

REAL ESTATE

Douglas Elliman Development Marketing's Susan de Frana: Luxury Woman to Watch 2019

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Susan de Frana

By STAFF REPORTS

Luxury Daily annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Susan de Frana, president/CEO, [Douglas Elliman Development Marketing](#), New York

"Affluent clients want access to the most advanced technological systems available without sacrificing a dedicated human advisor providing essential insight and guidance"

What do you most like about your job?

I am privileged to work with some of the most celebrated architects and designers in the world, from Jean Nouvel's Monad Terrace in Miami Beach, Renzo Piano's 565 Broome SoHo in Manhattan and 87 Park in Miami, Rafael Violy's 432 Park Avenue, which has already achieved over \$2 billion in sales, to Bjarke Ingels' XI, on the Highline.

At Douglas Elliman, we help our clients create a home: a living, evolving thing that takes so much attention to detail and creativity.

We're not just selling houses, but enriching lives.

What is the biggest challenge in your work?

Managing the needs and expectations of multiple clients requiring one-on-one attention and ensuring that each feels important and valued, while also spending quality time with my team.

What is your work priority for 2019?

In an increasingly competitive global marketplace, it is incumbent upon me and my team that we be discerning and spend meaningful face time with clients.

Affluent clients want access to the most advanced technological systems available without sacrificing a dedicated human advisor providing essential insight and guidance.

It is important to me to continue to demonstrate to our clients that our relationships truly matter.

What is your proudest achievement in luxury?

Being actively involved in the development of an unprecedented global real estate platform through the Douglas Elliman Knight Frank partnership.

We represent the world's most elite properties, highlighting the best in architecture, design and hospitality.

We're proud to partner with many of the world's most heralded real estate developers in creating the most highly sought after properties.

We have represented high-profile projects such as 150 Charles, 10 Madison Square West and 111 Murray Street in New York, Faena House and Miami Beach EDITION in Florida, and West Hollywood EDITION in California, many of which achieved record breaking statistics.

How do you see luxury evolving in 2019?

I believe the key to a luxury brand's graceful evolution is in staying true to a fundamental ethos, while adapting to the consumer's changing desires.

At Douglas Elliman, we have a rich heritage of over 100 years to draw on.

Our future success will lie in preserving tradition and embracing innovation.

[Please click here to see the entire Luxury Women to Watch 2019 list](#)

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