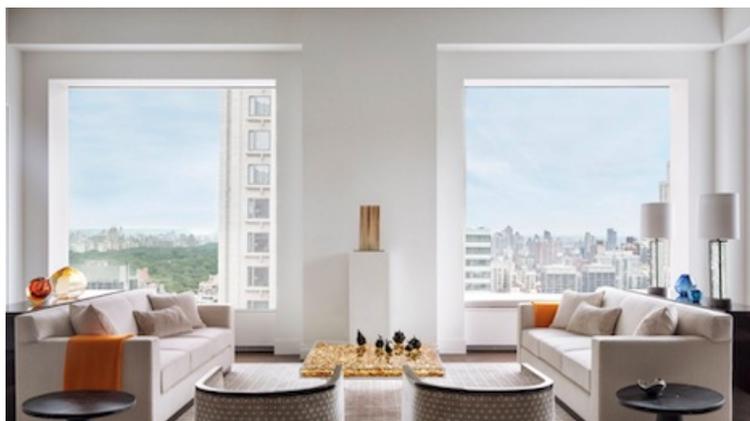


REAL ESTATE

## Douglas Elliman invests in, partners with Bilt Rewards

September 22, 2021



*Douglas Elliman has invested in Bilt Rewards. Image credit: Douglas Elliman*

By LUXURY DAILY NEWS SERVICE

Real estate brokerage Douglas Elliman is investing in **Bilt Rewards**, the first loyalty program and co-brand credit card for renters.

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Douglas Elliman is officially joining the Bilt Rewards Alliance, a network of more than 2 million rental units across the country where renters can enroll in a loyalty program to earn points on rent with no fees. With the new partnership, Douglas Elliman will now be offering the Bilt Rewards program to tenants across its rental portfolio, where they will be able to earn points with every on-time rent payment.

"Douglas Elliman is continuously looking for new ways to improve the renting experience and build long-lasting relationships with our residents," said Matthew Villetto, executive vice president of Douglas Elliman Development Marketing, in a statement.

"Bilt is unique in that it offers a true win-win platform for renters and property managers where everyone can benefit."

### Rent rewards

Launched earlier this year, Bilt Rewards is the first loyalty program and co-brand credit card for renters, offering 109 million renters across the country an opportunity to earn points on their largest monthly expense.

Douglas Elliman residents will be among the first to receive an invitation for the Bilt Mastercard, the first credit card allowing users to pay their rent with no fee.

With the Bilt Mastercard Douglas Elliman residents can earn points on rent, dining and all other non-rent purchases with no annual fee.

Through Bilt, renters can redeem points for travel, fitness classes, rent credits and a future down payment on a home. When renters pay rent through the Bilt Rewards app, rent payments will be reported to credit bureaus at no cost, helping assist in building credit history for young renters.

"Our relationships with the country's top real estate owners, property technology investors, property managers, and brokerages, now including Douglas Elliman, has helped us to develop the best value proposition for everyone involved in the renting equation," said Ankur Jain, founder and CEO of Bilt Rewards, in a statement.

"We are excited to work hand-in-hand in building a program that will transform the renting experience as we know it for millions of people across the country."



*Dottie Herman (left) and Scott Durkin (right). Image credit: Douglas Elliman*

In August, Douglas Elliman named Scott Durkin its new chief executive officer, after Dottie Herman stepped down from the role.

Mr. Durkin is tasked with continuing to lead Elliman's brokerage, operations, technology initiatives and growth strategy across the United States as he did as the firm's president and chief operating officer. Ms. Herman remains with Douglas Elliman, which she purchased in 2003 in partnership with executive chairman Howard M. Lorber, as vice chair in an advisory capacity ([see story](#)).

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