

REAL ESTATE

Douglas Elliman moves into Texas

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Sudhoff is representing Sophie at Bayou Bend in Houston. Image credit: Sudhoff

By STAFF REPORTS

Brokerage Douglas Elliman is expanding its footprint to Texas through a joint venture with Houston-based real estate marketing and sales firm Sudhoff Companies.

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Through the deal, Sudhoff's operations are being placed under the Douglas Elliman umbrella, which the brokerage says gives it an 85 percent share of the new-build condominium market in the city. Douglas Elliman has recently branched into new areas of the United States including California, as it looks to tap into markets with high growth potential.

"Like Los Angeles, Houston is experiencing a vertical living phenomenon, and because many of our clients in Colorado, California and Florida hail from Houston, we felt the time was right for a strategic move to Texas," said Howard M. Lorber, executive chairman of Douglas Elliman Realty, LLC, in a statement. "It was important to find a company whose integrated approach to real estate development mirrored that of Douglas Elliman, and we have found a true partner in Sudhoff Companies."

Houston homes

Sudhoff Companies, formed in 2010, focuses on helping developers create and sell new-build urban housing. The firm often sells all of the available units in its projects before construction is completed.

As Sudhoff becomes part of Douglas Elliman, its president/CEO Jacob Sudhoff and chief operating officer/partner Catherine Lee will stay on in new roles at Douglas Elliman, Texas.

"After nearly a decade of building this company and partnering with more than 60 top builders and developers this alliance with Douglas Elliman is going to make an even bigger impact on the Texas development landscape," said Mr. Sudhoff, CEO of Douglas Elliman, Texas, in a statement.

"We are offering our clients even greater exposure through Elliman's national reach and global alliance with Knight Frank," he said. "This will further allow us to bring even greater value to developers and homeowners and optimize our customer satisfaction."



Unit at The Wilshire. Image credit: Sudhoff

Douglas Elliman is the second largest independent brokerage in the U.S. by sales volume. Together with Sudhoff's \$493 million sales volume last year, the two companies had combined sales of \$28.6 billion in 2018.

With this move, Douglas Elliman now has 7,000 sales associates in 120 offices across the U.S.

Earlier this year, Douglas Elliman gave its marketing an overhaul with the hire of a new agency of record.

Grey New York will work to roll out a new global brand strategy for the company, including a brand campaign and digital-first marketing. Douglas Elliman now 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 ([see story](#)).

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