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STAR OF BRAVO'S MILLION DOLLAR LISTING NY LAUNCHES GROUNDBREAKING WEBSITE TO COINCIDE WITH THE SHOW PREMIER

Fans Are Invited To Follow The Eklund-Gomes Group And Its Lucrative Business, Now Totaling Nearly \$2 Billion in Sales Revenue

THE EKLUND-GOMES GROUP, an ever-innovative residential real estate team responsible for nearly \$2 billion in sales over the past 8 years, is generating buzz again with the recent launch of a sleek new website. Managing director Fredrik Eklund and John Gomes, executive vice president of Prudential Douglas Elliman (PDE), created EklundGomes.com as an interactive space to promote their particular brand of service.

"We represent a 'new guard' of brokers," said Eklund, who will star in Bravo's new reality show, "Million Dollar Listing New York," slated to air tonight at 10 p.m. "Future 'super' real estate agents need TV, web, social media and international outreach in order to compete and truly stand out."

Rather than going the traditional route, Eklund and Gomes have opted for an eye-catching and user-friendly interface that speaks to a luxurious and glamorous lifestyle. The website not only serves as a platform for the team's exceptional portfolio of properties, but also reflects their commitment to creativity and entrepreneurship. By painting a portrait of Eklund and Gomes, the site allows clients to get to know the team more intimately. Visitors then have the option to reach out directly to experience their unparalleled services.

And with Bravo's large audience watching "Million Dollar Listing New York" in more than 150 countries, the team hopes to see their site grow quickly to 50,000 members. "Million Dollar Listing NY has caused a tremendous stir, and the reviews just in the two weeks since the pilot episode have been phenomenal!" Eklund said. "Our website is perfectly poised to capture this interest."

In addition, Eklund and Gomes see the visually striking digital platform as a way to reach their audience for Eklund

Stockholm New York, the team's international brand and Sweden's leading luxury real estate brokerage, which has closed \$600 million in sales since its inception in 2009.

"The new web interface features real time web tickers for the New York, London and Stockholm stock exchanges, along with videos and other live bulletins," said Cassandra Tai-Marcellini, who designed and art directed the site alongside Alexander Lins of Olex, who handled all of its development and programming. "Our mission is to showcase Fredrik and John's expertise on an urbane international lifestyle."

"We are also providing a section called 'NY Now,' which will be updated monthly with a curated selection of the city's best offerings," Tai-Marcellini said.

This endeavor not only stands testimony to the team's trendsetting choices, but also displays the changing face of Manhattan's competitive real estate market. Today, high-end brokers like Eklund and Gomes are relying on innovative digital strategies to connect with potential buyers.

"Our website is the culmination of a lot of thought and effort," said Gomes. "It makes a strong statement and allows us to directly communicate with prospective clients. This is an immensely exciting undertaking and both Fredrik and I look forward to achieving our goal of 50,000 website members in the coming months."

iPhone and iPad applications are also on the horizon for the Eklund-Gomes Group and will be rolled out later this year.

The URLs for the website are as follows:

- www.Eklundgomes.com
- www.Fredrikeklund.com
- www.Fredrikeklundonline.com
- www.Fredrikeklundstore.com



*Fredrik Eklund, managing director of the Eklund-Gomes Group.
Photo courtesy: The Eklund-Gomes Group*



*John Gomes, executive vice president of Prudential Douglas Elliman.
Photo courtesy: The Eklund-Gomes Group*