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BUSINESS

DOUGLAS ELLIMAN FORMS NEW REAL ESTATE GROUP

National luxury real estate mega-firm Douglas Elliman is forming a new group as part of its St. Petersburg operation, it announced this week. The DiMartino Krawczyk Group will be led by Jim DiMartino and Lauren Krawczyk, and will be comprised of agents who were formerly in the Strickland Group, which was bought by Douglas Elliman in January 2019. The founder of that group, Bonnie Strickland, a key player in the St. Petersburg luxury real estate world, abruptly left Douglas Elliman in mid-April because of an apparent dispute. She declined to share details because of a confidentiality agreement. Members of the DiMartino Krawczyk Group have sold a combined \$273 million in St. Petersburg real estate since 2018, according to the announcement. "Jim and Lauren have a tremendous track record," Jay Phillip Parker, CEO of Douglas Elliman's Florida Brokerage, said in a statement. "I am confident that the goals they have in place will supersede their expectations."