



## **Prudential Douglas Elliman hires Eklund and Gomes**

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According to Prudential Douglas Elliman (PDE), top real estate agents Fredrik Eklund and John Gomes have joined the firm.

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 exclusive Stockholm-based Eklund Stockholm New York, Sweden's leading 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," stated Fredrik Eklund, Managing Director of Prudential Douglas Elliman. "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 where combined, was responsible for more than \$1.25 billion in residential sales. Eklund and Gomes have distinctive talents that can be counted on to consistently secure sales and treat clients, as well as other industry professionals, with the utmost courtesy and professionalism.

"Our marketing methods are designed to meet the demands of today's consumer," stated John Gomes, Executive Vice President of Prudential Douglas Elliman. "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 Stockholm School of Economics. At the age of 23, he founded an Internet company with over 45 employees, and went on to work for the investment bank SEB in Stockholm, London, Singapore and Tokyo before crossing the pond to New York City. Eklund is also an active member of the Real Estate Board of New York.

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.

#### ABOUT PRUDENTIAL DOUGLAS ELLIMAN

Prudential Douglas Elliman Real Estate is New York's largest residential brokerage, with over 60 offices, more than 3,800 real estate agents and a network of national and international affiliates. Prudential Douglas Elliman ranked in the top four of all real estate companies in the nation. The company also controls a portfolio of real estate services, including Manhattan's largest residential property manager, Douglas Elliman Property Management, as well as PDE Title and DE Capital Mortgage.

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