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Douglas Elliman expands territory to Cape and Islands



19 Locust Lane on Martha's Vineyard is one of several listings available from luxury residential brokerage Douglas Elliman. The brokerage has expanded its territory from Boston to Cape Cod, Martha's Vineyard and Nantucket. DOUGLAS ELLIMAN

By Catherine Carlock

Luxury residential real estate brokerage Douglas Elliman is expanding its territory to Cape Cod and the islands of Martha's Vineyard and Nantucket — a process dramatically sped up by the pandemic that has gripped the world.

Launching a new territory typically involves lots of meetings and schedule wrangling, which can often take several months, said Scott Durkin, Douglas Elliman's president and chief operating officer. But via remote meetings — and a drastic slowdown in in-person showings as a result of the novel coronavirus — Douglas Elliman was able to launch a Cape and Islands territory within a fortnight.

“Pre-Covid, we would have had to get all the parties together and give them the idea. And agents, really great agents, are always busy, so many times they don't have the time to think about new opportunities,” Durkin said. “It probably would have taken six to nine months, whereas this took two weeks.”

The territory expansion is also novel in that Douglas Elliman will not have a physical office on the Cape and islands.

“We've had a seismic shift in the way we think about a business, and what it needs, and I don't believe that the brick and mortar piece of it is going to be on the forefront,” Durkin said.

New York-based Douglas Elliman moved into Boston with its purchase of independent residential brokerage Otis & Ahearn, which closed in 2018. The brokerage now has 60 agents in Massachusetts.

More than a dozen agents will service Cape Cod and the islands, including DJ Gendreau and Allison Cameron Parry of The Gendreau Group and Jesse Greenstein on Martha's Vineyard; George Jedlin and Michael Passaro on Nantucket; and Karen Christie, Eric McCarthy, Joan Cucchiara, Myrna Rothman and The Sarkis Team, as well as Haley Cutter, Josie McKenzie and Kathryn Fruggiero-Lyons of the Live in Luxury Team on Cape Cod.

“One of our greatest prides at Douglas Elliman is allowing agents the flexibility to serve whichever communities they so choose without the constraints of exclusive contracts or even physical office space,” Scott Elwell, Douglas Elliman's regional vice president of sales for New England and Westchester, New York, said in a statement.