



Contact: Owen J. Dougherty
212-546-2551
owen.dougherty@grey.com

FOR IMMEDIATE RELEASE

GREY NEW YORK CHOSEN AS AGENCY OF RECORD FOR DOUGLAS ELLIMAN REAL ESTATE

NEW YORK, NY January 15, 2019 – Grey today announced that its Grey New York flagship office has been selected as the advertising agency-of-record for Douglas Elliman Real Estate, the third-largest residential real estate brokerage company in the United States, following a review.

Grey will develop a new global brand strategy, visual identity and digitally-led marketing approach, followed by an exciting and compelling new brand campaign. The work will encompass each of the firm's regions including New York, Florida, California, Colorado, Massachusetts and Connecticut, as well its new development division, Douglas Elliman Development Marketing.

Scott Durkin, President and COO of Douglas Elliman, said, "We are excited to begin working with the team at Grey. They demonstrated a deep understanding of our complex business, our brand's legacy and our vision for the future. We intend to leverage our success by creating original and compelling communications that resonate with our agents, our clients and our customers in each of our markets, across every channel."

In 2018, Douglas Elliman took part in six out of the top 10 most expensive deals in Manhattan and currently serves as exclusive broker to some of the most bespoke homes on the market, including La Follia in Palm Beach for \$135 million, a 400-acre retreat atop Aspen Mountain in Aspen, Colorado and a \$100 million dollar estate in Bel Air, California. Douglas Elliman Development Marketing represents more than \$30 billion in new projects including 111 West 57th Street in Midtown-Manhattan, The XI by Bjarke Ingels which will have the first Six Senses Hotel in the United States, The West Hollywood Edition by Ian Schrager, The Four Seasons in Fort Lauderdale and Monad Terrace by Jean Nouvel in Miami's South Beach.

Debby Reiner, CEO of Grey New York, said, "We are delighted to welcome Douglas Elliman, the iconic brand that has been a pacesetter in its industry for over a century, to our roster. We shared an instant chemistry and look forward to a great partnership."

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Jane Reiss, Chief Brand Experience Officer of Grey New York, said, "Our goal is to harness Grey's expertise in innovation, creativity and design to help further cement Douglas Elliman as the preeminent brand in luxury real estate."

About Douglas Elliman Real Estate

Established in 1911, Douglas Elliman Real Estate is the largest brokerage in the New York Metropolitan area and the third largest residential real estate company nationwide. With more than 7,000 agents, the company operates approximately 113 offices in New York City, Long Island, The Hamptons, Westchester, Connecticut, New Jersey, Florida, California, Colorado and Massachusetts. Moreover, Douglas Elliman has a strategic global alliance with London-based Knight Frank Residential for business in the worldwide luxury markets spanning 60 countries and six continents. The company also controls a portfolio of real estate services including Douglas Elliman Development Marketing, Douglas Elliman Property Management and Douglas Elliman Commercial. For more information on Douglas Elliman as well as expert commentary on emerging trends in the real estate industry, please visit elliman.com.

About Grey

Grey is the advertising network of Grey Group, which ranks among the largest global communications companies. Its parent company is WPP (NYSE: WPP). Under the banner of "Grey Famously Effective Since 1917" the agency serves a blue-chip roster of many of the world's best known companies: Procter & Gamble, GlaxoSmithKline, Kellogg's, Pfizer, Canon, Marriott Hotels & Resorts, Nestle, Walgreens, Applebee's, and T.J. Maxx. In recent years, Grey has been named ADWEEK'S 'Global Agency Of the Year' twice; ADVERTISING AGE's 'Agency Of the Year' and CAMPAIGN magazine's 'Global Network of the Year' in recognition of its creative and business performance (www.grey.com)

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