

REAL ESTATE

Douglas Elliman provides marketing solutions for its agents

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Washington Heights listing. Image credit: Douglas Ellison

By STAFF REPORTS

Real estate brokerage Douglas Elliman is working with Imprev to automate marketing for agents across the world.

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The new service gives Douglas Elliman agents access to a variety of marketing content automatically through the platform. This frees associates to spend more time with clients instead of having to create marketing content for their listings.

"We're thrilled to provide our agents with a best-in-class marketing service," says Scott Durkin, president and chief operating officer at Douglas Elliman, in a statement. "Our agents are passionate about delivering true value for clients, and our goal at Douglas Elliman is to support agents every step of the way, which includes offering innovative technology services like Imprev that give them an edge over the competition and help them be productive, effective and successful."

Real estate marketing

Imprev Marketing Automation will provide flyers, postcards, single property Web sites, social media posts and emails.

The process means agents will no longer have to create these assets themselves from scratch. Changes will also be integrated automatically such as price changes.

"Our automation service is like the marketing assistant every agent wishes they had," said Bill Yaman, president and chief revenue officer of Imprev, in a statement.

"Before the agent even needs to think about it, our service has delivered the right marketing content to the agent's inbox," he said. "It's simple for agents to use the content to engage with their audience and build a future pipeline of referrals."



\$35 million townhouse Tribeca. Image credit: Douglas Elliman

The real estate brokerage is innovating a variety of new strategies in its business.

Douglas Elliman recently expanded its operations with the addition of New York real estate firm Vandenberg.

With a specialty in townhouses, a significant majority of Vandenberg's clients exclusively market their properties through its brokerage. This move comes as New York's real estate market sees slowing growth due to high inventory ([see story](#)).

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