



CONTACT: Stephen Larkin
Douglas Elliman
Stephen.Larkin@elliman.com

Samantha Feld
Douglas Elliman
Samantha.Feld@elliman.com

FOR IMMEDIATE RELEASE

Douglas Elliman Appoints Natalie Passerini as Chief Marketing Officer

Creative Marketing Leader Returns to Premiere Luxury Brokerage Amid Major Rebranding Initiative

New York, NY (December 18, 2025) — Douglas Elliman Realty, the nation's leading luxury real estate brokerage, today announced that Natalie Passerini has joined the company as Chief Marketing Officer. Having served previously as the firm's Vice President of Marketing, Passerini returns as Elliman enters a pivotal period of brand evolution focused on elevating agent visibility, strengthening market leadership, and positioning the brand for long-term growth. She will oversee the strategic leadership of Douglas Elliman's corporate brand and fully integrated national marketing platform. Her mandate includes creative direction and execution across advertising, events, search-engine optimization (SEO), generative-engine optimization (GEO), and bespoke agent branding to ensure Elliman agents are equipped with modern, high-impact tools to lead and shape the future of today's luxury market.

"This pivotal moment calls for an innovative leader with a bold vision for the Douglas Elliman brand," said Michael S. Liebowitz, President and Chief Executive Officer of Douglas Elliman Inc. "Natalie is that leader, and I am thrilled to welcome her back."

With more than 15 years of experience driving brand growth and revenue across residential, luxury, new development, commercial, and retail real estate, Passerini has held executive leadership roles at globally recognized firms, including Sotheby's International Realty and PlanOmatic. She led national and global marketing initiatives supporting hundreds of billions of dollars in sales and partnered closely with top-producing agents, developers, and institutional clients to combine luxury brand storytelling with performance-driven growth at scale.

"Douglas Elliman has always been defined by its agents—their expertise, their relationships, their entrepreneurial spirit," said Natalie Passerini, Chief Marketing Officer of Douglas Elliman Realty. "Coming back as CMO is a full-circle moment for me, and I'm excited to lead a brand evolution that puts our agents front and center. We're building a platform that amplifies their voices, elevates their visibility, and gives them every advantage in the most competitive luxury markets in the world."

Following the announcement in October that Douglas Elliman has engaged the award-winning creative agency Watson, Passerini will lead the initiative to reimagine the firm's brand identity for the modern luxury market.

###

About Douglas Elliman Inc.

Douglas Elliman Inc. (NYSE: DOUG) owns Douglas Elliman Realty, LLC, which is one of the largest residential brokerage companies in the United States with operations in New York City, Long Island, the Hamptons, Westchester, Connecticut, New Jersey, Massachusetts, Florida, California, Texas, Colorado, Nevada, Maryland, Virginia, and Washington, D.C. In addition, Douglas Elliman Inc. sources, uses and invests in early-stage, disruptive property technology ("PropTech") solutions and companies and provides other real estate services, including development marketing, mortgage as well as settlement and escrow services in select markets. Additional information concerning Douglas Elliman Realty is available on its website, www.elliman.com.

Investors and others should note that we may post information about Douglas Elliman Inc. on our website at investors.elliman.com or, if applicable, on our accounts on Facebook, Instagram, LinkedIn, TikTok, Twitter, YouTube or other social media platforms. It is possible that the postings or releases could include information deemed to be material information. Therefore, we encourage investors, the media and others interested in Douglas Elliman Inc. to review the information we post on our website at investors.elliman.com and on our social media accounts.

Forward-Looking and Cautionary Statements

This press release includes forward-looking statements within the meaning of the federal securities law. All statements other than statements of historical or current facts made in this press release are forward-looking. These statements include, but are not limited to, statements regarding the future growth, plans, strategies and results of Douglas Elliman and potential future transactions. We identify forward-looking statements in this press release by using words or phrases such as "anticipate," "believe," "estimate," "expect," "intend," "may be," "continue" "could," "potential," "objective," "plan," "seek," "predict," "project" and "will be" and similar words or phrases or their negatives. Forward-looking statements reflect our current expectations and are inherently uncertain. Actual results could differ materially for a variety of reasons.

Risks and uncertainties that could cause our actual results to differ significantly from our current expectations are described in our Annual Report on Form 10-K for the year ended December 31, 2024 and our Quarterly Reports on Form 10-Q filed thereafter. We undertake no responsibility to publicly update or revise any forward-looking statement, except as required by applicable law.