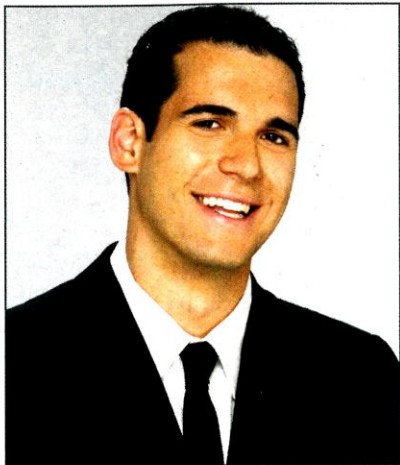


# MANN REPORT

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| SALES BROKER |



## Young Ambition

**Oren Alexander** “I think the key to my success is building deep personal relationships with all of my clients...” Prudential Douglas Elliman

Oren Alexander grew up with real estate in his blood, getting an early start working alongside his father, a successful developer in Miami who builds multi-million dollar custom homes. “I learned so much working with my father because I saw the entire process from start to finish—from the purchase of the land and construction of a home, to marketing and selling,” said Alexander. “I loved the business and always knew that I wanted a career in real estate.”

As soon as he turned 18, Alexander applied the skills, knowledge and passion he had honed since childhood and obtained his real estate license. He then attended the University of Colorado to earn a degree in finance, and interned at a real estate investment firm.

After graduation, Alexander moved to New York City to pursue a career. Due to his success in Miami, he soon caught the eye of Howard Lorber, Chairman of Prudential Douglas Elliman, who personally recruited him to the legendary New York firm.

“Although Oren is young, he grew up in a real estate family and is very knowledgeable,” said Lorber. “Oren is a winner with an incredibly strong work ethic. I was very happy to have successfully recruited him.”

Arriving in New York in September

2008, Alexander was immediately faced with the market’s downturn. A constant achiever, he used the challenging times to challenge himself in his growth as a broker. “I’ve never experienced working in the strong residential market that other real estate agents had become accustomed to,” said Alexander. “Working extremely hard for a deal, staying hungry for success, and keeping the motivation up has become second nature to me. I’ve had to be driven, aggressive and dedicated since day one.”

In just a year at Prudential Douglas Elliman, Alexander is ranked third among individual agents at the firm’s 485 Madison Avenue office—which itself is ranked fourth of all offices in the nation for the entire Prudential network.

In one significant deal, Alexander sold a two-bedroom penthouse in West 56<sup>th</sup> Street’s Park Imperial for \$8.175 million. He also rented a five-bedroom apartment at 351 East 51<sup>st</sup> Street for \$30,000. His YTD sales volume is over \$20 million—an incredible accomplishment.

Moving forward, Alexander’s next big project is heading the New York marketing of a spectacular house on an elite private island in Miami Beach, Indian Creek. The estate, 3 Indian Creek, is the most expensive residential property in South Florida. It’s expected to hit the market this April.

“I think the key to my success is building deep personal relationships with all of my clients—from dining and traveling together to familiarizing myself with their interests and developing real friendships. Between emails, texts, BBMs and Facebook, I maintain an open stream of communication with them.”

Alexander is committed to staying on top of current market trends and technology. He spends a few hours a day previewing new properties and doing his homework. “I try to expose myself to all areas of the market,” he said. “It doesn’t matter whether I’m selling a multimillion dollar apartment or renting a \$3,000 one-bedroom, you never know where your next big client will come from. I’ve gotten amazing business through referrals and networking.”

Says Stephen Kotler, office manager at 485 Madison Avenue and Director of Sales at Prudential Douglas Elliman, “Oren’s many achievements thus far have been exceptional, and at 22-years-old, he has a bright future ahead of him. We expect to continue seeing great things from him.” ■

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