

ERIN BOISSON ARIES
TEAM AT DOUGLAS ELLIMAN REAL ESTATE

21

Stephanie Levinson
21 East 66th Street, 7E/7W





Mission Statement OVERVIEW

The Erin Boisson Aries Team represents some of the world's most important and distinctive properties. We transact on behalf of buyers, sellers, developers, investors of luxury and architecturally significant properties in New York City and around the world. Our specialty is connecting buyers and sellers in our network through discretion and trusted guidance, as well as through highly tailored and targeted marketing and sales campaigns designed to showcase and elevate the most prized elements of each property. Specializing in Manhattan and Brooklyn, we inform the process through extensive research, an in-depth understanding of market forces and trends, and a proactive approach in reaching our desired audience.

The Team

Global Advisory, Artfully Executed.

MELDING THREE WORLDS, THREE PARALLELS, THREE FORCES.
DESIGN, ARCHITECTURE, AND ART.

The Erin Boisson Aries Team operate at the pinnacle of the market. Their more than \$2.5B in sales reflect an unusual breadth of expertise – from selling out condominium developments in Manhattan to facilitating the acquisition of Swiss villas and London trophy assets. Led by the visionary Erin Boisson Aries – known for an impeccable eye for luxury and for founding the residential brokerage at Christie’s, uniting the worlds of rarified art and real estate – the team specializes in high-design and collector-worthy properties with distinct expertise in brand residences.

Based in New York and strategically engaged in prime global markets, their portfolio encompasses Manhattan condominium developments including The Ritz-Carlton Residences New York and Foster + Partners’ 551 West 21st Street, remarkable private homes from artist-owned lofts in Tribeca to historic estates in Tuscany, ultra-curated residential hotel experiences at Fasano Fifth Avenue and Maison Hudson, and branded residences at award-winning resorts Fasano Las Piedras and The Reserve at Mayakoba.

The Wall Street Journal, Hollywood Reporter and Variety rank The Erin Boisson Aries Team among the country’s elite agents. They were named Douglas Elliman’s top boutique team in New York and second in the country.



Thomas Aabo

LICENSED ASSOCIATE REAL ESTATE BROKER | THE ERIN BOISSON ARIES TEAM
PRINCIPAL, THE DIPLOMAT DESK | FOUNDER, AABO ADVISORY

Thomas Winter Aabo is a senior advisor on The Erin Boisson Aries Team at Douglas Elliman, representing private clients, family offices, hospitality groups, and sovereign nations on consequential real estate decisions. His practice spans the greater New York area, the domestic US, and select international capitals.

Within this practice, Thomas advises on the acquisition, disposition, and stewardship of distinctive residences, trophy assets, hospitality and branded real estate.

Thomas is also the principal of The Diplomat Desk and the founder of Aabo Advisory, supporting sovereign nations, diplomatic missions, consulates, and trade offices on portfolio performance, optimization, and transaction execution.

His work has been recognized in The Wall Street Journal, the New York Post, Crain's New York Business, and select international media.

A native of Denmark and a graduate of Copenhagen Business School, Thomas brings three decades of international business experience to his real estate practice with a cross-cultural fluency that serves clients at home and abroad.

Thomas is a member of the Real Estate Board of New York (REBNY), the Long Island Board of Realtors (LIBOR), and the National Association of Realtors (NAR). He lives in New York City and Bridgehampton with his wife.



THE WALL STREET JOURNAL
WSJ

**NEW
YORK
POST**

CRAIN'S
NEW YORK BUSINESS

Dustin Crouse

LICENSED ASSOCIATE REAL ESTATE BROKER
THE ERIN BOISSON ARIES TEAM

Dustin Crouse is a Senior Associate Real Estate Broker for the Erin Boisson Aries Team, where he oversees some of the team's top clients, as well as its branding, marketing, and strategic partnerships.

As one of the team's top producers, Dustin is recognized within the industry as a uniquely skilled advisor, having assisted in the sale of nearly \$2B worth of inventory over the past 10 years. He joined Erin Aries as a consulting project manager for her new development, Foster + Partners' 551 West 21st Street, and then quickly evolved to its Marketing & Sales Director while helping to achieve its record-setting sellout of \$450 Million. He continued that new development success with their most recent sellout of 16 penthouse residences atop the new Ritz-Carlton Hotel, New York, NoMad, where they together again broke sales records and established a new price per square foot for the neighborhood.

Prior to joining the Erin Boisson Aries Team, Dustin founded, managed, and then subsequently sold a real estate consultancy he grew over the course of six years that focused on assisting some of the city's top real estate brokers with their business strategy, branding, team recruitment, and marketing and sales.

With nearly 15 years of wide-ranging industry experience and a formal education in Art History and Marketing, Dustin now offers the Team and its clients a uniquely informed approach to the marketing and sales of luxury property to a global clientele. An avid traveler, Dustin has visited Latin America, Europe, Iceland, and India. He is conversational in Spanish and Italian and grew up as the youngest of seven kids in an Italian-German restaurant family.



Erin Boisson Aries

FOUNDER
THE ERIN BOISSON ARIES TEAM

Erin Boisson Aries is a global real estate advisor with an impeccable eye for luxury. Over the past 20 years, she has guided private clients and prestige developers in buying, renting, selling, and creating the world's most exceptional homes—from landmarked townhouses in Manhattan to hotel-branded residences in Latin America. Erin's clients value her discretion, advocacy, and ingenuity as a real estate agent who is as creative as she is analytical.

Recognized in the Spears 500 as one of the Top Property Brokers of 2025, Erin is also ranked the #2 individual agent in New York City and #4 in the United States by The Wall Street Journal.

She is the foremost expert in ultra-luxury, full-service branded residences. The Erin Boisson Aries Team recently led the marketing and sales for the record-setting, 100% sell-out of The Ritz-Carlton Residences New York, NoMad, and holds exclusive representation for Fasano Fifth Avenue. She is also overseeing the global sales of Fasano Las Piedras in Punta del Este, Uruguay, and continues to partner with Fasano on new site acquisitions. Her consulting work spans projects such as The Reserve at Mayakoba, the launch of Maison Hudson, serviced chalets in Switzerland, starchitect homes in Brazil, countryside retreats in Italy, and the most expensive rental villa in St. Barths.

A leader in new development sales, Erin is often brought on at a project's infancy for site selection and remains engaged at every stage thereafter—from conceptualization to design to branding to sell-out. Her portfolio of past successes includes Foster + Partners' 551 West 21st Street and Neil Denari's HL23.

Fluent in French and Italian, Erin lives in Greenwich Village, where she raised her two children.





\$2.5 *Billion*

For over 20 years, The Erin Boisson Aries Team has specialized in the ultra-luxury market, representing more than \$2.5 billion in transactions across townhouses, mansions, condominiums, cooperatives, and record-setting new developments throughout the city.

#1 TEAM IN NYC

Best Performing Medium Team at Douglas Elliman New York - Based on Volume and GCI

#4 IN USA

Of 1.1 Million Realtors Nationwide Per The Wall Street Journal/Real Trends

#1 TOP PRODUCER

Highest New Development Earnings at Prominent New York City Firm

#2 TEAM NATIONWIDE

Best Performing Medium Team Nationwide - Based on GCI

#2 IN NYC

The Wall Street Journal's Top Manhattan Agents by Sales Volume

#6 IN NEW DEVELOPMENT

The Real Deal's Ranking of NYC New Dev. Agents with Highest Volume

Demanding HEADLINES

NEW YORK POST

REAL ESTATE | HOME SHELTER

Following purchase on Billionaires' Row, Canada's government asks \$9.5M for Park Avenue apartment

By Jennifer Gould
Published Sep. 17, 2024, 2:51 p.m. ET



The 12th-floor unit is in a classic prewar building designed by J.E.R. Carpenter in 1917. Rise van Brug

A Park Avenue residence that has been home to Canada's consul general and used for official functions is on the market for \$9.5 million.

"Governments are becoming more strategic in their property portfolio management," said Douglas Elliman's Thomas Aalto, who is co-listing the property with Elliman's Erin Boisson Aries. "As diplomatic requirements change, certain assets no longer fit official functions. This beautiful co-op residence is a great opportunity for a private buyer to acquire a high-quality property at attractive pricing."

A TRULY TERRIFIC NEW YORK LISTING | FEB. 29, 2024

Artist Meghan Boody Is Selling Her Wild Tribeca Loft

By Adriane Quintan, an Emmy Award-winning Curbed writer




The great room centers on Meghan Boody's diorama, *The Mice and Me* (2008). Her photographs line the walls. Photo: Kinze Van Brug

Maison Hudson In New York's West Village Blends Luxury Residential Living With Hotel-Like Amenities

Emma Reynolds Senior Contributor @
I cover home design and luxury real estate.

Follow

Oct 16, 2023, 09:58am EDT




New York's West Village neighborhood is known for its high-end residences, from picture-perfect townhouses to luxury condos.

Now, the neighborhood is ushering in a new style of living with [Maison Hudson](#), a collection of eight residences available to rent for a minimum of 30 days. Located at 401 West Street, Maison Hudson offers hotel-like residential hospitality with its collection of eight one- to three-bedroom homes. The residences are designed by renowned New York-based designer Thomas Juul-Hansen, responsible for buildings such as One57, 505 West 19th, and more.

Bloomberg

Steve Cohen Sells Triplex for \$30 Million After Month on Market

By Hailey Walker
May 16, 2019, 2:02 PM EDT



Point72 CEO still having trouble selling his Midtown penthouse
Trader bought downtown triplex for \$23.4 million in 2013

Most Read

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- Prolonged Funding Stress Boosts Calls for Permanent Fed Fix

Hollywood

New York's Top 15 Realtors: Agents Helping Jennifer Lopez, Daniel Craig and More Defy the Slowdown

Erin Boisson Aries

Christie's




Boisson Aries spent much of 2018 pitching Christie's art-collecting clients in places like Dubai, Hong Kong and London. The strategy paid off: She represented Hong Kong heiress Karen Lo, who purchased Sting's apartment at 15-

Forbes

This \$36.5 Million Manhattan Mansion Has Amazing Views Of The Hudson River

Carrie Coolidge Contributor @
Travel



The home has more than 8,300 square feet in size and features two distinct wings separated by an 82-foot long south-west facing grand room. COURTESY OF CHELSEA INTERNATIONAL REAL ESTATE

A mansion with sweeping views of the Hudson River and downtown Manhattan is on the market for \$34,500,000. The 15th floor home has more than 8,300 square feet in size and features two distinct wings separated by an 82-foot long southwest-facing grand room.

MANSION GLOBAL

A Manhattan Townhouse with 32-Foot Ceilings

The home also has wide-open interiors and a private garden


BY BILL EARY | ORIGINALLY PUBLISHED FEBRUARY 23, 2017 | MANSIONGLOBAL.COM

THE WALL STREET JOURNAL

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Hong Kong Heiress Buys Sting's Manhattan Penthouse

Karen Lo, whose family started the Vitasoy beverage empire, paid \$50 million for the 5,400-square-foot unit overlooking Central Park



The four-bedroom unit is on the 16th and 17th floors and overlooks Central Park. PHOTO: EVAN JOSEPH

By Katherine Clarke
May 8, 2018 10:30 am ET

Karen Lo, a Hong Kong heiress whose family started the Vitasoy beverage empire, is the buyer of British rocker Sting's penthouse at 15 Central Park West in Manhattan, according to two sources familiar with the deal.

The New York Times

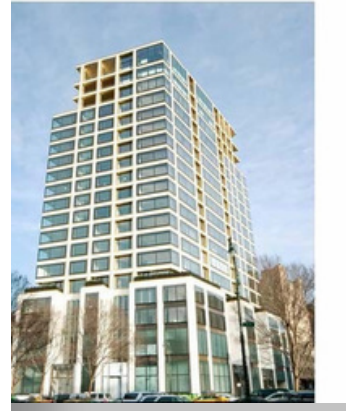

A \$38 Million Penthouse in West Chelsea was November's Top Sale

Give this article

NEW YORK POST

April 13, 2020

Historic Harlem townhouse smashes neighborhood price record



This house ain't brick, but it's stacked — and that's a fact.

A six-story, 7,000-square-foot townhouse — tricked out with "a midnight bar" and a "spa level" — has sold for \$6.4 million in Harlem, smashing the neighborhood's sales record for a townhouse.

The property at 32 Mount Morris Park West had asked \$6.5 million. The Real Deal first reported the deal.

Harlem's previous townhouse record was set by a home at 72 Hamilton Terrace, which sold for \$5.1 million in 2018 after being newly restored following a fire that gutted the property.

Built in 1888, this new record holder preserves much of its history, including cast iron columns and an original fireplace. The 24-foot-wide, five-bedroom, five-bathroom spread was commissioned by John Dwight, the co-founder of Arm & Hammer, for Civil War Union general Alexander Phoenix Ketchum. Today, the house has an additional 2,000 square feet of outdoor space and rooftop gym/glass solarium.


The third floor boasts what the listing calls that "spa-level" bathroom and a walk-in closet with a "midnight bar."

Heather Lissard, owner of boutique design firm Brad Lissard designs, was the seller, according to public records, and he was represented by Douglas Elliman's Erin Boisson Aries and Dustin Corone. Company agents Anna Hargreaves Hall and James Hall represented the buyer. The sale has yet to hit public records, shielding the identity of the buyer — for now.

Showbiz Real Estate Elite 2024: Top Agents From LA to NYC

By Nick Clement, Carole Horst, Kathy A. McDonald, Paula Hendrickson

VARIETY



Douglas Elliman N.Y.

Aries, whose 2023 sales hit \$250 million, has transacted more than \$2.5 billion in properties, ranging from swank Manhattan penthouses to Swiss villas to London trophy assets. Notable power move was the sellout of the Ritz-Carlton Residences New York, with 50% of the 16 furnished penthouse suites sold within her own network, all for the asking or at record price.

What the key to the luxury market? "At the highest end of the market, buyers want a trophy — something exceptional, rare and even iconic."

REAL ESTATE WEEKLY

Deals & Dealmakers Debt & Equity Residential Retail Technology Views Lawsuits Gallery

The Ritz-Carlton Residences, New York, NoMad are Sold Out

Flag Luxury Group, the developer behind The Ritz-Carlton New York, NoMad — Manhattan's newest luxury hospitality and culinary destination — today announced that the property's penthouse condominium collection is 100% sold. Douglas Elliman's The Erin Boisson Aries Team, who lead the project's strategy and sales, sold each of the 16 pied-à-terre residences in just over a year. Every residence was sold at the asking price and with a furniture package, setting record prices for the NoMad neighborhood and creating a new market for luxury condominiums where Owners can stay up to 120 nights per year.

A black and white photograph of a highly ornate, classical building facade. The building features intricate carvings, arched windows, and a prominent fire escape on the right side. The sky is cloudy. The text "RECENT TRANSACTIONS" is overlaid in the top right corner.

RECENT
TRANSACTIONS



66 East 79th Street
9th Floor

SOLD AT \$12,013,000



737 Park Avenue
12E

SOLD AT \$12,750,000



930 Fifth Avenue
12A

SOLD AT \$8,450,000



550 Park Avenue
12E

SOLD AT \$8,050,000

151 East 58th Street,
Penthouse
SOLD AT \$30,000,000



50 Central Park South

23

SOLD AT \$27,900,000



15 Central Park West
PH16/17

SOLD AT \$50,000,000



NEW DEVELOPMENT



New Development

NEW YORK | SOLD



HL23

West Chelsea, New York
SELL OUT 11 Residences | \$60,000,000



551 West 21st Street

West Chelsea, New York
SELL OUT 43 Residences | \$450,000,000



The Ritz-Carlton Penthouses

NoMad, New York
SELL OUT 16 Residences | \$92,000,000

New Development

NEW YORK | ACTIVE



43 Bleeker Street

NoHo, New York
\$100M 11 Residences | Development



Maison Hudson West Village

West Village, New York
10 Residences and Penthouses



Fasano Fifth Avenue

Upper East Side, New York
12 Residences and Duplexes

The Firm



Our Scale Is Your Strength

With direct access to approximately 6,900 agents in approximately 120 offices in key markets across the country, we have the reach and resources to promote your property from coast to coast.

Our scale enables your agent to leverage a powerful network of referrals and services that puts our national strength to work for you.

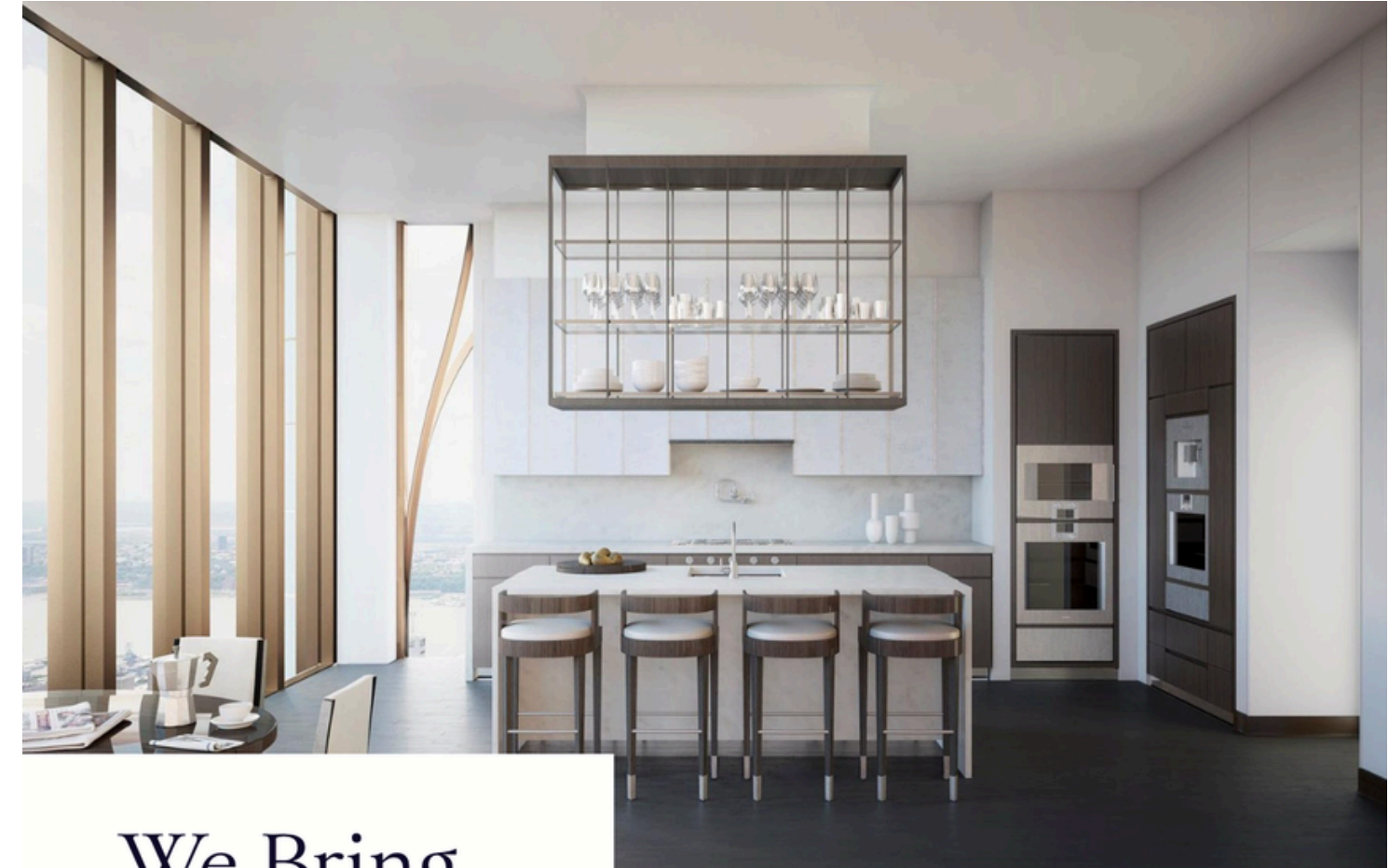
Direct Access to Approximately
6,900
Agents Nationwide

Strategic
Partnerships

\$42.9
Billion in Sales

One of
the Largest

Independent Residential
Real Estate Brokerages
in the U.S.



We Bring Buyers to Sellers

Douglas Elliman works within every facet of the real estate industry, with visibility and insight into how each one supports our core commitment: connecting buyers with sellers.

Each of our specialized divisions provides high-level buyers that your agent can bring to your property.

OUR DIVISIONS

- Commercial Sales & Leasing
- DE Title Services
- Development Marketing
- Farm & Ranch
- Global Markets
- Relocation
- Residential Leasing
- Residential Sales
- Property Management
- Sports & Entertainment

erinboissonaries.com

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Sample List of

PROPERTIES REPRESENTED

COOPERATIVES

930 Fifth Avenue
River House
140 Riverside Drive
50 Riverside Drive
180 Riverside Drive
12 West 72nd Street
370 Central Park West
129 West 22nd Street
54 East 11th Street
166 Bank Street
62 Beach Street
132 Greene Street
121 West 17th Street
227 West 17th Street
68 Jane Street
34 East 10th Street
2 Fifth Avenue
30 Fifth Avenue
150 Franklin Street
1 Hudson Street

CONDOMINIUMS

15 Central Park West
70 Vestry
551 West 21st Street
One 57
443 Greenwich Street
400 West 12/ Superior Ink
76 Eleventh/ The XI
One Beacon Court
737 Park Avenue
100 11th Avenue
200 11th Ave/ Sky Garage
54 Bond Street
495 West Street
50 Gramercy Park North
155 Perry Street
285 Lafayette Street
12 East 12th Street
40 Mercer Street
55 White Street
721 Fifth Ave/ Trump Int'l

TOWNHOUSES & MANSIONS

8 East 63rd Street
160 East 71st Street
Abingdon Mansion
Sherman Fairchild Mansion
536 West 29th Street
90 Dean Street
45 Willow Street
194 Carroll Street
5 Gramercy Park West
23 Gramercy Park South
23 Perry Street
27 Perry Street
29 Greene Street
58 Downing Street
62 Beach Street
123 Washington Street
104 West 13th Street
239 East 17th Street
413 Dean Street
11 Howard Street

NEW DEVELOPMENT & INVESTMENT SALES

Fasano Fifth Avenue (Sold Out)
Ritz-Carlton NoMad (Sold Out)
540 West 21st Street (Pre Development)
515 West 23rd Street (Sold Out)
139 Ludlow Street (Land)
551 West 21st Street (Sold Out)
186 Spring Street (Pre Development)
245 10th Avenue (Land)
504 West 24th Street (Land)
11 Carmine Street
315 Greenwich Street
50 Prospect Park SW
255 Butler Street
SuperPier Sky Garage
2420 Amsterdam Avenue
Bronx General Post Office
Empire Stores, Dumbo 509
East 87th Street

Curated *List of* PROPERTIES REPRESENTED

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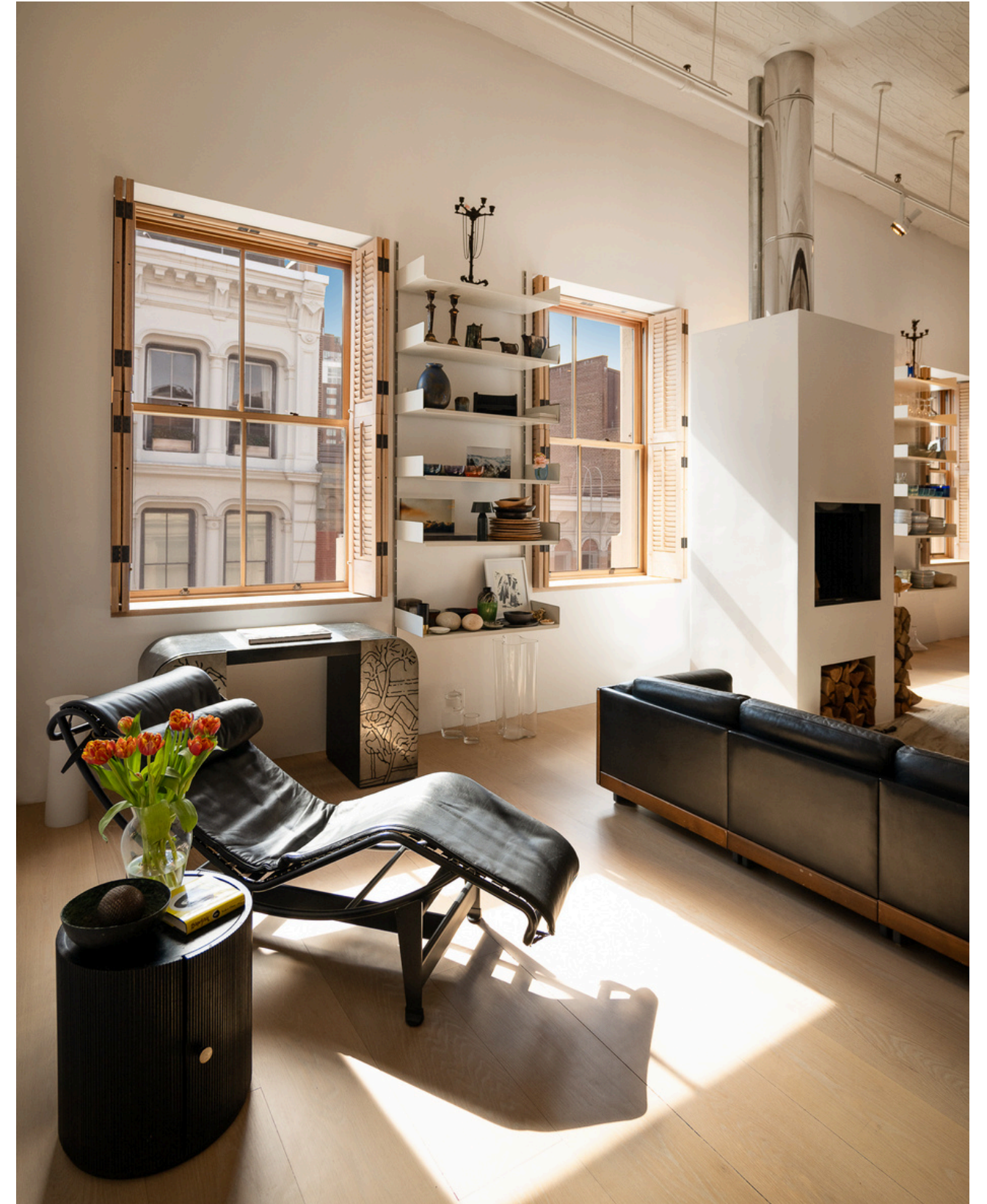
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Bronx General Post Office
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East 87th Street

Marketing & Selling

PRICING

We pride ourselves on taking a proactive approach to the sales and marketing of a given property, which begins with an in-depth analysis of the market, the neighborhood and the building, at which point we recommend an asking price to ensure the property is viewed to others as competitive.



Online Presence

Our online presence leverages email blasts and the website alongside Douglas Elliman's media platforms. Utilizing the in-house StudioPro CRM, we send targeted emails that track insights for data analysis and user engagement. With support from the firm's dedicated marketing team as well as our team's personal marketing coordinator, we execute tailored campaigns for each property we represent. Our website, powered by Luxury Presence, is optimized for user experience, while Google Analytics allows us to monitor performance and track insights. Additionally, we are able to design and host custom single-property websites, delivering tailored digital experiences that effectively showcase each property.

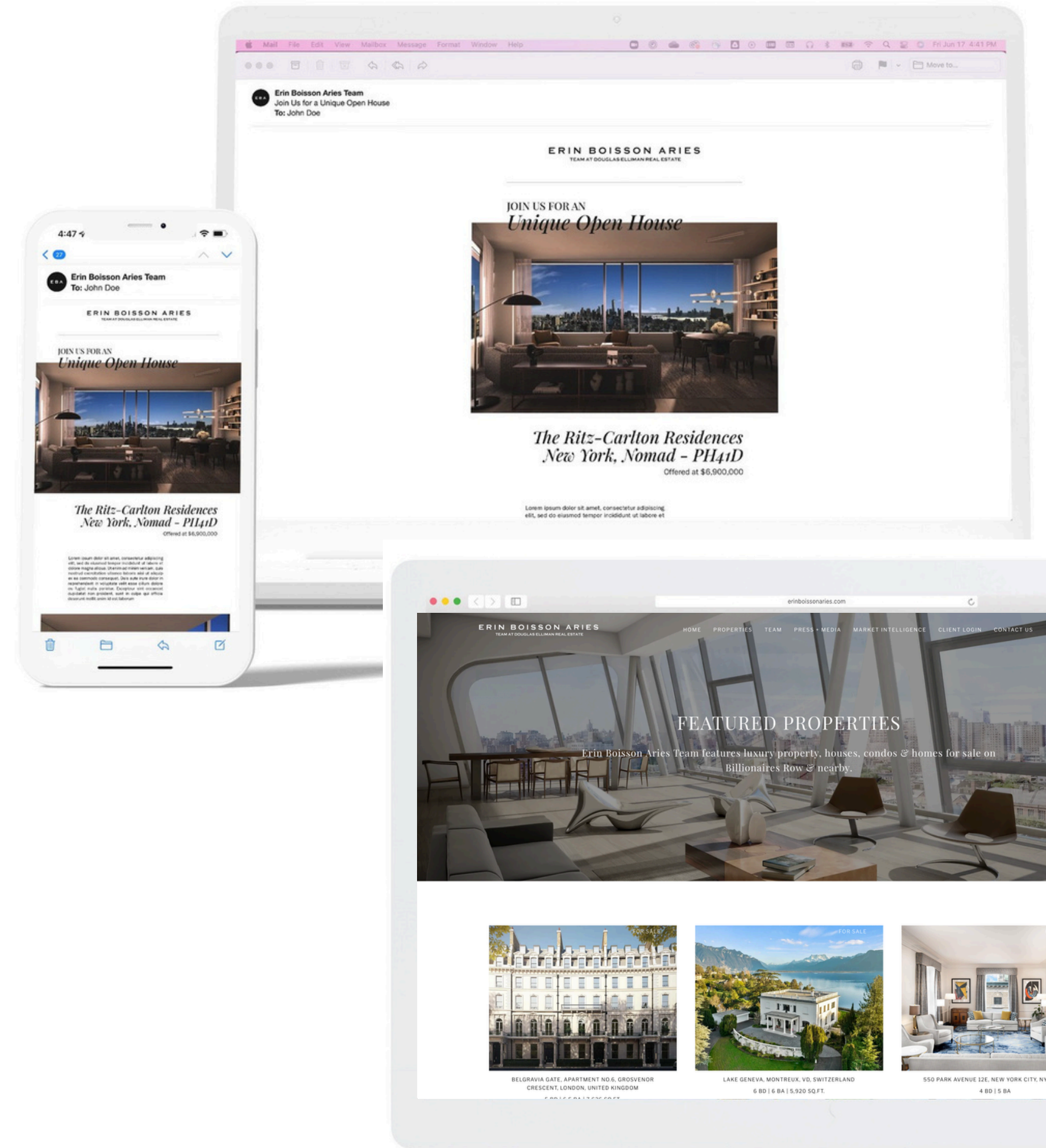
+ 64,000
EMAILS SUBSCRIBED

+40,000
YEARLY ACTIVE USERS ON
TEAM BRAND SITE

+ 3,000,000
PAGE VIEWS PER MONTH

32%
AVERAGE EMAIL BLAST OPEN RATE
(ABOVE INDUSTRY AVERAGE)

*Douglas Elliman website monthly page views



Marketing & Selling

AN OVERVIEW

While no listing is the same, we offer an all encompassing approach to our sales and marketing that ensures results. Each and every property is meticulously researched and analyzed to tailor the most concise and powerful campaign. Our marketing approach is an ever-changing through the campaign, editing where needed and adapting to the current market weather.

- Photography
- Video Production
- Floor Plans
- All MLS Outlets
- Digital Marketing
- Renderings and Virtual Staging
- Global Market Access
- Physical Staging

Pre Launch

- Creating the listing's narrative
- Targeted marketing campaign curated to buyers, zip code, as well as brokers that specialize in the area. This includes emails, phone calls and physical mailers.
- Affiliate outreach to the teams network through word of mouth and personal reach outs.

Listing is Live

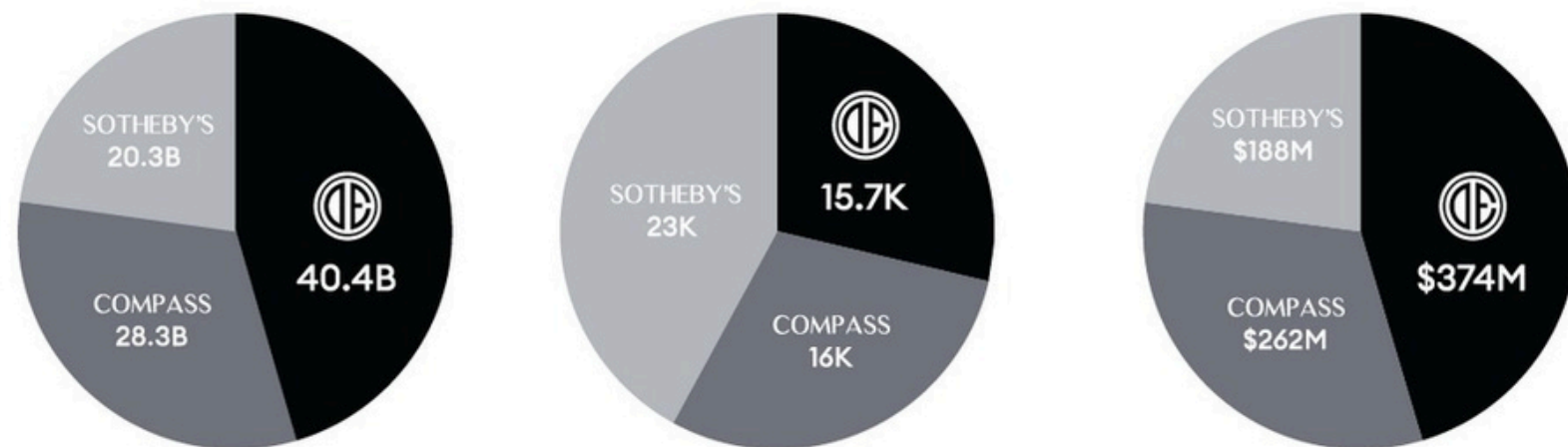
- Live on Elliman.com, ReSource, ErinBoissonAries.com, and StreetEasy.
- Schedule private showings for brokers who specialize in the area, along with our prospective clients.
- Properties in our portfolio are routinely chosen by influential publications and the news media as the subject of editorial features, lifestyle pieces, property roundups, travelogues, and business reports. We have a dedicated team and two global public relations firms on board to support this effort.
- Hold open houses for top brokers and their clients.
- Constantly reviewing and revising our marketing and sales approach to ensure a successful sale.
- Clear and comprehensive monthly reporting with data from showings and marketing campaigns, web activity along with any current market weather updates.

The Power

OF THE PRESS

With our commanding visibility in the press, dedicated events and powerful social media presence, Douglas Elliman is the leading name in real estate news and communications.

That means increased exposure for the property and unmatched access to clients worldwide. Our in-house public relations team is the best in the business, by all measures, making Douglas Elliman the leading voice in real estate news in publications including Forbes, The New York Times, Wall Street Journal, New York Post, Bloomberg, The Real Deal, Robb Report, Financial Times, Architectural Digest, and more.



168B

TOTAL POTENTIAL REACH OF ALL ARTICLES THAT MENTIONED DOUGLAS ELLIMAN

\$1.6B

TOTAL AD VALUE EQUIVALENT OF ALL NEWS CONTENT THAT MENTIONED DOUGLAS ELLIMAN

38,789+

TOTAL NUMBER OF ONLINE PRESS ARTICLES THAT MENTIONED DOUGLAS ELLIMAN, THAT IS ALMOST 423 ARTICLES PER WORK WEEK, OR 60 ARTICLES A DAY

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 the property.

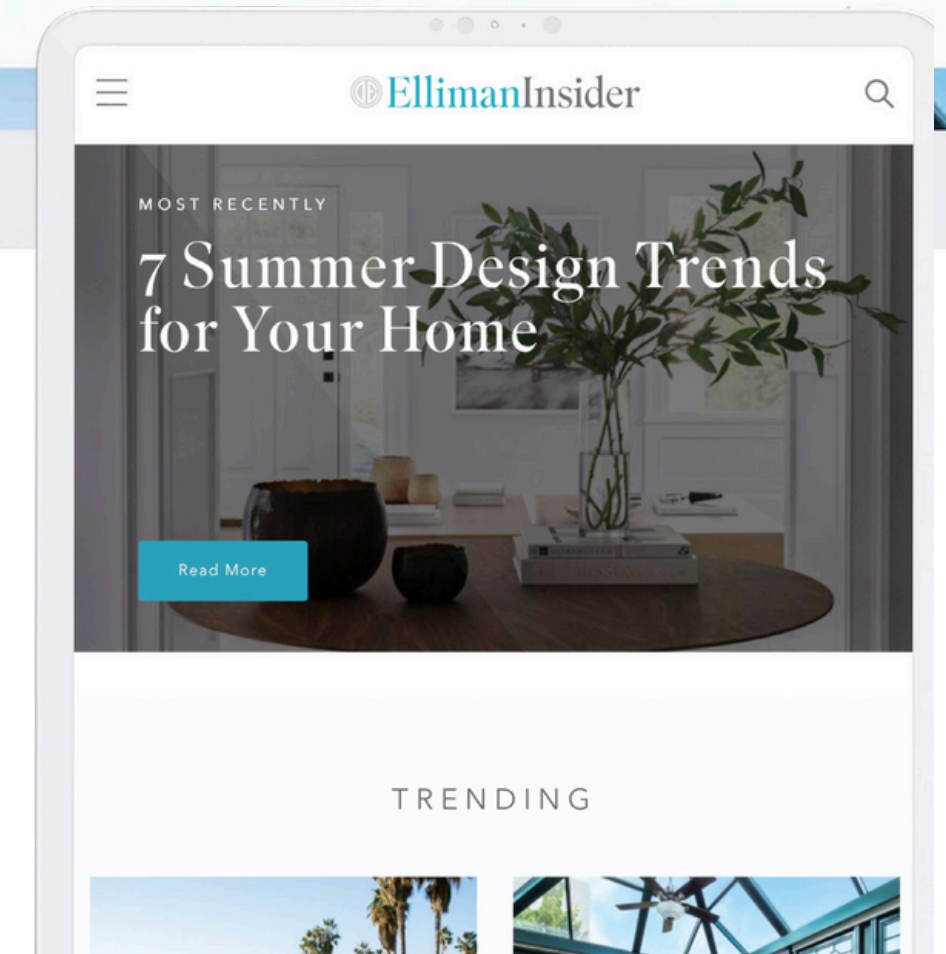
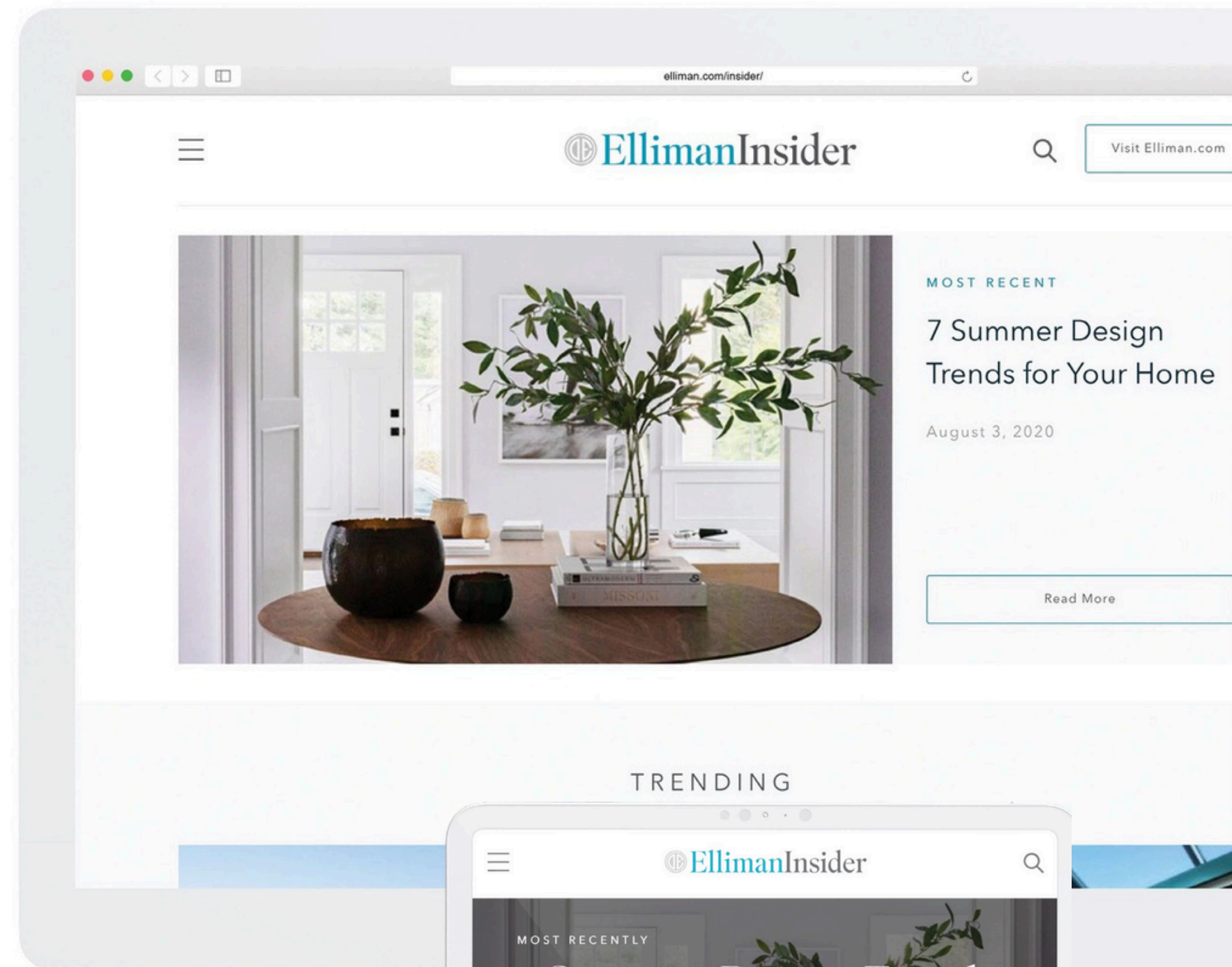
12,000

UNIQUE MONTHLY VISITORS
TO ELLIMAN INSIDER

15,000

AFFLUENT INDIVIDUALS PROFILED
IN OUR WEALTH REPORT

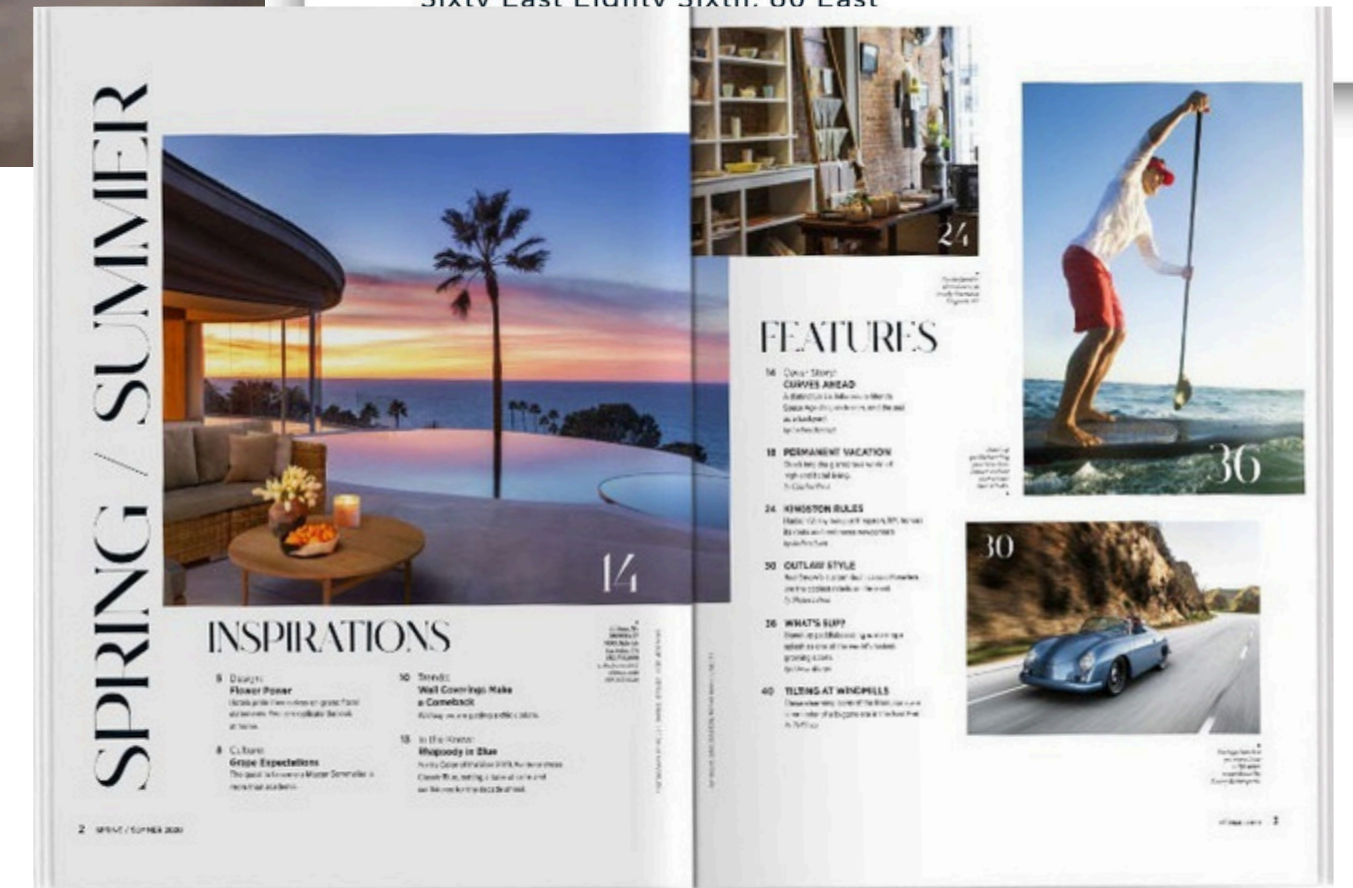
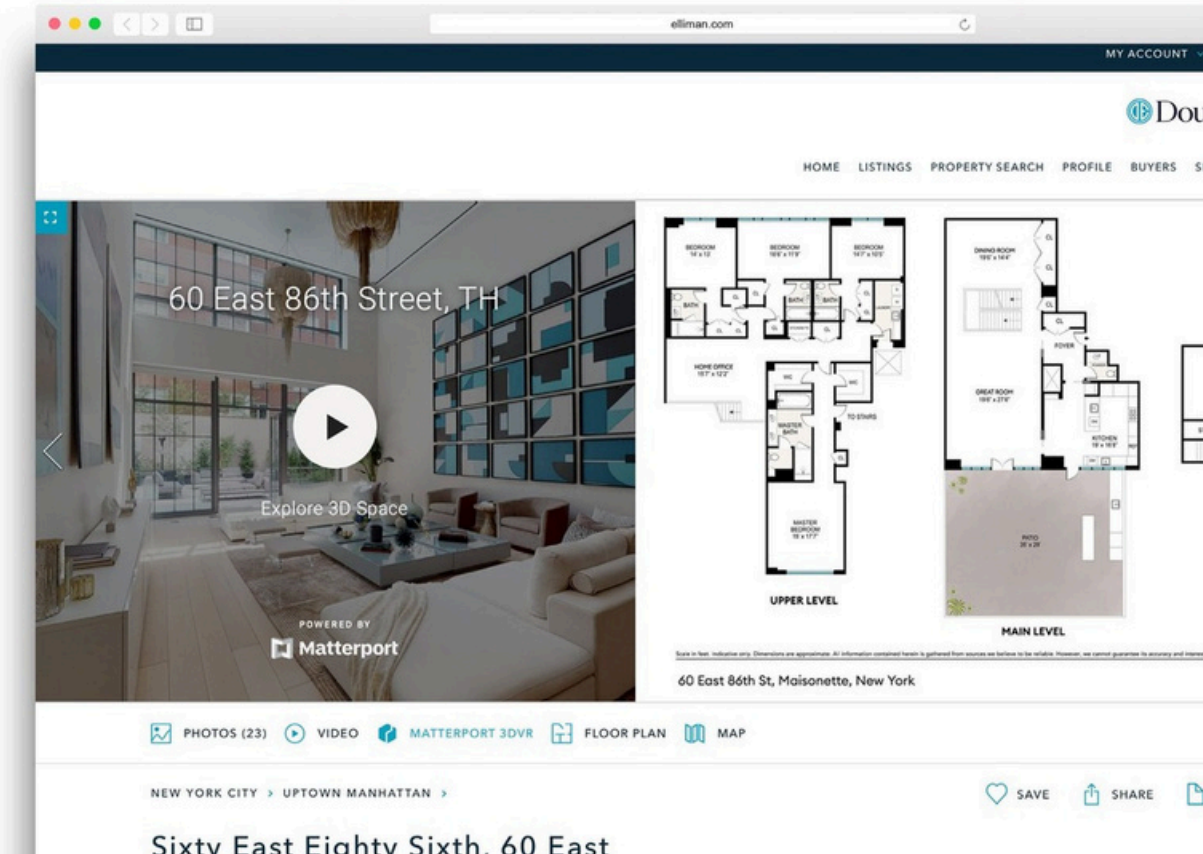
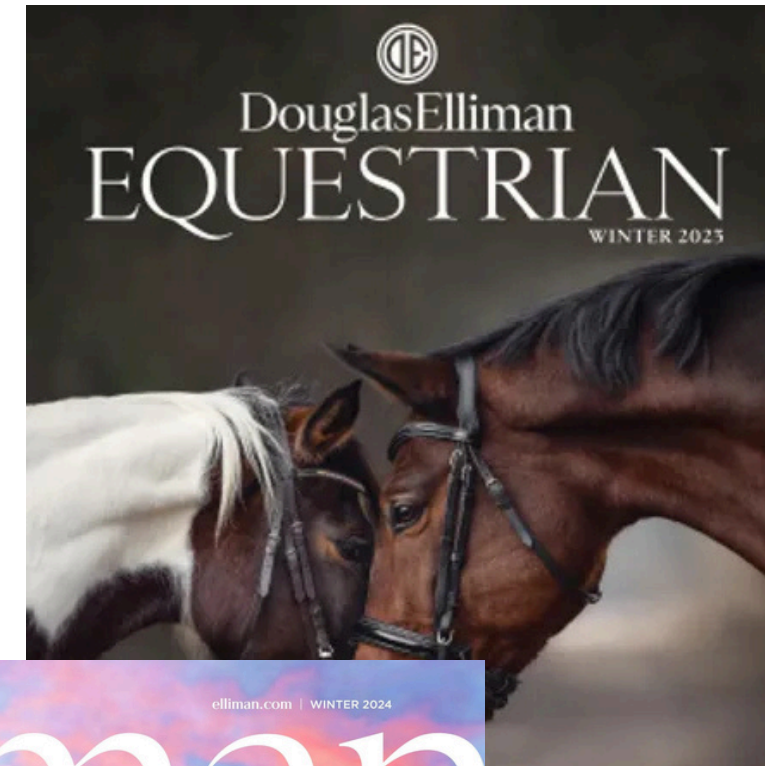
The Wealth Report's unique data, expert insights, thought-provoking interviews and future views help shed light on the key issues affecting how you live, work, invest and give back.



Marketing That MAKES IT MEMORABLE

From our best-in-class email marketing and digital advertising to our richly designed brochures and other print materials, our marketing and creative team puts the power of the Elliman brand behind the property. We also collaborate with an external PR team to secure placements in world-renowned publications and press, further enhancing our visibility and reach in the luxury market.

- Digital and Print Advertising
- Press Releases
- Custom Print and Outdoor Creative
- Custom Email and Social Campaigns
- Open House Events



Elliman

INTERNATIONAL

At Douglas Elliman, we've set the global standard in ultra-luxury real estate—built on rarefied properties, skilled agents, and a reputation that commands attention in the world's most coveted markets. Our network doesn't just reach high-net-worth buyers—it draws them in. Elliman International extends that reach even further, through partnerships with The Wall Street Journal, Mansion Global, the Financial Times, JamesEdition, and more. These premier global platforms ensure your listing appears exactly where serious buyers are searching—and making decisions. Elliman International At Douglas Elliman, we've set the global standard in ultra-luxury real estate—built on rarefied properties, skilled agents, and a reputation that commands attention in the world's most coveted markets. Our network doesn't just reach high-net-worth buyers—it draws them in.

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With Elliman International, your listing doesn't just enter the market—it commands it.

Global Listing Feeds

Strategic syndication to premier international channels, reaching ultra-high-net-worth buyers:

- The Wall Street Journal – 27.5M quarterly reach | 65+ countries
- JamesEdition – 1.5M monthly reach | 140+ countries
- Mansion Global – 3.1M quarterly reach | 60+ countries
- Financial Times – 85K monthly reach | 20+ countries

Global Advertising

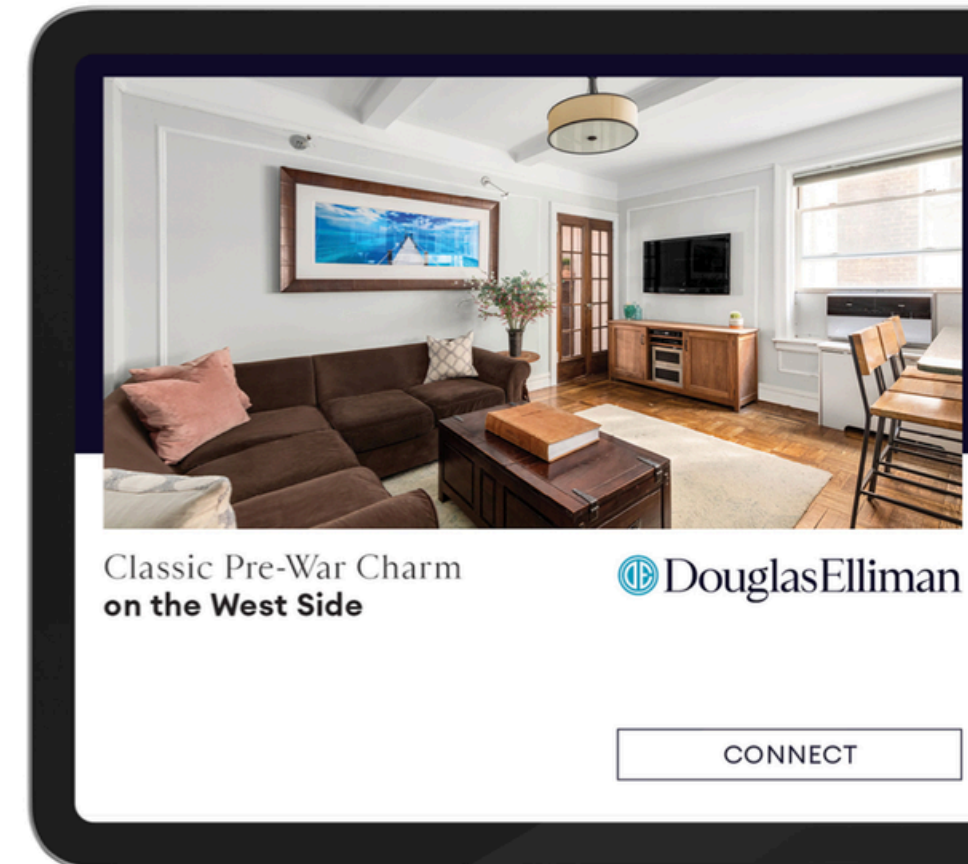
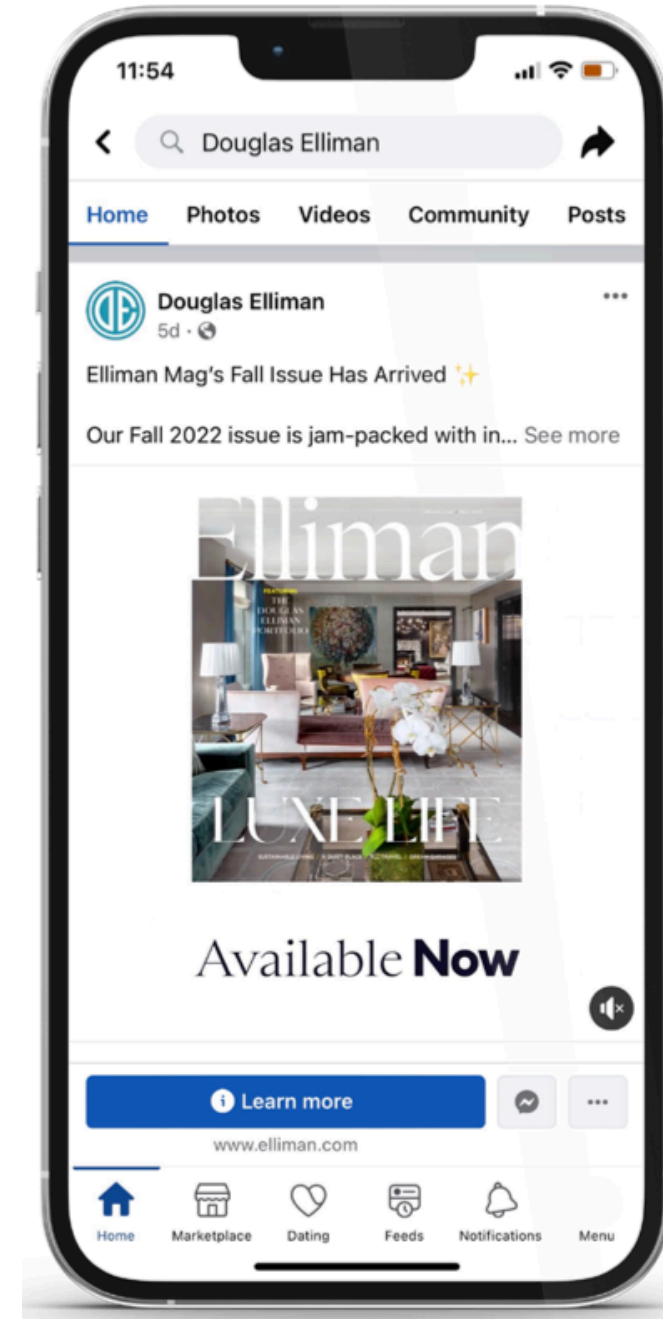
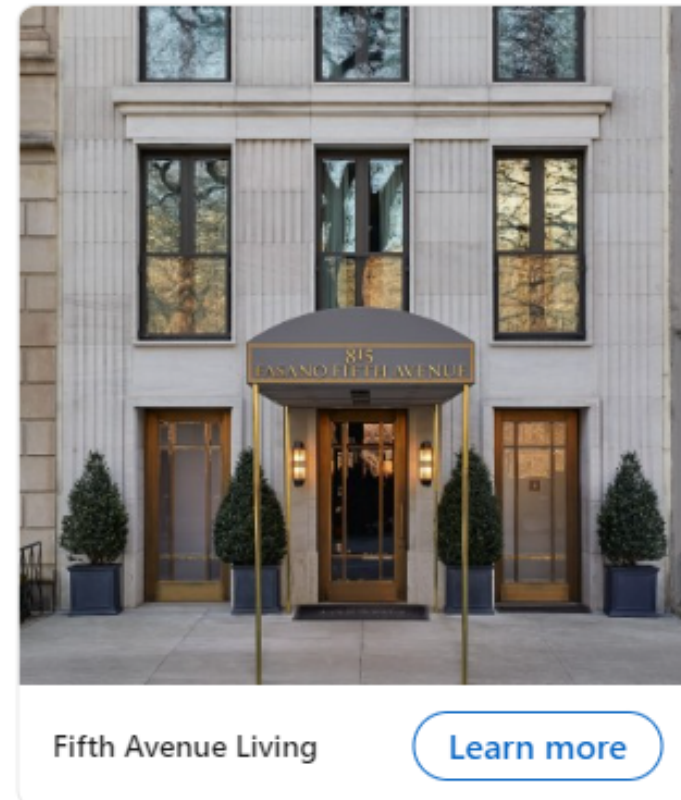
Tailored, full-funnel paid media campaigns built for international impact:

- Holistic go-to-market strategy in partnership with global luxury brands
- Designed to reach the right audience with an emphasis on engagement, traffic, and conversions
- Support that spans every stage from pre-launch to post-launch campaigns

Advertising That Reaches THE RIGHT AUDIENCES

Through our strategic partnerships and longstanding relationships with media outlets, we put your property in all the right places.

- Digital and Print Advertising
- Custom Print and Outdoor Creative
- Newspaper and Media
- LinkedIn Advertisements



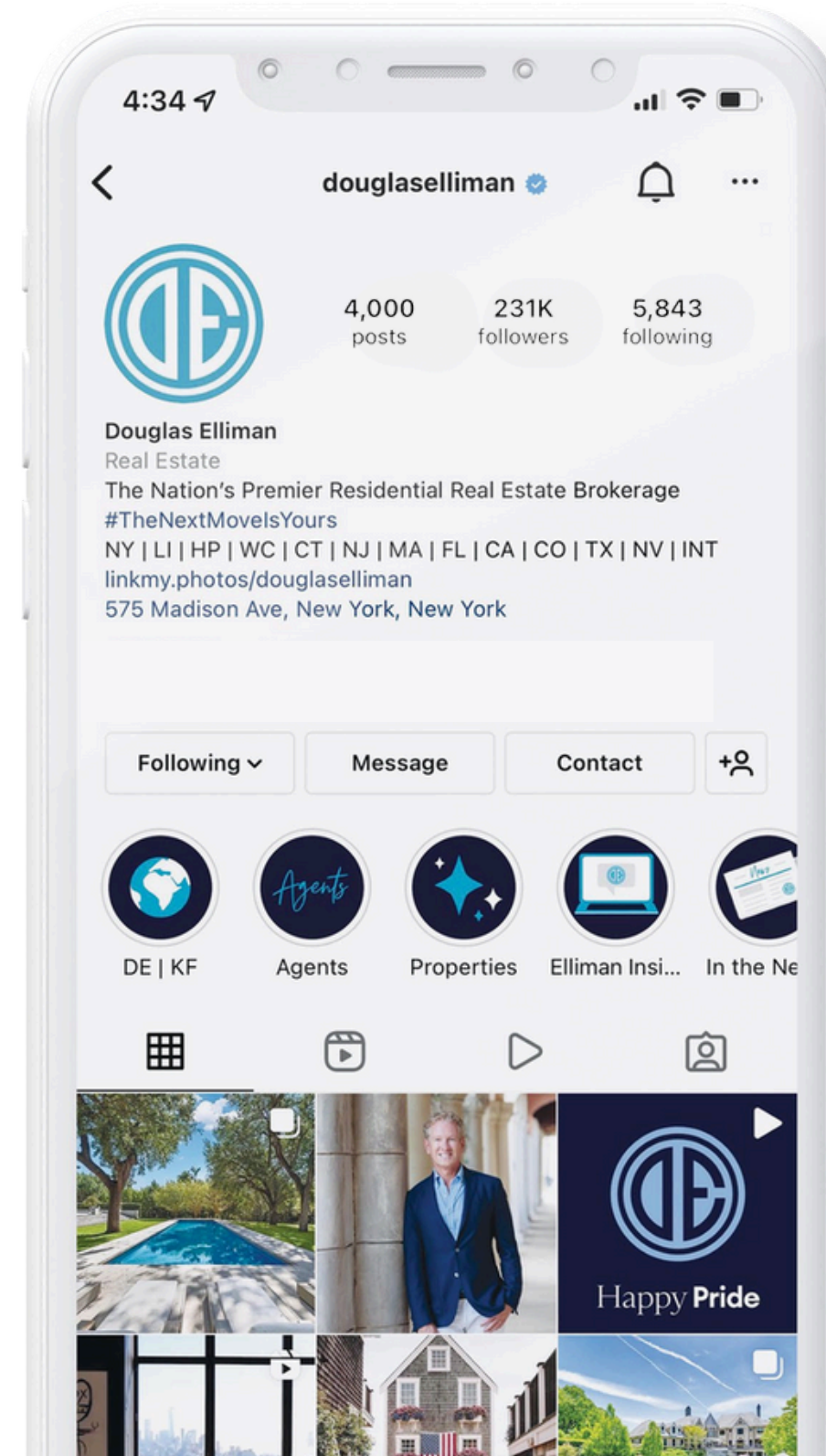
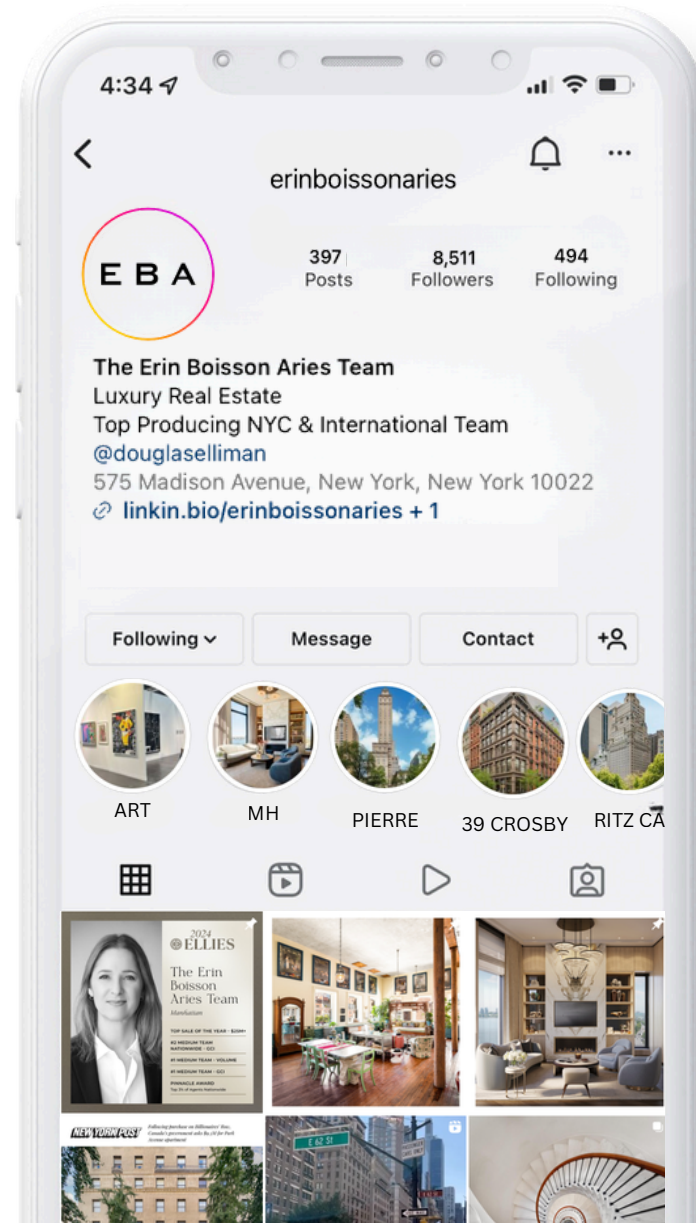
Social Channels

THAT REACH BUYERS

With approximately 709,000 users across all platforms and delivering more than 461 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.

90%

PERCENTAGE OF BUYERS WHO USE SOCIAL MEDIA IN THEIR PROPERTY SEARCH



INSTAGRAM
@DouglasElliman
(Across all of our profiles)
425K 11.3K 215M
followers engagements impressions

FACEBOOK
@DouglasElliman
(Across all of our profiles)
121K 10.9M 195M
followers engagements impressions

LINKEDIN
Douglas Elliman Real Estate
(Across all of our profiles)
91K 413K 6.5M
followers engagements impressions

X
@DouglasElliman
(Across all of our profiles)
22K 85K 11.7M
followers engagements impressions

TIKTOK
@DouglasElliman
(Across all of our profiles)
44K 687K 23.4M
followers engagements impressions

PINTEREST
@DouglasElliman
(Across all of our profiles)
1K 415 17K
followers engagements impressions

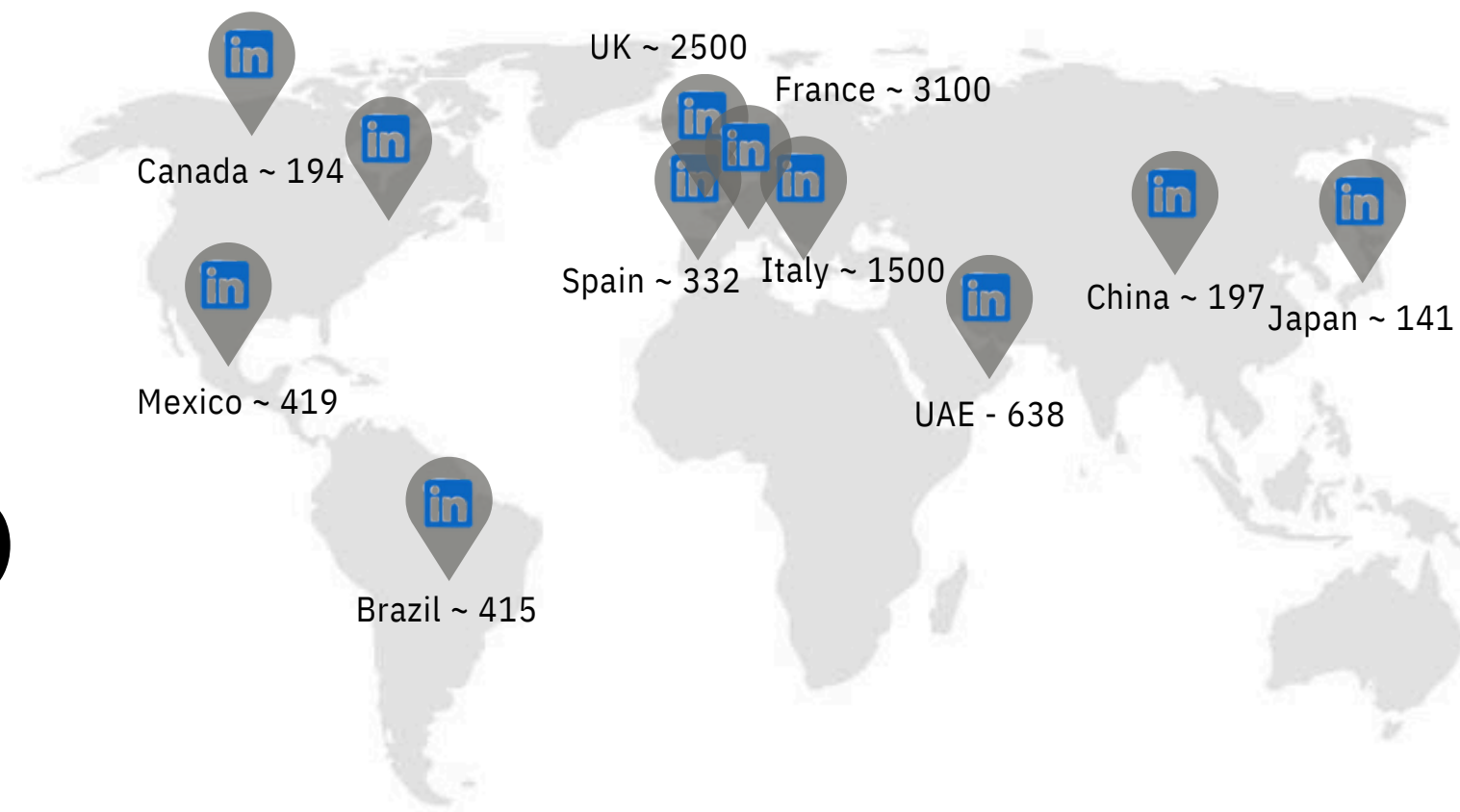
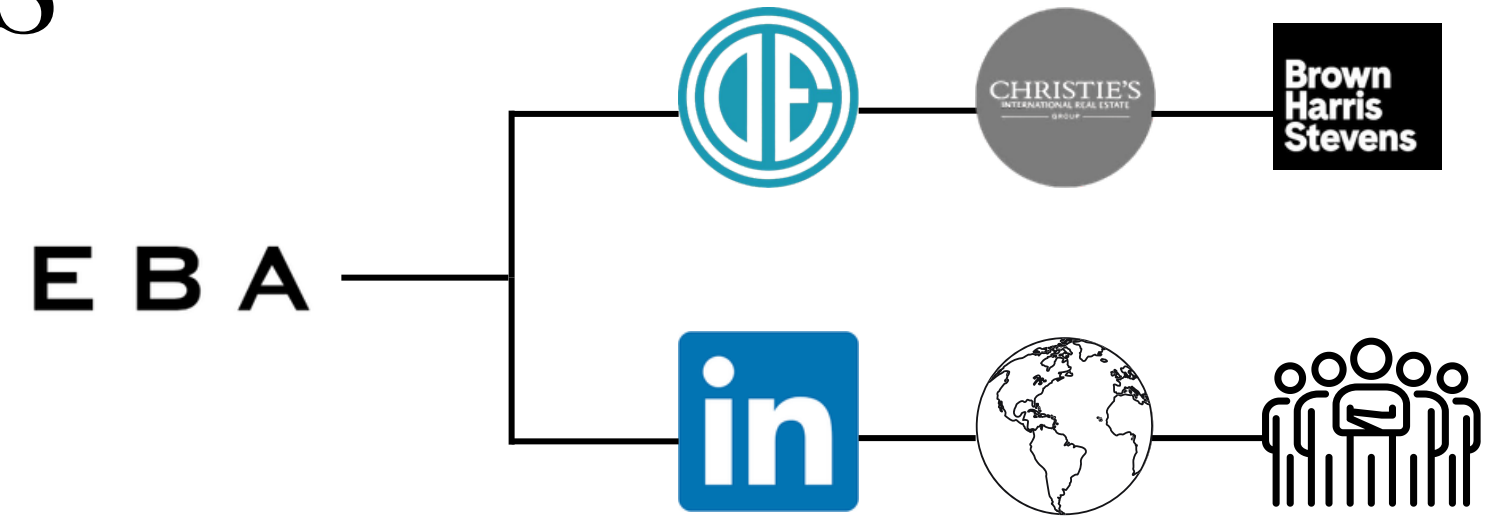
Personal Network

WITH LASTING CONNECTIONS

With over 25 years of real estate experience, our extensive network significantly broadens our team's reach. We maintain strong relationships with domestic and international brokers, personal clients, and referral partners, consistently generating both new leads and returning clients.

Our in house client relationship management system holds tens of thousands of contacts, spanning the art, design, and architecture worlds, finance professionals, family offices, wealth managers, in addition to brokers all over the world. This diverse network allows us to engage with key decision-makers and leaders at the pinnacle of wealth and influence, ensuring unparalleled exposure and opportunities for our clients.

Our team, with professionals from across the U.S. and Europe, builds long-lasting relationships on trust and mutual respect. With over 26,000 LinkedIn connections, we are fully engaged in the market, leveraging our reach to attract new business while maintaining loyalty with existing clients.



15,000+

PRIVATE CLIENTS IN CRM

40,000

DOMESTIC & INTERNATIONAL
BROKERS IN CRM

26,200

LINKEDIN CONNECTIONS

Foreign Organizations & Diplomatic Missions

Specialized Services tailored for
Organizational Needs

Portfolio Analysis

Leveraging the latest industry data and decades of NY real estate experience, we analyze business needs and requirements for long term portfolio optimization and optimal capital allocation to increase ROI and efficiency of assets.

- Overall Portfolio Performance
- Individual Asset Analysis
- Comparative Market Studies
- Business Needs v Portfolio Structure

Transactions

Leading and supporting all types of transactions; purchasing, disposals and rentals. From initial price-setting through comprehensive market analysis and world-class marketing and sales initiatives.

- Acquisitions
- Disposals
- Rentals
- Sales & Marketing
- Press & Media

Advisory

With decades of experience in the most active and dynamic real estate market in the world, we support all levels of strategic and tactical initiatives. Our extensive network of professionals include access to the top service providers including:

- Valuation and Appraisals
- Taxation Strategy
- Legal Services
- Property Management
- Relocation Services
- Handyman & Contracting Services
- Design and Architecture
- Capital Management & Financial Services



ERIN BOISSON ARIES
TEAM AT DOUGLAS ELLIMAN REAL ESTATE

 **DouglasElliman**

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