



**CONTACT:** Samantha Feld  
Douglas Elliman  
(212) 891-7735  
[Samantha.feld@elliman.com](mailto:Samantha.feld@elliman.com)

Ashley Holland  
Douglas Elliman  
(305) 777-3795  
[Ashley.Holland@elliman.com](mailto:Ashley.Holland@elliman.com)

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**FOR IMMEDIATE RELEASE**

**Douglas Elliman Development Marketing Taps Joe Azar to Lead Florida Rental Division**

Industry Leader Joins as Managing Director of DEDM's New South Florida Leasing Arm

**Miami, FL (September 12, 2022)** [Douglas Elliman Development Marketing, the new development arm of Douglas Elliman Realty](#), announced today that Joe Azar has joined its newly established South Florida Leasing Division as Managing Director. In this position, Azar will help to build out the division's portfolio and work with South Florida real estate developers to guide their projects from predevelopment to leasing.

Azar will work alongside Jay Phillip Parker, CEO of Douglas Elliman Florida and President of Douglas Elliman Development Marketing, Florida; Hal D. Gavzie, Executive Vice President of Residential Leasing, and Matt Viletto, Executive Vice President of Douglas Elliman Development Marketing.

"Joe Azar is a leading name in the industry, servicing both his luxury residential clients and his mastery of the multi-family leasing services. Joe's outstanding leadership skills, passionate sales drive and commitment have resulted in impeccable result driven service to clients," said Parker. "I look forward to working with him to build our leasing business, support his powerful general real estate clients and reach new heights in Florida."

"Douglas Elliman Development Marketing is a leader and innovator in the world of residential property development, with a record of representing some of the greatest luxury rental projects in New York, Boston and L.A.," said Azar. "I am excited to join the team and help to establish DEDM as a formidable player in the Florida market."

With over 16 years of real estate experience, Azar has overseen several residential sales transactions, from multi-family, mixed-use and townhomes to condo new development and investment properties. He has represented some of the biggest developers and landlords in New York City and Florida and managed the lease-ups for several major projects.

“Joe will be an integral part of growing our new development leasing arm in South Florida,” said Gavzie. “He brings a wealth of knowledge, not only from his connections with developers, but also his track record of successful new development lease-ups.”

Added Villetto, “Bringing Joe onto the team is just the beginning. There’s no one better to lead this charge, and we are so excited to embark on this next phase of growth in our rental division.”

Azar earned his Associate of Science degree in Finance from Pace University and a Bachelor of Science in Business Administration & Finance from Brooklyn College. In his free time, he stays actively involved in several volunteer activities, from providing meals to those in need and participating in the American Heart Association Heart Walk to coaching Little League and captaining his adult softball team.

### **About Douglas Elliman Development Marketing (DEDM)**

Douglas Elliman Development Marketing, a division of Douglas Elliman Realty, offers unmatched expertise in sales, leasing, and marketing for new developments throughout New York City, Long Island, Westchester, New Jersey, Florida, California, Massachusetts, and Texas. The company’s new development hybrid platform matches highly experienced new development experts with skilled brokerage professionals who provide unparalleled expertise and real time market intelligence to its clients. The firm is heralded for its achievements in record breaking sales throughout each of its regions. Drawing upon decades of experience and market-specific knowledge, Douglas Elliman Development Marketing offers a multidisciplinary approach that includes comprehensive in-house research, planning and design, 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 51 countries, representing an over \$87 billion global new development portfolio.

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