



Zollinger hired as principal for Elegran R.E. to support sales and development

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Eric Zollinger

New York, NY Elegran Real Estate, a tech-driven brokerage firm has hired real estate executive Eric Zollinger as its new principal.

Zollinger will focus on supporting the sales and new development department, driving quality growth and elevating the Elegran brand. He will also grow the firm's partner program and help generate international business opportunities.

Bringing over 20 years of marketing and sales experience in luxury real estate for condominiums and multi-family new developments across multiple US markets, Zollinger joins the firm on the heels of the company's recent announcement of an exclusive, game-changing partnership with Forbes Global Properties to represent their brand across NYC's five boroughs.

Along with Zollinger's sales and marketing experience and a history of \$2 billion luxury residential real estate sales, he is well versed in all aspects of 'the deal' and experienced virtually every market type imaginable, leveraging his past experience and relationships to, now align with Elegran.

Zollinger had a two-decade career in Manhattan, working with such visionaries as Barbara Corcoran, Louise Sunshine, Robert A.M. Stern Architects, and Zaha Hadid Architects, and worked on multiple projects at The Related Companies including One Madison, Superior Ink, The Caledonia, and several others. He founded Zollinger & Associates (2010-2013), a boutique real estate company, wherein Zollinger ranked #1 in West Chelsea for volume and number of condominium sales in both 2011 and 2013, and #3 in all of Chelsea for 2011.

In his previous role as executive manager of sales with DEDM NY, Zollinger helped manage and guide the process from inception through closing of sale. Notable developers include ELAD, DDG, Alfa Development, Magnum Real Estate Group, and The Moinian Group.

In 2020 Zollinger moved to Houston, Texas, to join the Douglas Elliman development marketing team charged with growing the division throughout Texas. As senior executive vice president and managing director, Zollinger was able to leverage his experience and relationships to assist in managing and bringing new business.

Outside the office, Zollinger is actively involved in the growth of the real estate industry overall. He has led several round table discussions and contributed to The Academy of Continuing Education sharing knowledge from his multi-market experience providing selling tips for buyer's brokers in new developments. Zollinger previously held multiple positions at FIABCI, the International Real Estate Federation in both New York & Chicago and attended the World Congress in Moscow.

"Eric's knowledge, enthusiasm and passion for real estate will be extraordinarily helpful in furthering Elegran's goals of continued expansion in the new development arena," said Michael Rossi, founder and CEO of Elegran. "Eric 'checked all the boxes,' noting 'his robust experience in many sectors of luxury real estate, such as new development and resales, combined with his expertise in recruitment

and talent acquisition, make him a unicorn of sorts. All of this in one person is very hard to come by.”

“Even though Elegran is an established leader in the residential field, it has been able to maintain its entrepreneurial spirit and warm ‘family company’ sensibility,” said Zollinger. “Elegran operates with an appreciation of both today’s and tomorrow’s marketplace, employing a thoughtful, actionable approach and it is that unique combination of attributes I am excited to be a part of.”

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