together to build client connections, find properties and negotiate deals

BY TRIBEZA • FEBRUARY 15, 2022



elliman.com



Austin, Texas | \$1.5 Million

A 1941 bungalow with two bedrooms and one bathroom, on a 0.2-acre lot

Travis Heights, an Austin neighborhood with a mix of mid-century bungalows and new housing complexes, is prized for its proximity to South Congress Avenue, one of the city's main drags. This house is about a mile from an old-fashioned candy shop with a noda fountain, several coffee shops and Magnolia Cafe, a popular restaurant on the avenue.

Big Stacy Neighborhood Pool, run by the Austin Parks and Recreation Department, is less than half a mile away, as is an entrance to Blum Creek Nature Preserve.

Size: 1,226 square feet

Price per square foot: \$1,223

Indoors: A paved path runs through the front lawn to a raised wood porch that has space for a bench and a small container garden.

The front door opens into a living room with a fireplace and original windows overlooking the front yard. The interiors were done by DSLV Studio, a Brooklyn, N.Y., design firm that emphasized the home's original details but used contemporary furnishings (some of which are available to buy) to create a modern feel.

Through an arched doorway in the living room is a bright dining room with more front-facing windows. This space and the living room have direct access to the kitchen, which was upgraded with new stainless-steel appliances and marble counters. At one end of this space is a glass door that opens to the rear deck.

A hallway off the kitchen leads to the bedrooms at the back of the house. At the far end is the primary bedroom, which is big enough to hold a king-size bed and a desk. Next door is a bathroom with a restored vanity and a combined tub and shower lined in white subway tile. The guest room, off the same hallway, includes a wallpapered nook for a desk and chair.

Outdoor space: The deck in the back currently holds a barbecue. From there, steps lead down to a dining patio. A few steps beyond is a fire pit in a gravel area shaded by mature trees and framed by flowering plants. The gravel-and-brick driveway that runs alongside the house has space for two cars.

Taxes: \$13,125 (estimated)

Contact: Emily Waldmann and Megan Gallagher, DEN Property Group, 412-442-0727 or 407-922-7182; jenn@denproperty.com

Elliman Magazine Distribution

Nationally more than 110,000 copies of each issue are distributed:

- 75,000+ distributed to targeted households in all Elliman markets
- 8,000+ distributed to all Elliman offices and sales galleries nationwide
- 18,500+ copies distributed to luxury retailers, apartment and hotel lobbies, as well as country/yacht clubs in New York City, the Hamptons, Westchester County, Connecticut, Boston, Aspen, Houston, Austin, Dallas and South Florida
- 4,000+ copies distributed to Delta Sky Clubs and private airports
- 1,500 + distributed to Elliman events and sponsorship activations

More than 5,700 copies of each issue are distributed across Texas:

Direct Mail

- **Austin:** Downtown, South River City, Bouldin Creek, Barton Creek, Lake Austin, Tarrytown, Lakeway, Bee Cave, West Lake Hills, Hyde Park, and Zilker
- **Dallas:** Highland Park, University Park and Southlake
- **Houston:** River Oaks, Uptown, Tanglewood, Bellaire, Memorial Villages and West University

Private Airports

- Million Air, Atlantic Aviation, Signature Aviation, Business Jet Center, Dallas Jet, Ambassador Aviation, Wilson Air Center, Galaxy Air and Hendrickson Jet Centre

Golf and Country Clubs

- Austin, Carrollton, Cedar Creek, Dallas, Fort Worth, Horseshoe Bay, Houston, Irving, McKinney, Montgomery, Spicewood, The Colony, Trinity and Westlake

Hotels

- The Four Seasons Hotel, Hotel Zaza, The Westin, The Joule, Multiple Hilton and Hyatt chains, and more.





