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FOR IMMEDIATE RELEASE

Douglas Elliman Launches Elli AI Assistant

Premier Real Estate Brokerage Introduces First-of-Its-Kind, AI-Powered App for Agents

MIAMI, FLORIDA (Oct. 7, 2025)- Douglas Elliman Inc. (NYSE: DOUG), one of the largest residential real estate brokerages in the country with the highest national average sales price, today announced the launch of Elli AI, a first-of-its-kind AI-assistant app for the firm's agents. Elli AI will launch initially in Florida before rolling out nationally in 2026 for the brokerage's 6,600 agents in markets across the U.S.

"AI is revolutionizing the way the world works — and real estate is no exception," said Michael S. Liebowitz, President and Chief Executive Officer of Douglas Elliman Inc. "But even as Douglas Elliman invests heavily in this transformative technology that we believe will define the future of the industry, real estate is and always will be a people business. That's why Elli AI is designed to help our agents save time on manual searches and repetitive tasks, so they can focus on what matters most: building relationships and serving their clients."

A white-labeled platform fully integrated with the Douglas Elliman website and intranet, Elli AI empowers real estate agents to search with "natural language," across multiple-listing-service (MLS) boards, instantly generate branded reports, and seamlessly share them with clients. The app also enables agents to create personalized lifestyle maps with the ability to refine based on search and provide accurate and useful data.

Able to aggregate insights from MLS, public records, and the web—from school and restaurant ratings to real-time mortgage rates and more—Elli AI provides real market insights backed by live data, positioning the agent as the local expert.

Elli's Smart Match feature allows listing agents with off-market properties to see real-time buyer data from other Elli users. Using the app's property-specific editor mode, agents can generate property descriptions, pitches, presentation strategy, and pricing strategy language, all composed by Elli. Additionally, the app can suggest ways—and even provide talking points—for agents to explain a property's value.

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About Douglas Elliman Inc.

Douglas Elliman Inc. (NYSE: DOUG, "Douglas Elliman") owns Douglas Elliman Realty, LLC, which is one of the largest residential brokerage companies in the United States with operations in New York, Florida, California, Texas, Colorado, Nevada, Massachusetts, Connecticut, Maryland, Virginia and Washington, D.C. In addition, Douglas Elliman sources, uses and invests in early-stage, disruptive

property technology (“PropTech”) solutions and companies and provides other real estate services, including development marketing, property management and 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 to review the information we post on our website at investors.elliman.com and on our social media accounts.