

REAL ESTATE

Douglas Elliman taps Grey New York for rebranding

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New York is important in luxury real estate. Image credit: Douglas Elliman

By STAFF REPORTS

Real estate brokerage Douglas Elliman is giving its marketing an overhaul with the hire of a new agency of record.

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Grey New York will work to roll out a new global brand strategy for the company, including a brand campaign and digital-first marketing. Now the third largest residential brokerage in the United States, Douglas Elliman encompasses offices in New York, Florida, California, Connecticut, Colorado and Massachusetts, calling for marketing that enables it to reach consumers in these diverse regions of the country.

"We are excited to begin working with the team at Grey," said Scott Durkin, president and chief operating officer of Douglas Elliman, in a statement. "They demonstrated a deep understanding of our complex business, our brand's legacy and our vision for the future.

"We intend to leverage our success by creating original and compelling communications that resonate with our agents, our clients and our customers in each of our markets, across every channel," he said.

New look

Douglas Elliman will be evolving its visual identity as part of its rebranding with Grey.

"Our goal is to harness Grey's expertise in innovation, creativity and design to help further cement Douglas Elliman as the preeminent brand in luxury real estate," said Jane Reiss, chief brand experience officer of Grey New York, in a statement.

Through acquisitions of other firms and the roll out of its new Development Marketing arm, Douglas Elliman has expanded its position in the market, particularly at the top end. Douglas Elliman Development Marketing is overseeing \$30 billion in new build properties, including 111 West 57th St. in Midtown Manhattan.



111 West 57th St. Image credit: Douglas Elliman

Responding to the growing need for an evolved outreach strategy, the firm has made other efforts to modernize its marketing.

Douglas Elliman worked with Imprev to automate marketing for agents across the world.

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 ([see story](#)).

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