

REAL ESTATE

## Douglas Elliman links with StreetEasy to streamline listings

November 13, 2017



Rendering of 160 Leroy Street. Image credit: Douglas Elliman

---

By STAFF REPORTS

Real estate brokerage Douglas Elliman is making it easier for its agents to list properties through a partnership with Zillow Group's StreetEasy and Bridge Interactive brands.

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

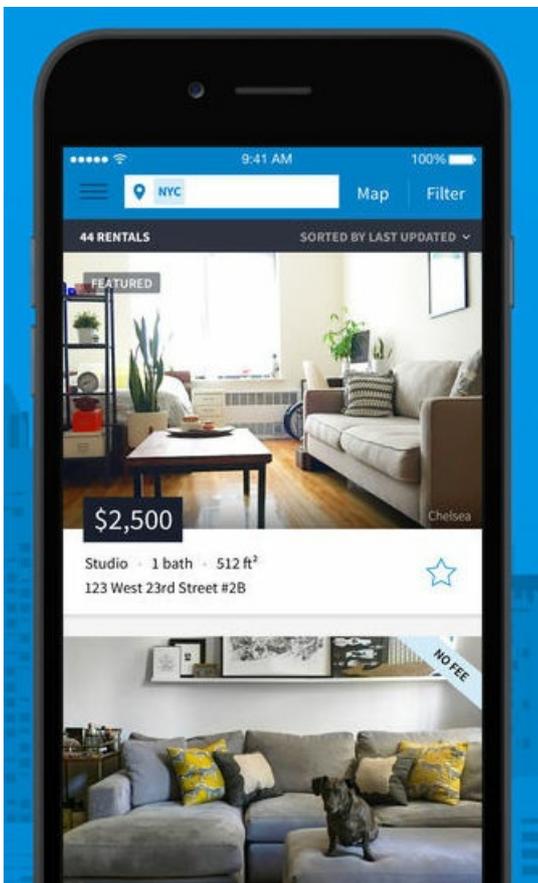
Leveraging the existing StreetEasy interfaces for desktop and mobile, StreetEasy will create a Douglas Elliman branded platform for the brokerage's agents to share and update listings. As more of the real estate process becomes computerized, a goal of this development is to free up agents' time for tasks that cannot be automated.

"This is a whole new way of doing business," said Jeffrey Hummel, chief technology officer at Douglas Elliman, in a statement. "We are not just producing a new listing system, we are creating a way for agents to streamline their work and ensure the listing is in perfect order before it hits any digital media.

"We are automating the agent's work, not the agent, freeing them to do what they do best, which is advising clients around the world on their real estate investments," he said.

### Tech meets touch

Douglas Elliman's new interface will publish listings to both the branded site and StreetEasy at the same time. This partnership will launch in early 2018 in the New York metro market, where Douglas Elliman is the largest broker.



*StreetEasy mobile app. Image credit: StreetEasy*

In addition to StreetEasy, Douglas Elliman will work with Bridge Interactive to send listings to multiple listing services, allowing this concept to expand to other regions. Currently Douglas Elliman operates in Long Island, Westchester, Connecticut, Florida, Colorado and California, and it will add Massachusetts later this year ([see story](#)).

"As the leading New York City real estate brokerage, we wanted to partner with the leading names in real estate technology to deliver the utmost in high-touch, convenient and smart customer service by means of enhanced data integrity," said Scott Durkin, COO of Douglas Elliman. "This new system will streamline our agents' ability to accurately input listings directly to StreetEasy or regional MLSs, effortlessly share their new exclusives with the rest of the brokerage community, and arm buyers and sellers throughout the market with better, more accurate data."

Douglas Elliman is investing further in establishing itself as a content creator with a new blog to add to its repertoire. The real estate firm is hoping to arm consumers with a wide range of information from experts to make informed decisions. Elliman Insider will be a digital complement to its printed magazine, which was recently revamped ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.