

REAL ESTATE

## Douglas Elliman makes real estate more accessible on mobile

June 30, 2017



*A Douglas Elliman's property in New York. Image courtesy of Douglas Elliman*

By BRIELLE JAEKEL

Real estate firm Douglas Elliman is putting more control in the hands of its realtors as well as customers with a heightened mobile presence.

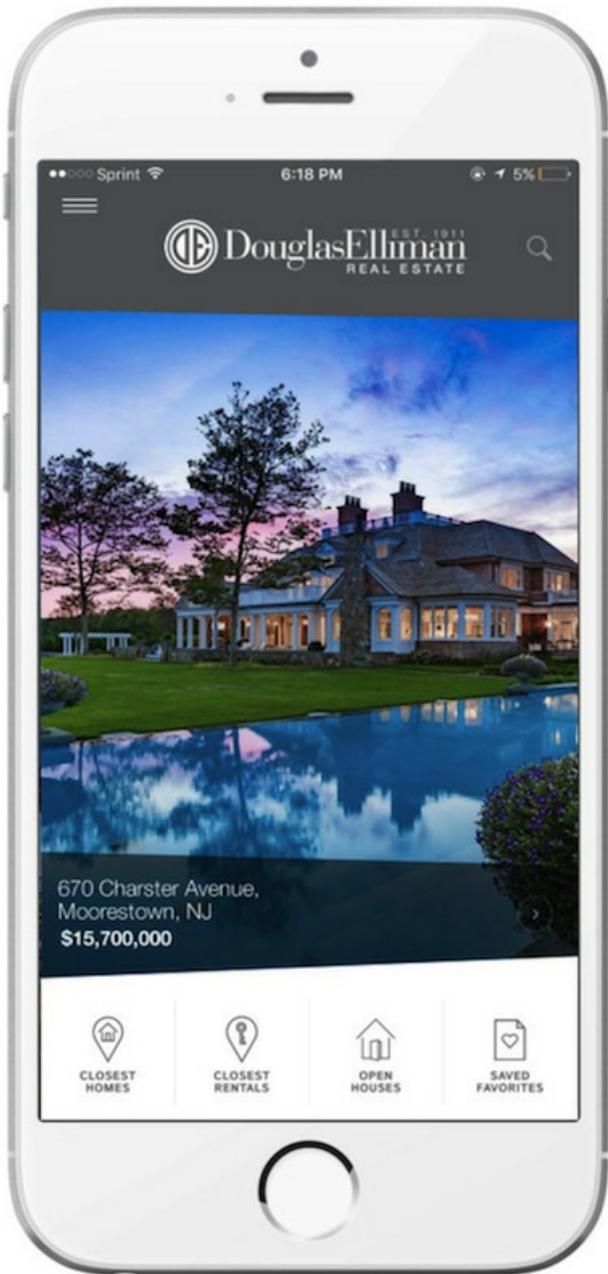
Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

A third mobile application has been released for Android and iPhone that allows Douglas Elliman realtors their own branding. Interested consumers will be able to browse a variety listings on the app while associates will be able to customize their own apps for customers to use as well.

"After extensive research, we are now able to deliver a client and agent-facing, feature-rich app that will enhance the profitability of our agents and brokers," said Jeff Hummel, chief technology officer at Douglas Elliman. "Not only is the app easy to use, but it is a fun tool, utilizing tracking and 'gamification,' which allows agents to see how they are sharing versus their peers."

Real estate for the future

The Douglas Elliman app allows realtors to customize their own versions of the app personalized to them. The app page will feature their name and branding, along with photos and property listings.



*Douglas Elliman branded app, image credit: Douglas Elliman*

Realtors are encouraged to share a customized link to their apps on their LinkedIn pages, Web sites, flyers, postcards, mailers and other social media outlets. The link will bring users to the download screen, in hopes to onboard more customers.

Douglas Elliman believes this will help increase leads for its properties and make it easier to connect customers with agents.



*Douglas Elliman listing in New York*

For home shoppers browsing on the app, they are able to view listings in the form of an interacted map or a list. The user experience indicative of many third party real estate apps such as Zillow, of which many consumers are already comfortable with.

The app is also available on iPad, where users can view the map and a list of the properties at the same time.

Douglas Elliman's app follows the debut of a new cross-media promotional campaign to drive interest in its brokerage business.

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 ([see more](#)).

#### Mobile and real estate

Douglas Elliman's Mobile App for Consumers and Agent comes after the launch of two other mobile apps. CompIT and BoardPackager are two of the real estate firm's existing apps, which launched this year.

CompIT helps provide Douglas Elliman associates with market insights and BoardPackager provides digital board packages online to reduce paper waste as well as make it easier on realtors and customers.

The Q Kapital Group, a Miami-based mortgage lender, has also released a new mobile app designed to help foreign nationals buy and mortgage homes and property in the United States.

Q Kapital Group's app is designed to easily manage mortgages on properties in the U.S. from buyers in other countries, specifically for properties in Miami and New York. With rising interest in international spending from wealthy consumers around the world, particularly in China, this app could reach a wide affluent audience ([see more](#)).

"We are truly excited about the technology driven, entrepreneurial culture we are building at our firm," said Scott Durkin, chief operating officer at Douglas Elliman. "We're extremely proud to be creating opportunities to help our agents execute their vision for a more streamlined, efficient and effective means of buying and selling real estate."