

BROKERS WEEKLY

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Core team makes move to PDE

Fredrik Eklund and John Gomes, stars of the reality television hit, *Selling New York*, have moved from Core to Prudential Douglas Elliman.

Eklund will serve as managing director, and Gomes will serve as executive vice president working with PDE's senior management team primarily focusing on international sales. The pair will also continue to work on new developments throughout Manhattan.

"We're very excited about Fredrik and John joining our firm," said Dottie Herman, President and CEO at Prudential Douglas Elliman. "Both are very influential, professional and forward-thinking and we know they will become a vital part of our sales efforts—both in New York City and internationally."

Eklund is founder of the Stockholm-based Eklund Stockholm New York, a luxury real estate brokerage. Eklund and Gomes believe that international sales will triple in 2011. This year alone, Eklund has done \$35 million in sales in Manhattan from Scandinavian all-cash buyers.

"Our unique philosophy in marketing has truly come a long way and joining PDE will allow us to continue to advance in the world of real estate not just in Manhattan but overseas," said Eklund. "We'll be bringing our unique sales approaches and concepts with PDE, which we believe will be a win/win for all."

Prior to joining PDE, the pair served as a team at CORE and was responsible for more than \$1.25 billion in residential sales.

"Our marketing methods are designed to meet the demands of today's consumer," said Gomes. "We continue to strive and set standards in the industry and by joining PDE, we will be able to maintain our out-of-the-box approaches and lead by example."

Originally from Stockholm, Sweden, Eklund studied at the Stock-

holm School of Economics. At the age of 23, he founded an Internet company and went on to work for the investment bank SEB in Stockholm, London, Singapore and Tokyo before crossing the pond to New York City.

A native of Boston, Gomes graduated from the University of Rhode Island with a Bachelor of Arts degree in both political science and communication studies. He also holds a Master of Business Administration from Baruch College in Manhattan, where his concentration was entrepreneurship.

John Gomes (left) and Fredrik Eklund have joined PDE.



Just the Facts

- Most searched neighborhood ... *Upper East Side*
- Average listing price on UES ... \$2.659M
- Manhattan listings for sale ... 6,474
- Manhattan rentals ... 2,276
- NYC mortgage rates:
 - 15 yr. 4.22%
 - 30 yr. 4.71%
 - 1 yr. adj...4.28%
- Exchange rates
 - Euro to USD ... 1.40
 - Pound to USD...1.60
 - USD to CAD ... 1.01
 - USD to Peso...12.42
 - USD to Yen ... 81.32

Source: REBNY