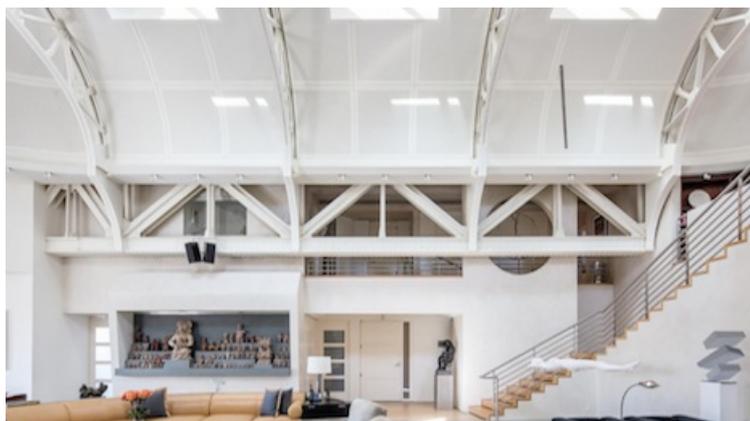


REAL ESTATE

Douglas Elliman says “It’s Time for Elliman” in rebranding campaign

May 24, 2017



One of Douglas Elliman's properties in New York

By DANNY PARISI

Real estate agency Douglas Elliman is debuting a new cross-media promotional campaign to drive interest in its brokerage business.

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Centered on the slogan, "It's Time for Elliman," the campaign will touch on a comprehensive variety of media channels, including digital, print, social and out of home advertising. The campaign aims to convey that it is time to begin investing in real estate and that Douglas Elliman can help.

"By stating that It's Time for Elliman, we are reaching both existing and future clients with themes that duplicate the very human experiences and emotions we all share when buying or selling a home," said Dottie Herman, president and CEO of **Douglas Elliman**, New York. "Our message will resonate across all of our markets."

Luxury real estate

Douglas Elliman is currently one of the most popular property brokerages in both the world and in the lucrative market of New York.

With properties around the country, Douglas Elliman was looking to rebrand itself with a new campaign that would attract more customers to become its clientele.

The It's Time for Elliman campaign will debut with billboard and out of home advertisements all around the New York metropolitan area. Advertisements for the campaign will also run in major newspapers and publications as well as on social media.



A Douglas Elliman property

It's Time for Elliman was designed to focus on the diversity of the company and the people it serves. The content of the campaign shows the many offices of Douglas Elliman around the country and how the brokerage can be of help to people who are making important life decisions about where they will live.

The campaign shows Douglas Elliman representatives being an integral part of this process in customers' lives at every step of the way.

Douglas Elliman has also struck a partnership with Hampton Jitney, a commuter bus that travels to and from New York and the Hamptons, to wrap its buses in advertising with the newly redesigned Douglas Elliman logo.

Additionally, the brokerage is partnering with the art fair Frieze New York as a sponsor for the month of May.

Exuding confidence

Douglas Elliman's efforts at rebranding itself show a confidence in the luxury real estate market, suggesting that the brokerage wants to expand its outreach to wealthy clients.

Other brokerages have enacted similar programs, such as Coldwell Banker last month.

Coldwell Banker Real Estate reimagined its global luxury program via a newly unveiled logo, signage and Web site.

Across real estate brokerages there has been an increased focus in the marketing of high-end properties to the wealthy. For Coldwell Banker, its new global luxury efforts will help it keep ahead of the curve of the high-end real estate market ([see story](#)).



A Douglas Elliman property

Douglas Elliman is also projecting confidence into the global market, particularly through its partnership with Knight Frank in the U.K., where Brexit predictions are initially positive for the real estate market.

Demand for housing in the United Kingdom is still high, and while the initial shakeup of the industry may make a dent, some experts believe that real estate should fare just fine in the future. Nevertheless, these predictions hinge on the exact terms of Brexit once it is in place ([see story](#)).

With Douglas Elliman's new branding campaign, the brokerage seeks to continue courting high-profile residents in its many luxury properties across the country.

"In all, we anticipate hitting close to three quarters of a billion potential customers nationwide with It's Time for Elliman," said Scott Durkin, COO of Douglas Elliman. "Our company will also unveil a new application and revamp

its magazine, Elliman, which will appear for the Memorial Day weekend, with its primary emphasis on real estate."

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