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A team of star brokers at a boutique real-estate firm have jumped to a much larger rival, a skirmish in a war between reality-television programs that celebrate the excesses Manhattan's luxury real-estate market.

The brokers, John B. Gomes and Fredrik Eklund, moved their licenses to Prudential Douglas Elliman, the largest residential brokerage firm in Manhattan, according to filings with New York Secretary of State. For years they had been at CORE, a small firm set up eight years ago that has been a major presence on "Selling New York," a TV show on the HGTV network that is beginning to film its second season.

But Mr. Eklund was recruited to star on a competing reality show slated to run on Bravo, a New York spin off of a Los Angeles-based show "Million Dollar Listing," according to brokers familiar with the situation. Mr. Gomes will make appearances on the show as well, the brokers said.

The move shows how the reality-TV industry can transform the reality on which it is based. This is especially true in the small world of high-end residential real estate in Manhattan, where fewer than 4,000 co-ops, condos and townhouses sold for \$1 million or more last year.

Shaun Osher, the president of CORE, said Mr. Eklund had to go because his firm had signed a non-compete clause with HGTV. "I truly appreciate everything Fredrik and John have done for CORE and I wish them well," he said.

In an interview, Mr. Eklund said he was given the title managing director while Mr. Gomes would be an executive vice president at Elliman. The two men had already begun meetings with developers and signing up new listings, he said. Mr. Eklund said he was not permitted to discuss the Bravo project.

The World of Wonder, the production company that created "Million Dollar Listing," did not return several calls for comment. But brokers in New York said that the casting director had been looking for brokers to star in the show over many months and even had discussions with Mr. Osher's firm.

Mr. Osher said that his association with "Selling New York" had strengthened his brand and even in new business. He worried that the Bravo show, which is focused more on the personal lives and style of individual brokers, would be less valuable as a brand, he said.

Mr. Eklund, who now commutes to Sweden several times a month to run a luxury brokerage firm there, said video was now a tool that every broker needed to master to create his own brand. "When I started eight years ago, listings were coming in through the fax machine," he said. "Today you need Facebook, Twitter, PR and video."