



Douglas Elliman | Knight Frank Launch FOLIO

Revolutionary Digital Platform Provides Immediate Access to Comprehensive Information about Global Portfolio of New Residential Developments

New York, NY (November 13, 2018)—[Douglas Elliman Development Marketing](#) and [Knight Frank Residential](#) announce the launch of FOLIO, the first sales and digital marketing platform dedicated to new real estate developments.

Douglas Elliman and Knight Frank Residential joined forces with a leading enterprise software company, Collabra Technology Inc., to develop a powerful technological tool to aggregate, organize and share new development information with buyers' agents around the world. The result is FOLIO, a digital asset marketplace connecting more than 21,500 global sales agents and their clients to real-time information about each new development in Douglas Elliman | Knight Frank Residential's global portfolio, valued at approximately \$87 billion.

"Global connectivity is no longer a supplement to domestic new development property marketing efforts. It is a mandate," said Susan de França, President and CEO, Douglas Elliman Development Marketing. "With FOLIO we have created a game-changing platform for our developer clients, international buyers and their real estate advisors. By providing immediate access to the information most critical to buyers when considering a property purchase outside of their local market, FOLIO empowers all stakeholders with the data needed to facilitate global transactions."

Translating sales and marketing content into seven languages, FOLIO provides users across desktop and mobile platforms with up to date and comprehensive information on over 150 new development projects inclusive of unit availability, pricing, custom marketing print collateral, photography, floor plans, video content, market reports, neighborhood guides, sales and rental comparable data and sales team contact information. Additional projects within the portfolio will be added as they come on the market.

"The need for global access into our new developments is greater now than ever before. FOLIO's centralized database of property information places the power of the transaction in the palms of agents' hands," said Richard L. Jordan, Senior Vice President of Global Markets, Douglas Elliman Development Marketing. "The days of waiting for email or text responses to client's questions about availability, pricing, floor plans, and market research are over. With FOLIO, buyers' agents can instantly access the exact information their clients need thereby increasing their chances of closing the sale."

Paddy Dring, Partner, Head of Global Prime Sales at Knight Frank said, "FOLIO represents a vital joint investment for both Knight Frank and Douglas Elliman. This unique platform will ensure a more efficient and effective distribution of our clients' developments across our global network. This launch represents a very proud moment for our strategic alliance partnership."

[About Douglas Elliman Development Marketing \(DEDM\)](#)

Douglas Elliman Development Marketing, a division of Douglas Elliman Real Estate, offers unmatched expertise in sales, leasing, and marketing for new developments throughout New York City, Long Island, Westchester, the Hamptons, South Florida and California as well as throughout the United States and internationally. The firm ranks amongst New York City's most prominent sales and marketing firms. Drawing upon decades of experience and market-specific knowledge, Douglas Elliman Development Marketing offers a multidisciplinary approach that includes comprehensive in-house research, design and product development, marketing, and sales. Through a strategic global alliance with Knight Frank Residential, the world's largest privately-owned property consultancy, the company markets properties to audiences in 60 countries. <http://www.elliman.com/new-developments>

About Knight Frank

Knight Frank LLP is the leading independent global property consultancy. Headquartered in London, Knight Frank has more than 15,000 people operating from 418 offices across 60 markets. The Group advises clients ranging from individual owners and buyers to major developers, investors and corporate tenants. For further information about the Company, please visit www.knightfrank.com.

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For further information, please contact:

Stephen Larkin, Vice President of Public Relations, Douglas Elliman:
Stephen.larkin@elliman.com

Samantha Feld, Senior Director of Public Relations, Douglas Elliman:
Samantha.feld@elliman.com

Astrid Recaldin, Associate, Knight Frank: astrid.recaldin@knightfrank.com