

REAL ESTATE

Douglas Elliman launches MyDouglas portal, giving agents litany of resources

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No matter where an agent is, they will have the ability to use MyDouglas on any device. Image credit: Lord & Taylor

By LUXURY DAILY NEWS SERVICE

Real estate brokerage Douglas Elliman is announcing the launch of its new single sign-on portal, MyDouglas.

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The portal is a customizable, mobile-friendly and cloud-based platform that integrates all agent resources into one user-friendly suite. The portal also arrives in conjunction with the enhanced StudioPro, a comprehensive platform which includes a customer relationship management system, digital transaction management, and custom marketing templates.

"We are thrilled to launch the newly updated MyDouglas and StudioPro," said Scott Durkin, president and chief operating officer of **Douglas Elliman**, in a statement. "At Douglas Elliman, we continue to invest in the finest technology in order to ease all aspects of business management for our agents."

"We are proud to have created a seamless single solution platform that only strengthens our existing tech and provides a unique experience for agents at all levels, across the country," he said.

MyDouglas and more

The MyDouglas portal provide agents with a myriad of resources all in one place. MyDouglas provides access to individualized information such as business and financial analyses, deals and commissions, payment breakdown and comparative marketing analysis.

MyDouglas will be rolled out regionally to all Douglas Elliman agents beginning this month. The portal operates as an entitlement-based system, meaning agents will acquire access to exclusive content as they continue to build their business and increase sales volume.



Listing in Long Island, NY from Douglas Elliman. Image credit: Douglas Elliman

"We prioritize personalization and transparency for our agents," said Connie Mui-Reilly, executive vice president and chief information officer at Douglas Elliman, in a statement. "Not only do our agents require transparency in their business, but we want to provide complete clarity in their partnership with the brokerage.

"MyDouglas establishes an innovative space for all of our internal tools and resources, where we will proceed to deliver the latest technology directly to agents," she said.

Douglas Elliman's parent organization, Vector Group, recently announced that it is bringing an innovative tool to the real estate sector with the launch of a new investment vehicle.

New Valley Ventures will invest in promising property technology (PropTech) startups committed to supporting rapid transformation of the real estate industry for the benefit of the agent experience ([see story](#)).

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