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FOR IMMEDIATE RELEASE

Douglas Elliman Realty Welcomes Norma-Jean Callahan and the Callahan Group

Elite New Development Sales Director Joins Elliman to Lead Luxury Projects in Florida and New York City

MIAMI, FL – (March 24, 2022) – [Douglas Elliman Realty](#), one of the largest residential real estate brokerages in the United States, is pleased to announce that the illustrious Norma-Jean (“NJ”) Callahan has joined the firm’s New York and Florida brokerage, based out of Palm Beach and Manhattan. A highly accomplished sales director known for her work on high-profile condominiums, she brings distinct expertise to Douglas Elliman, where she will lead new development projects along with her team, the Callahan Group.

"We are excited to welcome Norma-Jean Callahan and her team, the Callahan Group, to Douglas Elliman in both New York and Florida," said Scott Durkin, Chief Executive Officer of Douglas Elliman Realty. "NJ is among the industry's finest talents and comes to us with an incredible track record in luxury new development sales."

"We are proud to welcome NJ and the Callahan Group to Douglas Elliman. Norma-Jean has spent the past two decades outdoing her own successes one luxury condominium project after another and earning her reputation as the powerhouse agent developers want in their corner," said Jay Phillip Parker, CEO of Douglas Elliman Florida. "Her thought-leadership, deep client base, and unstoppable nature will be an invaluable asset as we continue shaping the new development landscape."

Callahan launched her career in 2002 with immediate success, ranking in the top 98th percentile of agents nationwide as a rookie at Coldwell Banker. In 2007 she joined Corcoran Sunshine Marketing Group to specialize in new development and began what would become a meteoric rise to the top of the field. During her tenure, she was hand-picked to lead projects totaling over \$5 billion in sellout, advising blue chip developers including Vornado Realty, Starwood, The Witkoff Group, Madison Equities and GID Development, and driving impressive sales campaigns at projects including 220 Central Park South, The Baccarat Hotel Residences and Waterline Square. In 2020 Callahan returned to residential sales to service re-sale clients including the buyers of a \$14.2M residence at 220 Central Park South and the sellers of a \$13.495M unit at 56 Leonard.



"I am excited to launch the next chapter of my career and expand into Florida, the fastest growing market in the country. The decision to join Douglas Elliman was based on my own ambition and unwavering commitment to client service," said Norma-Jean Callahan of Douglas Elliman. "Douglas Elliman provides best-in-class agent platforms, innovative technologies, a deep bench of talent, and a powerful marketing and public relations engine. I plan to leverage all these tools and more to achieve my professional goals and drive momentum for the firm's growing roster of new development projects."

Dually licensed in Florida and New York, Callahan will be based out of the Manhattan office at 575 Madison Avenue and the Palm Beach office at 340 Royal Poinciana Way. She has formed the Callahan Group at Douglas Elliman Realty with her husband Shawn R. Callahan, leveraging over 30 years negotiating, buying, selling and renting commercial properties in both states and running his property management company, Limitless Property Services in Florida. Norma-Jean is known for her confidence, contagious spirit and unapologetic honesty. She is an avid horse lover since childhood and enjoys traveling the world with her husband and spending time with her two gigantic standard poodles. She has also written her first novel and is completing her second.

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About Douglas Elliman Inc.

Douglas Elliman Inc. (NYSE: DOUG, "Douglas Elliman") owns Douglas Elliman Realty, LLC, which is one of the largest residential brokerage companies in the New York metropolitan area, which includes New York City, Long Island, Westchester, Connecticut, New Jersey and the Hamptons, and the sixth largest in the U.S., with operations in California, Colorado, Texas, Florida and Massachusetts. In addition, Douglas Elliman sources, uses and invests in early-stage, disruptive property technology ("PropTech") solutions and companies and provides other real estate services, including development marketing, property management and settlement and escrow services in select markets. Additional information concerning Douglas Elliman is available on its website, www.elliman.com.

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