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FOR IMMEDIATE RELEASE

Douglas Elliman Launches First-Ever Residential Real Estate Podcast Channel

Douglas Elliman Podcast Serves as Platform for Executives and Agents to Share Business Insight, Discuss Best Practices and Inspire Excellence

New York, New York (April 22, 2020) – Douglas Elliman, the largest brokerage in the New York Metropolitan area and one of the largest independent residential real estate brokerages in the United States, is also now the first residential brokerage firm to launch a podcast channel, *Douglas Elliman Podcast*. This podcast channel comes at a pivotal time, when ensuring a constant stream of communication with clients, coworkers and peers is more important now than ever.

“The launch of *Douglas Elliman Podcast* underscores our brokerage’s commitment to agents and their voice,” explains Scott Durkin, President & COO of Douglas Elliman. “We are proud to have some of real estate’s best talent under our roof. It is a natural next step to provide our agents a platform that encourages and supports their desire to host intellectual conversations on the industry, share market data and advise how to navigate it.”

Douglas Elliman sees the podcast channel as a solution to keeping close contact when navigating the social restrictions involved in preventing the spread of COVID-19. The brokerage is utilizing the podcast channel as a tool to preserve the health and well-being of clients while cultivating community, sharing ideas, best practices and market insight.

Peter Hernandez, President of Douglas Elliman’s Western Region, has hosted his own podcast *Elliman Daily Podcast* for five years, which inspired the brokerage to create its own channel nationally.

“I am excited to share our California podcast with the rest of the world,” says Peter. “This podcast was created to inspire, educate, motivate, and to keep our agents evolving in this ever-changing real estate world.”

Scott adds, “This very popular mode of communication is the perfect platform to help our agents build their business and influence. We look forward to expanding reach via the new *Douglas Elliman Podcast* channel.”

The channel currently consists of agent-driven podcast series, such as *The World of Real Estate* by Frances Katzen and *The Juliette Interviews* by Juliette Hohnen, but all agents and executives are encouraged to participate.

Peter Hernandez’ *Elliman Daily Podcast* runs Monday through Friday with a collection of shows to inspire, all starting at 9:00am PST. *Monday Morning Mojo* kicks-off the week with special guests, who have included the likes of Howard M. Lorber, Scott Durkin, Stephanie Garbarini, Jay Phillip Parker and members of the executive management team. *Masters Lab* on Tuesday features Peter speaking about

the market with Dave Werth. Wednesday is *The ProductionModel™* with top coach, Fred Wilson, to form a foundation of success in real estate. Then, the week ends with *Broker Brilliance* and *The Friday Morning Drive* for more practical insights and motivation to help build skills and confidence in all areas of an agent's life.

Tune into *Douglas Elliman Podcast* on iTunes to learn more:

<https://podcasts.apple.com/us/artist/douglas-elliman/1508015210>

About Elliman Daily Podcast by Peter Hannis Hernandez

The Douglas Elliman series "Elliman Daily Podcast" was created to Inspire, Inform and Coach Real Estate agents everywhere and to help them build their businesses and reach their dreams. We built a culture of excellence at Douglas Elliman and an environment of constant and never-ending improvement or learning and skill building where agents can continually up their game and increase their income. This is our passion to be the best. We not only provide workshops and training sessions on the ground in our offices, our daily podcasts keep us in the cloud for agents on the go that want to continue to improve their skill set while driving in their cars or while working out. The 9:00am PST, daily shows that make up "Elliman Daily Podcast" are as followed:

- **Monday Morning Mojo:** Kickstart your Monday with special guests, who have included the likes of Howard M. Lorber, Scott Durkin, Stephanie Garbarini, Jay Phillip Parker and members of Douglas Elliman's Executive Management team, as they share their thoughts and motivation to inspire for the week.
- **Masters Lab:** Dave Werth and his wingman Peter Hernandez study the market data and trends in real estate and discuss real applications from the trenches to propel your career.
- **The ProductionModel™ with Fred Wilson:** Top Coach Fred Wilson and Peter Hernandez deep dive every Wednesday into Fred's production model, the foundation for success in real estate sales.
- **Broker Brilliance:** Jon Butler, Broker of Record gives practical insights to contracts, negotiations and legal challenges affecting your real estate practices in real time.
- **The Friday Morning Drive:** Peter Hernandez interviews top agents, executives and influencers to educate, motivate, inspire and to build confidence and skills in all areas of an agent's life.

About The World of Real Estate by Frances Katzen

The World of Real Estate takes you behind the scenes of the real estate industry in New York City. This podcast series is hosted by New York real estate powerhouse, Frances Katzen. Frances gives you access to some of the most prestigious leaders in the New York City real estate industry as well as the Global real estate Industry. She lifts the veil on what really goes on behind the scenes of a deal and provides her listeners with unparalleled information. Frances is the founder and leader of The Katzen Team at Douglas Elliman. With well over \$3 billion in total real estate sales and consistently selling in excess of \$250 million annually, Frances is constantly recognized as an industry leader, speaking to both the press and editorial segments of the real estate sector. She elevates the experience of property acquisition and provides a sharp and detailed memory for real estate data. Her honest, down to earth approach, levels the playing field within the industry, keeping her feet grounded makes for an interesting dynamic in a world that can become quite superficial. This series is a must listen!

About The Juliette Interviews by Juliette Hohnen

The Juliette Interviews was created by former MTV host-turned-nationally ranked top realtor, Juliette Hohnen, to interview those who inspire her in the world of real estate, entertainment, art and

wellness. Based in Los Angeles with over \$1 billion in total sales, Juliette is the #1 Individual Agent for Douglas Elliman in California, working with celebrities and interesting people from all walks of life. In this podcast, she returns to her roots as a journalist, interviewing her friends, clients and colleagues to find out what makes them successful. From directors, artists, wellness experts, entrepreneurs, fellow real estate agents to freaks and more, these conversations with Juliette are hilarious, informative and inspiring. Originally from London, Juliette has parlayed her international relationships and her connections in the entertainment industry into an unstoppable and unique real estate selling machine. How did she do it? Listen and find out.

About Douglas Elliman

Established in 1911, Douglas Elliman Real Estate is the largest brokerage in the New York Metropolitan area and one of the largest independent residential real estate brokerages in the United States. With more than 7,000 agents, the company operates approximately 120 offices in New York City, Long Island, The Hamptons, Westchester, Connecticut, New Jersey, Florida, California, Colorado, Massachusetts and Texas. 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.

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