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Location, location, location for Million Dollar Listing star

We talked to Fredrik Eklund



By Maddy

For all of us who live vicariously through Bravo's Million Dollar Listing (the NYC pads are so fab), get excited. The show, which just wrapped season 1, will be returning this summer. We spoke to Swedish broker Fredrik Eklund, who left his career as a gay porn star behind for suits, ties and three bedrooms with a skyline view.

I hear you are a fan of Miami. Where do you go when you are here?

Miami is one of my favorite cities, I am down there quite often. Especially during the cold winter months, and in between work trips to good old and dark Sweden I sneak away down to Miami Beach to recharge my batteries. When I am in Miami you can catch me at Soho Beach House, but I usually go alone to just walk the beach and swim in the ocean. The best ideas for my business I get by myself on the beach listening to my iPod.

What is your latest news?

I just opened my third office in Sweden, which is exciting. I go to Sweden (as you see on the show) at least once a month and it's exciting for me to not only grow in New York but internationally as well. London is next, we just located our first office there in Mayfair. It's still weird when I see my own name - Eklund - on all these offices and I stand outside and high-kick on the street. I hope I don't scare any clients away.

How is everything with your boyfriend?

I am a real estate machine in love, I am engaged and very happy. He asked me to marry him on a private boat outside Bora Bora. He was waiting for the perfect sunset and it really was. I cried.

How has life changed since the reality show?

I have definitely seen an increase in listings and sales. maybe doubled. One of my most recent listings was a FSBO (For Sale By Owner), she apparently had about 50 Brokers come to her trying to sell the apartment and after watching the show called me to sell her apartment. I also have 8 new buildings coming with a total value over \$1 billion, I'm in pre-development on them and they range from 4 to 300 units each. New development is back with a vengeance and the market is HOT again. What's season 2 going to be like?

It's premiering July 30th. I'm excited. I hear its going to 150 countries this summer.

What was the most gorgeous apartment you've ever seen/sold?

The Marble House in New York City is spectacular. There is no other property in New York City like this property. It's in the hottest neighborhood (Tribeca) right now with an indoor pool. The over 9,000 square foot mega mansion condo is all Marble. Really: all marble!!! There are no words to really describe this place, you have to see it for yourself. We are doing a Venetian Masquerade Ball there this week for 200 brokers and I'm having models swim in the pool, and handing out masks to the guests. Too bad Bravo isn't there to film it, maybe I will have to do it all again for 2nd season?