Daniela Kucher Sample Work Creative Director of The Luis D. Ortiz Team at Douglas Elliman

Email Marketing

Photoshop/Illustrator, HTML/CSS, GIF Animation, Mailchimp, Ink Drawing/Sketching, Creative Writing, Research

Conceptualize, design, and track all email marketing campaigns for new and existing listings.

Implemented Mailchimp email marketing campaigns (optimized for mobile devices) with analytics for over 10,000 subscribers. Email open rate and click rate averaged over 3x the industry average.

Launched monthly newsletter (design from inception to point of execution). Conceptualized and designed layout and theme, researched and wrote unique copy about real estate news and lifestyle.

Within 2 months of start date, all top producing teams within the luxury real estate industry (ie: Frances Katzen Team, the Alexander Team) began to emulate email format, and design. Top producing teams withing the luxury market began posting job listings to seek executive creative professionals on their teams (never previously done within the industry).

Print Marketing

Indesign, Photoshop/Illustrator, Xpress Docs, AutoCad, Ink Drawing/Sketching, Canvas Marketing

Manage branding and marketing materials across web, email and print. Designs include ink drawings and watercolor.

Utilized Adobe software to create on-brand print marketing materials in any size/format outside of the Douglas Elliman print services.

Created Xpress Docs Brochures for new listings within the Douglas Elliman brand guidlines.

Logo Design

Photoshop/Illustrator, Ink Drawing/Sketching

Design and create logos for each luxury residential listing to use for email marketing campaigns sent to brokers and clients

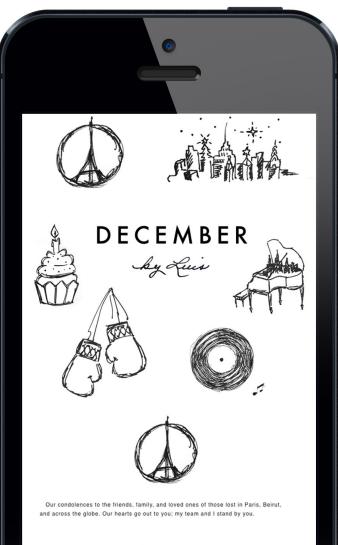
Web Design and Branding

HTML/CSS, Photoshop/Illustrator Ink Drawing/Sketching, Indesign

Design and build brand and campaign website on Squarespace, and design and create pitch packet and media kit in Indesign. (Under construction)



Monthly Newsletter





NEW YORK CITY

November is always my favorite time of year. Not because it's my birthday, but because it's the beginning of the holiday season which makes everyone so happy. As far as the market is concerned, it hasn't behaved well enough for Santa Claus to be good to it. The market is always in the process of getting to know itself, so it's not to blame entirely. As the holidays approach, the weather grows colder and everyone plans vacation getaways; it is common for the the market to slow down. In the last month, nearly 700 New York City listings had price reductions of at least 5 percent. We're seeing a much slower November than in the past couple of years as the market continues to react to an overwhelming excess of inventory, patient buyers, and global issues.

This month, one of the things that I started to notice is that some buyers - on the higher end - are submitting low-ball offers. These buyers are doing this with the intention of securing a place in line, should the sellers become impatient and decide to settle for a low offer. This is why it's very important that you chose the right real estate advisor / broker.

In a market like this, it's crucial to solicit the right real estate broker / adviser both as a seller and as a purchaser. On the sales side, you want someone who understands the product, knows how to brand it, and has the credibility to attract the market to that product. On the buyer's side you want someone with access, knowledge, a strong reputation, and the ability to get a deal done.

I've seen some sellers make uneducated decisions by hiring brokers based on how much they are willing to reduce their commission. This trend - created by inexperienced industry members - affects the perception of the health of the market. Sellable properties linger on the market at the cost of a job not done well. This is one of so many causes of our market's climate. In the end, November is still showing that properties are moving. Regardless of slow sales, there's strong activity of real buyers looking for the right place at the right price.



which I will explain in another newsletter as more time passe

Valette is also the place where I chose to celebrate my bithday this past month. There are there partice rooms in the back where I can guarante is its beat place to he a private solvies in New York City. This year, I hosted a dinner for the people that have been extremely industrial in the past year. I also invited Herman Romero, a S-frime Grammy nominated guitarist to perform. He is one of the first guitantist in the work, IT is yor to celorate another year surrounded by the people that make in incredible.

s on premise every day. He owns Valbe If By The Land, Two If By The Sea, wh





PROPERTY OF THE MONTH

This most have too. The boost, ool make the nise and they're equally important. Find, in the Metrogenital Tower, a listing in no costings with my contained and the second secon



Juis D. Ortiz

LISTINGS TEAM CONTACT TESTIMONIALS



A BRONX TALE



NEW YORK CITY

This fall we've seen a large amount of new developments and new inventory, but the market is moving a bit slower than it did last fall. Usually after Labor Day and the September religious holidays we see a lot of action, but this hasn't been the case. Don't panic - the market is not crashing. However, it is showing signs of a market correction.

In my opinion, buyers are taking more time to make a decision about whether or not to pull the trigger. This wasn't the case eight months ago where bidding wars were taking place left and right. Gone are the days (in this cycle) when buyers walk into an apartment and give an all-cash offer closing in 30 days. This simply isn't happening as often. Buyers are starting to feel that they can be more patient and they're taking their time to think.

The market has been extremely healthy in the last couple of years. At its peak, a lot of sellers were overpricing their apartments because the market was responding to them, especially since foreign investors were desperately looking for capital preservation.

There are currently a lot of apartments on the market that are not moving because the buyers are no longer responding to irrational pricing. Therefore, we are seeing a lot of price reductions from real sellers who originally priced their units based on the nonrealistic comps that were available. This behavior confuses the market and causes buyers to be more cautious. The continuous growth in inventory will also contribute to this correction.

So why aren't we worried? Developments in New York show no sign of slowing. A dramatic influx of inventory can cause some major changes in the market, but the New York City population will continue to grow with it -- especially in the outer boroughs. In Queens alone, there are more than 22 million square feet in development. In the next few years Long Island City and Astoria are expecting nearly 30,000 new residential units! Queens will likely see even more increases in residents following the opening of Cornell's Roosevelt Island Tech Campus slated for 2017. This major addition to New York has the

ability to transform our city into a competitive Silicon Valley rival. The increase of talent will lead to huge business developments in the tech sphere, insuring a demand for the new inventory popping up on the Queens, Brooklyn, and even Bronx waterfront. To me, this is the kind of demographic that will appreciate and elevate the perception of these boroughs - just like in San Francisco. Manhattan's Hudson Yards project, which is reported as the largest development in the country, will also contribute to a growth in New York City commerce.

It's always an exciting time in New York! New York City has always proven to be the safest and most stable place to buy real estate in the world.



MIAMI

This past month I went down to Miami almost every weekend. Miami is a beautiful place and it's one of the most desirable cities in the world for the ultra rich. (It's ranked 2nd in the nation and 6th worldwide). The weather is undeniably incredible and the unique Miami culture attracts the world's high-net-worth individuals. The growth of the Design District, gentrification of Wynwood, and the rising popularity of Art Basel are all directly correlated with the high quality of life that is attracting so many foreign buyers to this city. Real estate and contemporary art are merging to differentiate these luxury properties from anything you'll see in New York City - and there's also tax benefits! Good weather, no income tax, and beautiful properties priced at half of New York City real estate; what's not to love?

On my last visit, I stayed at the **1 Hotel** where they treated me like a king. The concept of the hotel is very unique because everything is made from recycled materials. Their ceilings are even made from NYC water towers from the 60's.

I went down there to take a look at the inventory... and there's a lot of it! Beach front views and top amenities are no longer enough to make a building stand out. These days, residential lobbies (like at the Epic) are transformed into art galleries while elevator shafts at Porsche's new development are replaced with door-front garage entries. This is the beauty of real estate that gets me excited!

I'm planning on expanding my team there as Miami contiinues to rapidly grow. Even if development starts to slow down this year, the unique inventory won't be available for long. Now is the time to buy!





THE EMMYS

The past few months have been a really exciting time of the year and have made 2015 unforgettable. One of the most incredible nights was at this year's Emmy Awards. Million Dollar Listing New York Season 4 was nominated! I brought my mother as my date, which made it a truly magical evening. She was the most beautfiul woman at the Emmys and wore a gown by **Gustavo Arango**. Even Julia Roberts asked her to sign her napkin! Unfortunately we lost the Emmy to *Deadlist Catch* - but how can a show about real estate compete with characters dying off every episode? Maybe if I decide to push Ryan off the Brooklyn Bridge, we'd take home that statue.





THE UNITED NATIONS GENERAL ASSEMBLY

Last month, the annual United Nations General Assembly took place. All of the world's leaders including Barack Obama and the Pope came into town. (I wish I would have gotten a Pope selfie.) If you live in Manhattan, the UN GA was the reason behind all the traffic; getting through midtown was impossible! I had the honor of being invited to speak on the IMPACTO LATINO panel. I was chosen among a group of Spanish-speaking leaders that are promoting social good around the world. Prior to the panel, I had the honor of meeting Muhammad Yunus. He is a social entrepreneur and pioneer in banking. He founded the Grameen Bank for the poor and is also a Nobel Peace Prize Laureate! The whole experience was incredible and I'm so thankful for being included in such a monumental event!



Nopel Peace



WELLNESS

Health and wellness are very important to me. Between work and travel I have to find unique ways to stay healthy. My go-to place right now is Juice Press. I can actually have it as many times per day as possible without it ever getting old. My favorite juice is called F*#%ING GENIUS. I also have a have a secret weapon that I will share eventually; he's a nutritionist that will change your life. His whole concept includes biohacking and highperformance living. His philosophy has made me become obessesed with evolving into a superhuman!



MEAL OF THE MONTH

I'm the type of person that becomes addicted to something that I really like ~ I become obsessed. When it comes to food, once I find something that I love I go through a phase where I eat it non-stop. Growing up my mother used to tease me: If I ate too much Cinnamon Toast Crunch, she'd say that I would turn into a Cinnamon Toast Crunch! This past month I became obsessed with the Branzino at **Lexington Brass**. It's aaahmasssing! I love it, and the kale salad is good too. I've had so much of it that I might turn into a fish. It's so good ~ but I need to find a new obsession... a new meal of the month.



1045 PARK AVENUE

1045 Park Avenue is my favorite listing of the month. In fact, it may be my favorite listing of all time. First, it belongs to someone who I respect dearly, although I can't reveal who. Second, aesthetically it is the exact definition of what a sophisticated Park Avenue Co-Op embodies. It's floor-though, it has beautiful molding and is flooded with light. It is one of those rare apartments that truly defines the term **home**.

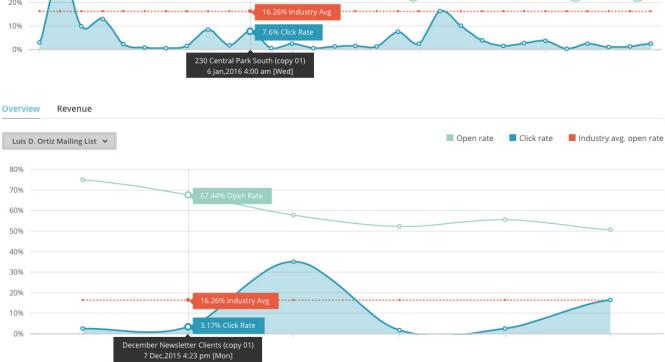
Juis D. Ortiz

LISTINGS TEAM CONTACT TESTIMONIALS

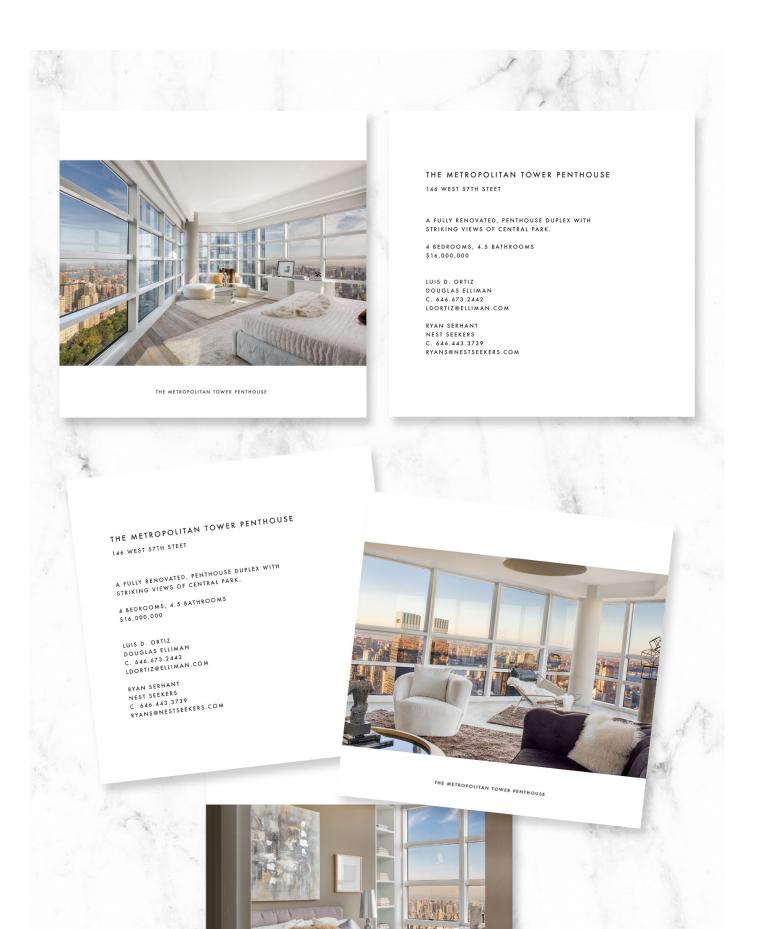


Email Marketing Analytics Reports

Overview	Revenue					
All Lists				Open rate	Click rate	Industry avg. open rate
70%			👫 67.88% Open Rate			
60%	A					
50%		\land		\bigwedge	\wedge	\land
40%	/			/	/ \	
30%	Alas		V	- a da		



Brochure and Print Marketing







"IT'S ALL ABOUT THE POSSIBILITIES."



BROKER DETAILS







Home for the Holidays

TO CELBRATE THE UNVEILING OF

MARC ANTHONY'S INSERT HOME TITEL HERE

AND THE LAUNCH OF

NAME OF AUTHUR'S BOOK TITLE

Email Marketing Campaigns





230°CPS

SOUTHMOOR HOUSE

In Brillettin

75 feet of direct views of

Central Park, for the first time in two decades.



A 35% REDUCTION IN ASKING PRICE



"The best value on Central Park South."

LUIS D. ORTIZ



OCTOBER 13TH

WILL BE FILMED BY MILLION DOLLAR LISTING NEW YORK SEASON 5

DRESS TO IMPRESS



FULL-FLOOR



WE RESERVE AND A STREET, AND

GARDEN

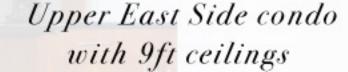
"A NEW PARADIGM OF SOPHISTICATION"

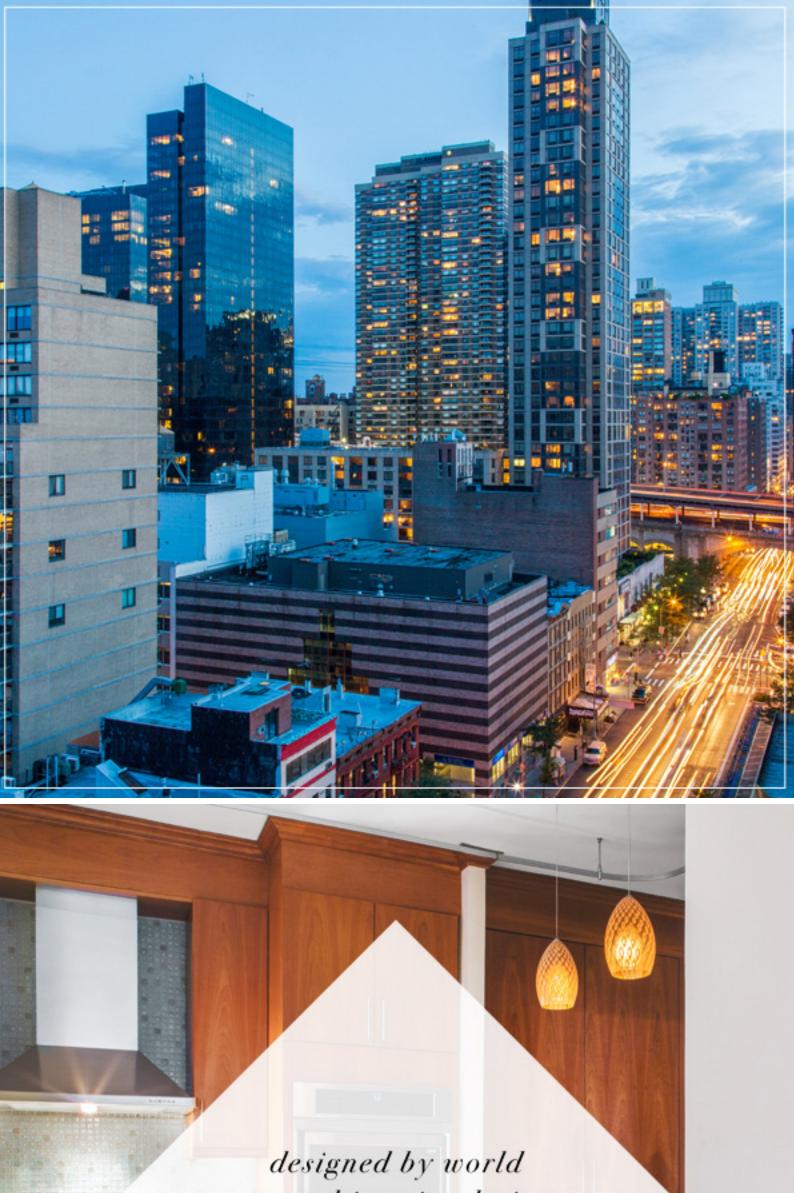
LUIS D. ORTIZ





A spacious two bedroom

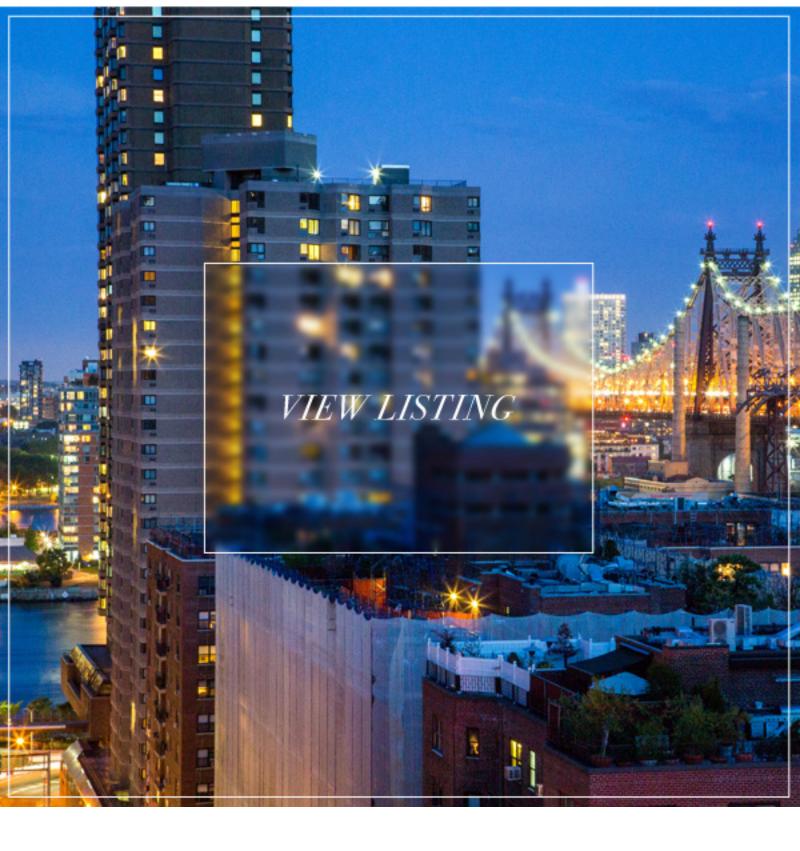


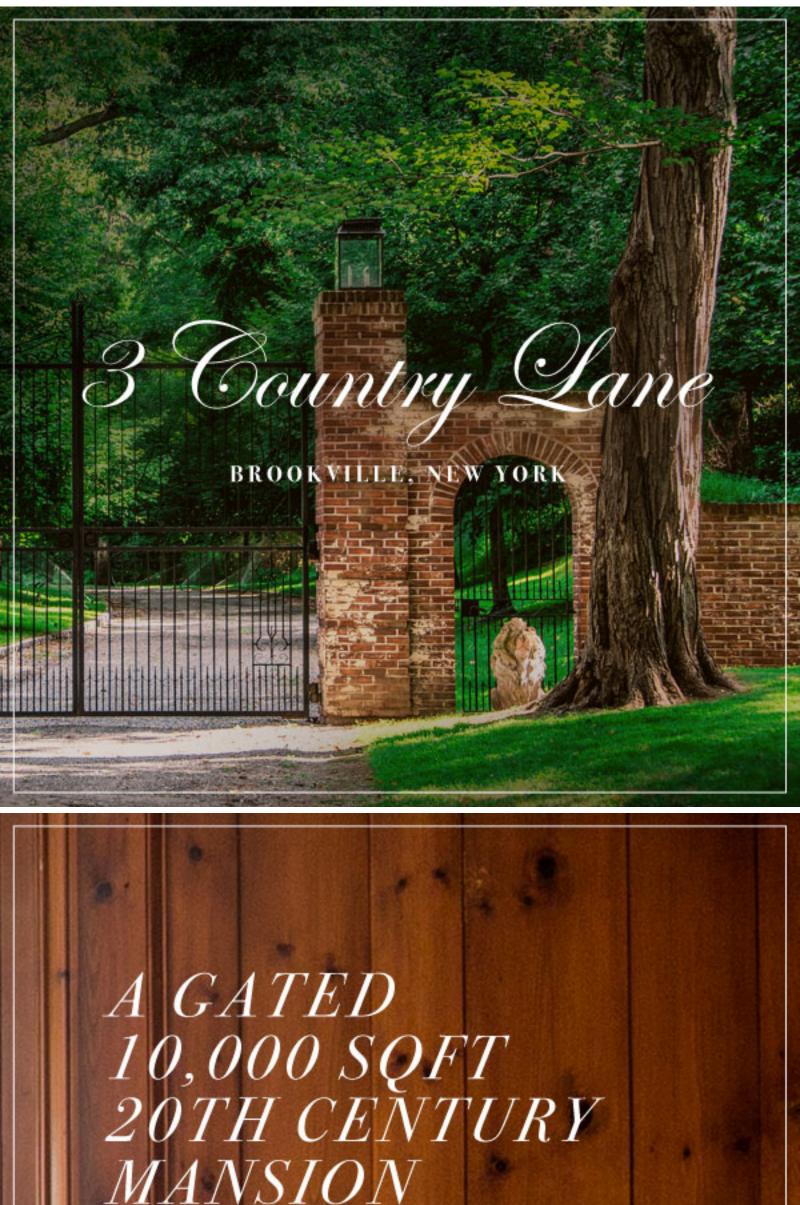


renowned interior designer, Juan Montoya.

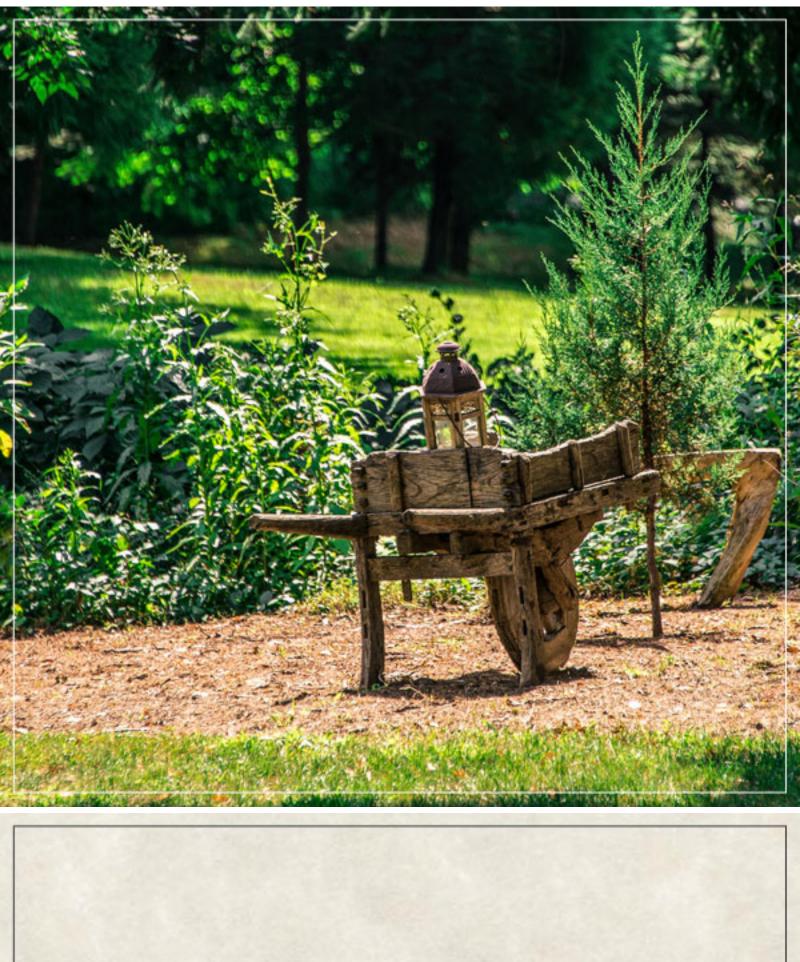
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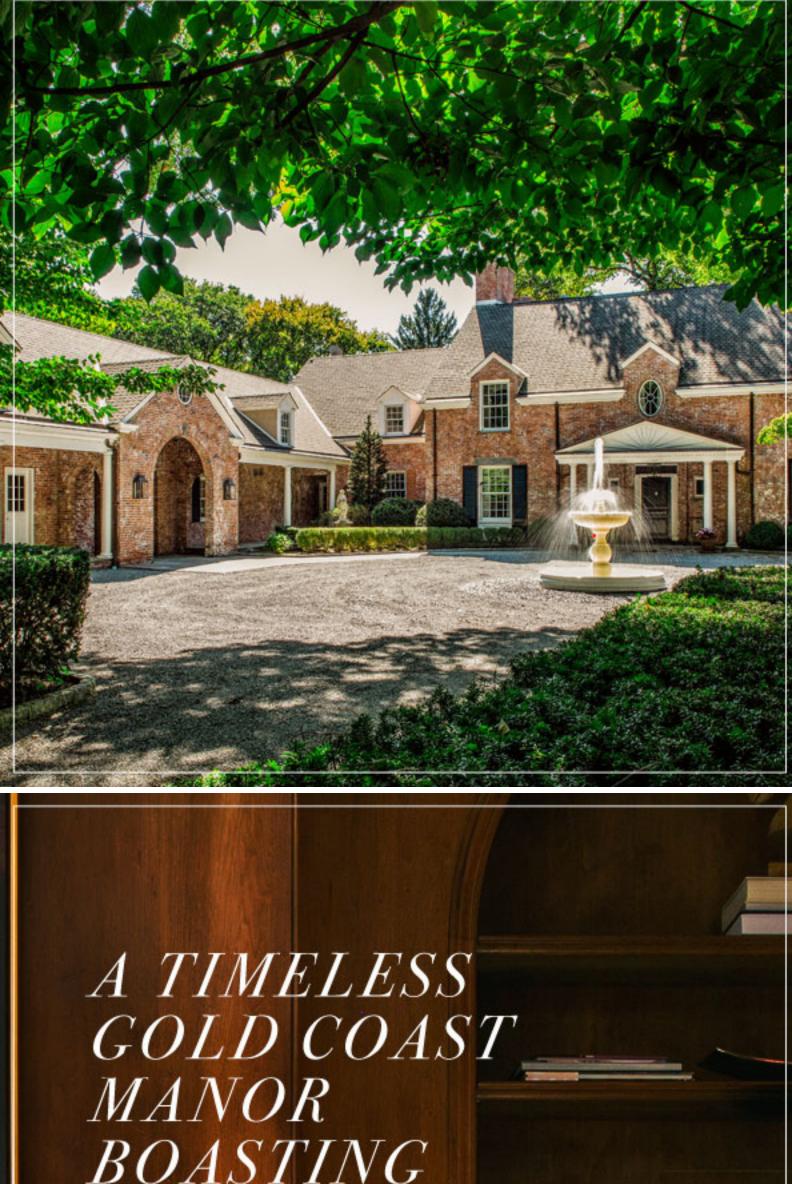
SITUATED ON A SPRAWLING 8 ACRE ESTATE.



A 20TH CENTURY BRICK MANOR

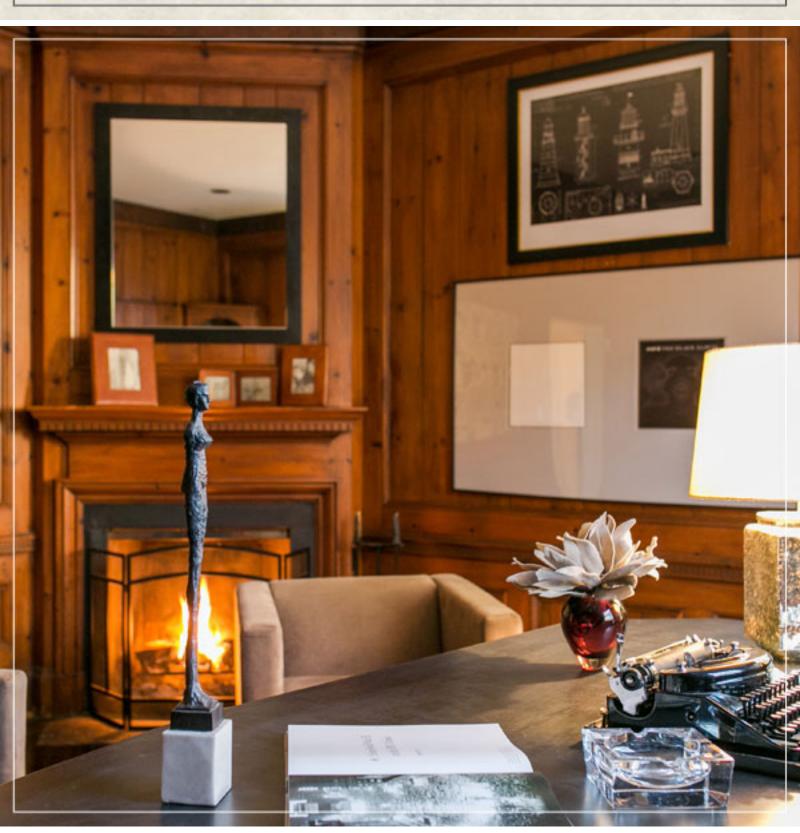
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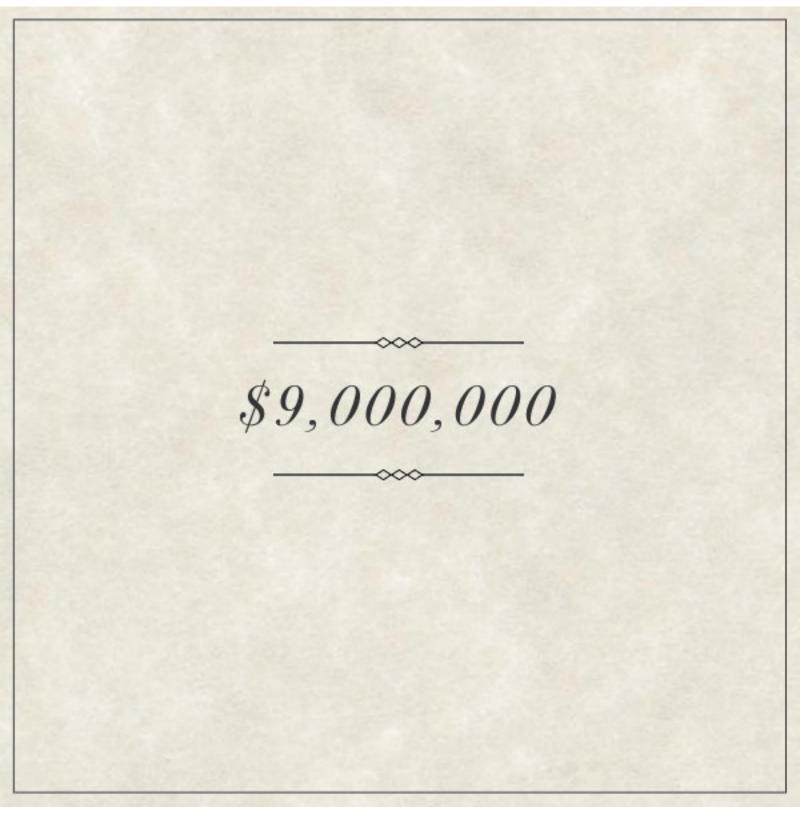
PROPERTY INCLUDES AN IMPRESSIVE 10,000 SQFT MANSION WITH 8 BEDROOMS AND 7 BATHROOMS. FEATURES AN OUTDOOR POOL, TENNIS COURT, IN-HOME THEATER, SPA, PROFESSIONAL RECORDING STUDIO AND NINE FIREPLACES.

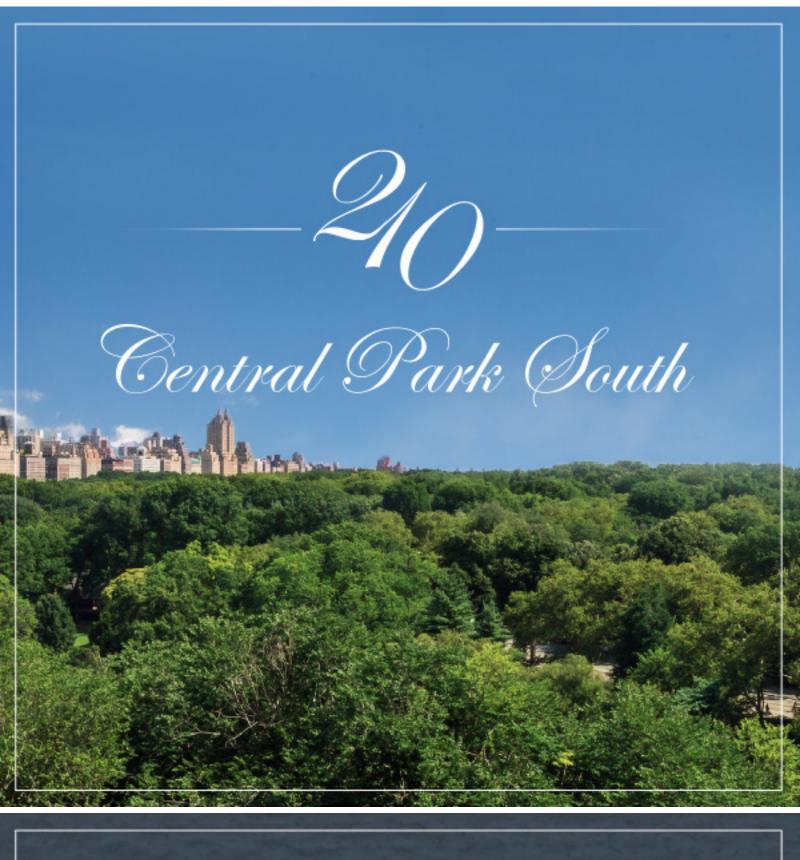


A RICH HISTORY OF RESIDENTS & VISITORS.

EXQUISITE INTERIORS







SITUATED IN THE HEART OF CENTRAL

PARK SOUTH

8 + 3



The Perfect Pied À Terre with 2 Bedrooms &

2.5 Bathrooms

\$ 4,995,000

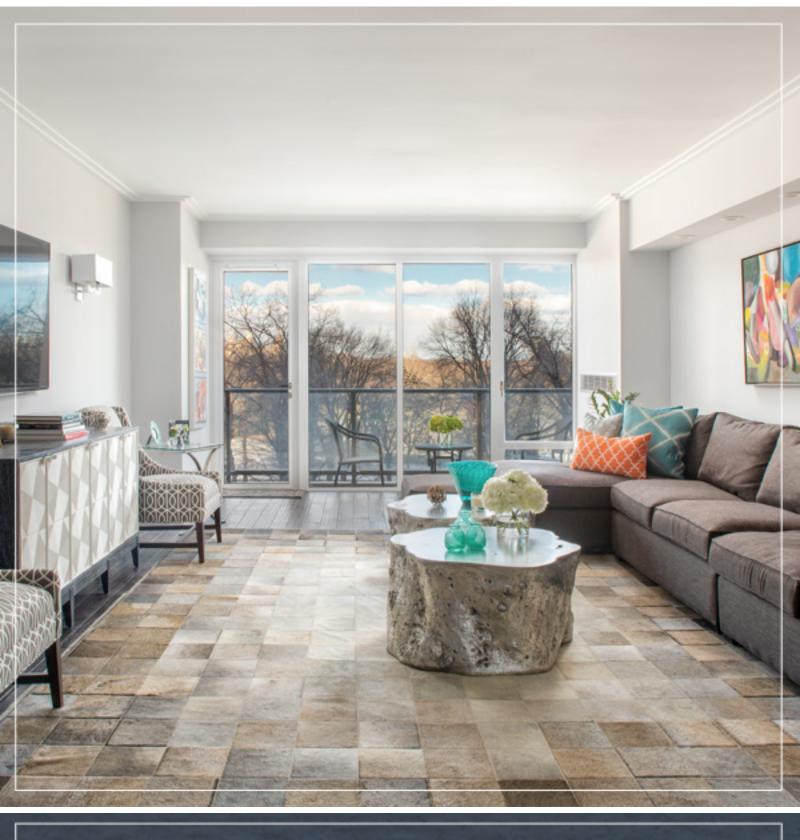


Elegant & Modern

Open Windowed Kitchen



co-op with high-end & sophisticated finishes.



"IT'S BRIGHT, BREEZY, AND SUPER

COZY."

LUIS D. ORTIZ

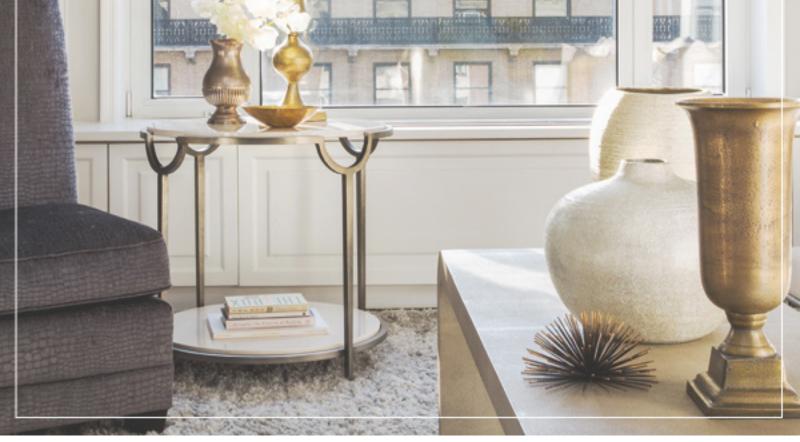


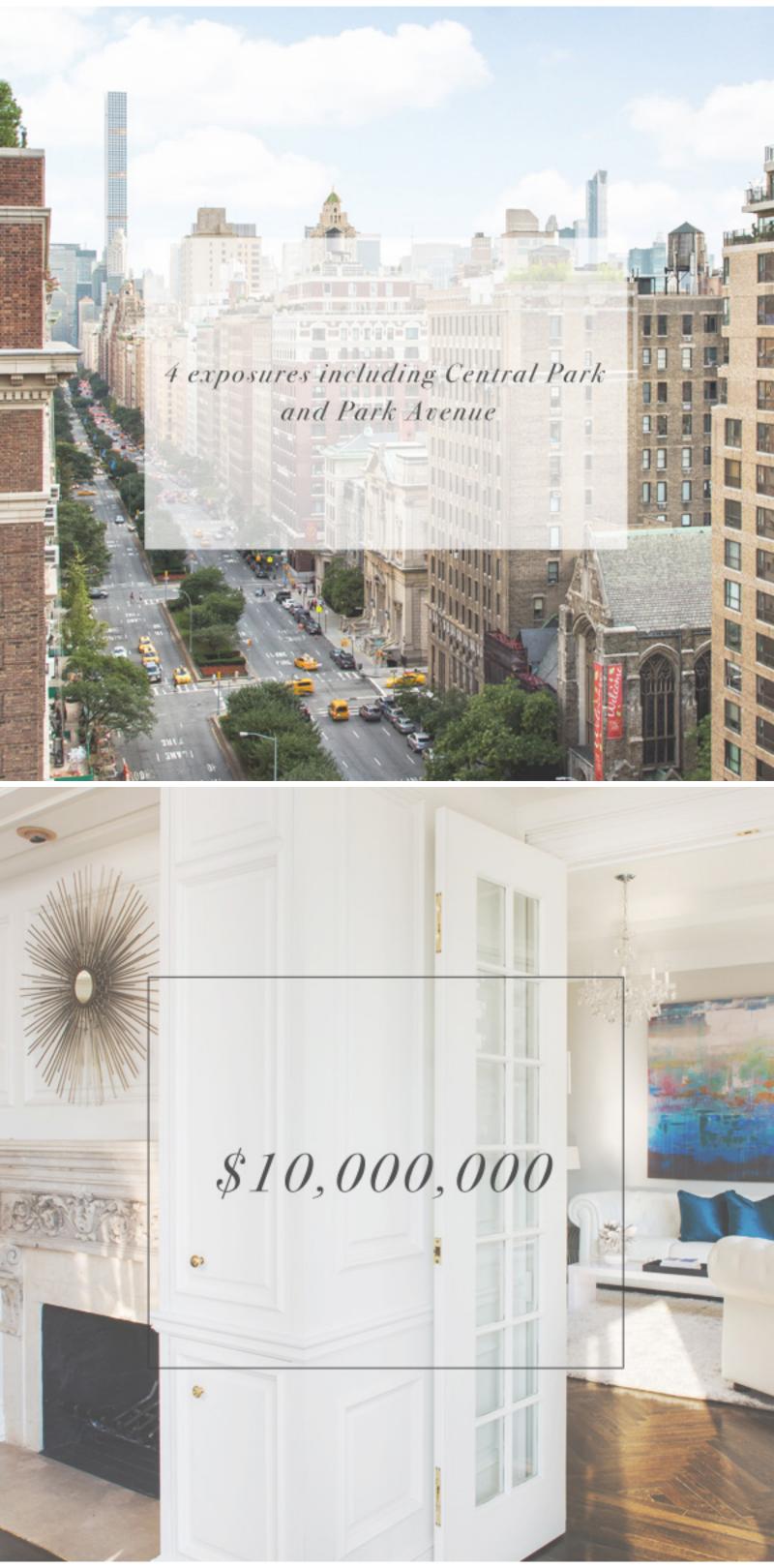






A sophisticated and sundrenched residence situated above all of the other Park Avenue co-ops on the Upper East Side.





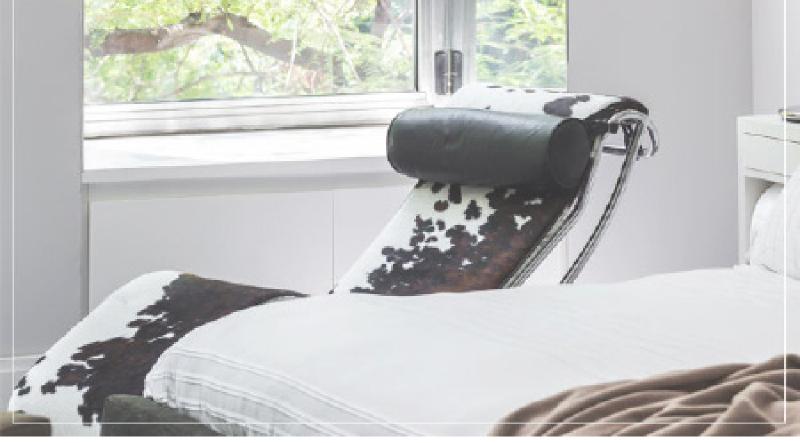


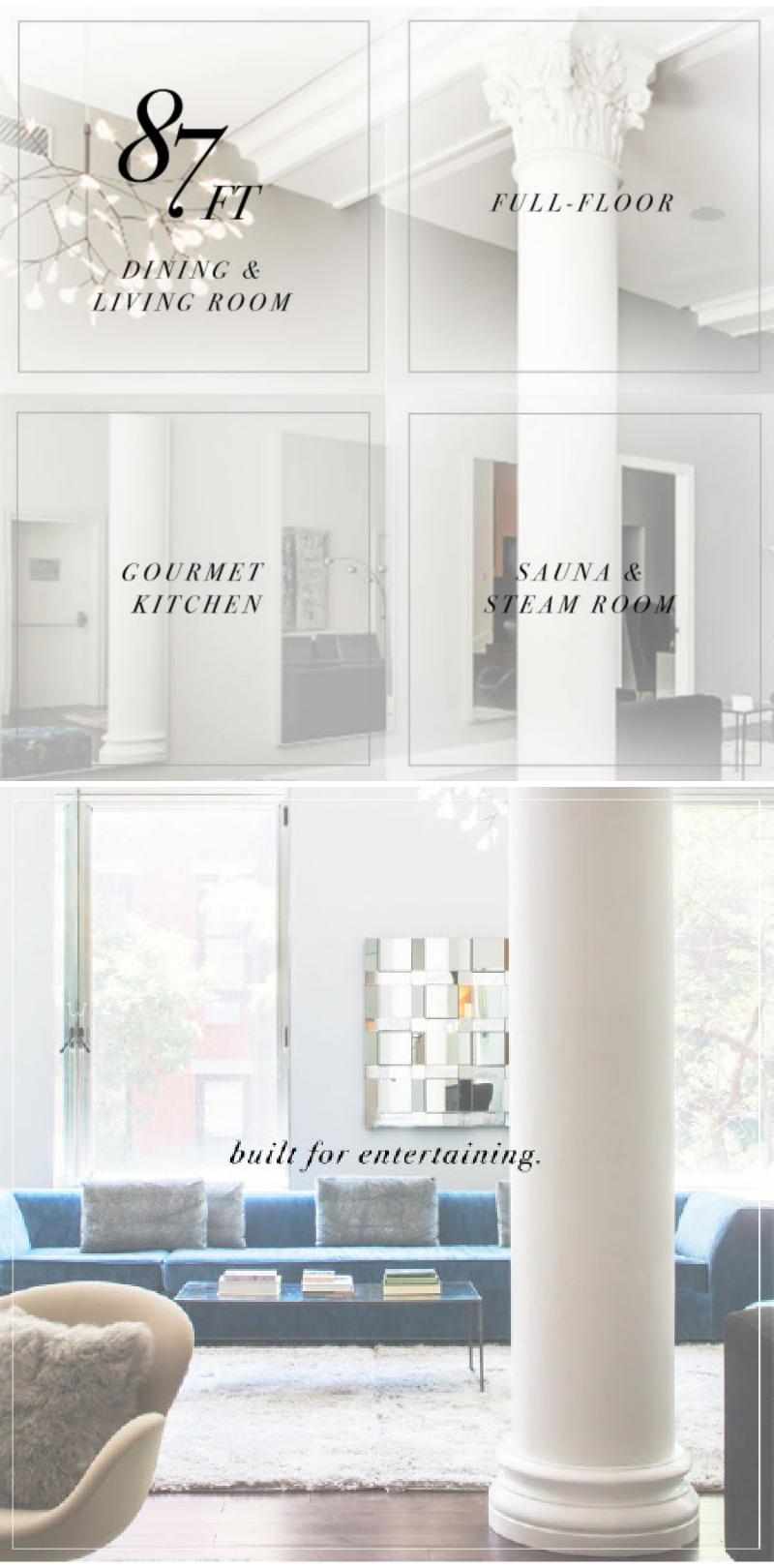
GREENWICH VILLAGE.

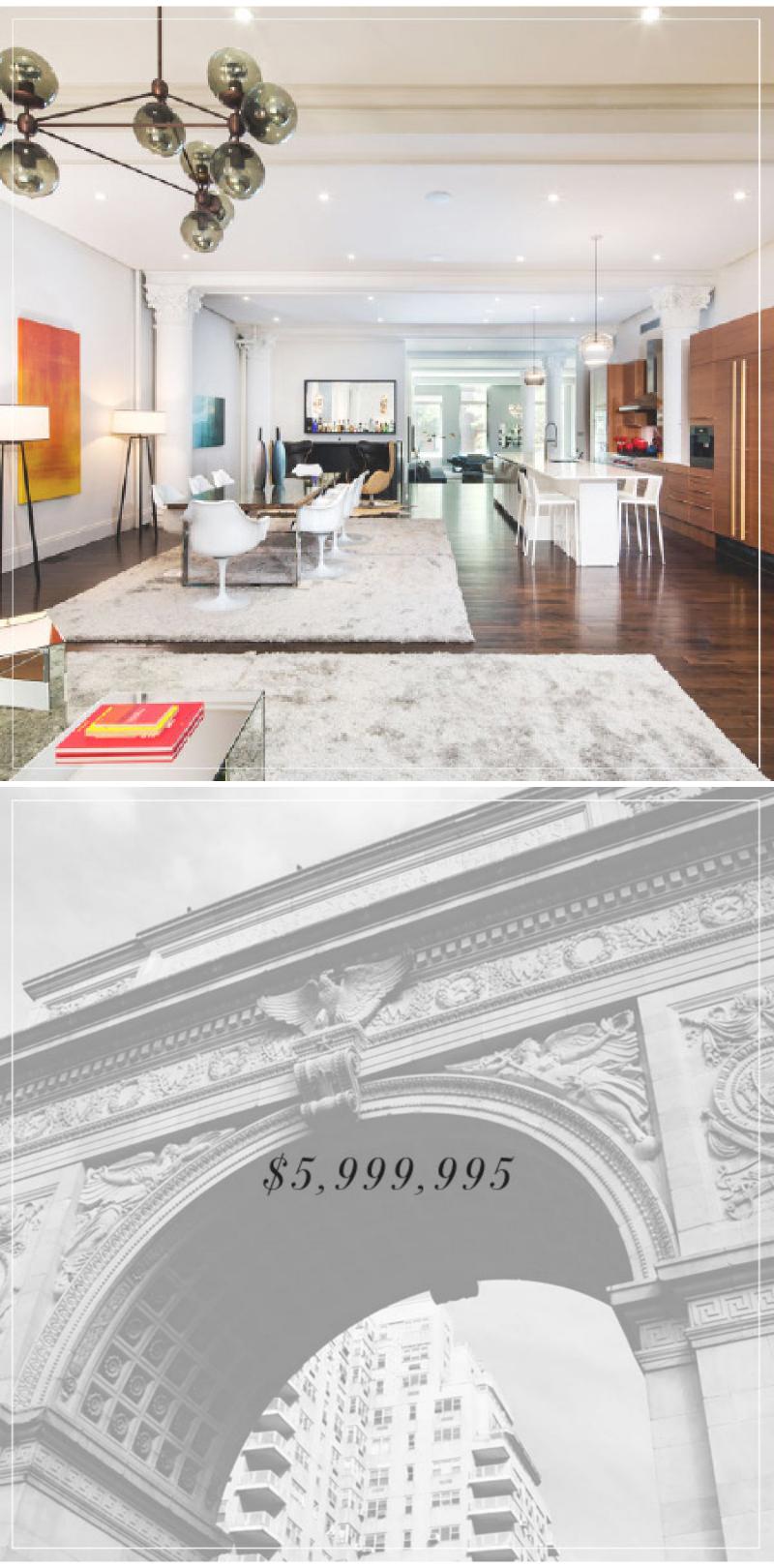
PRE-WAR, 5,000 SQFT WITH 13.5 FT CEILINGS.

311

21







THE PRIVATE UNVEILING OF

THE METROPOLITAN TOWER PENTHOUSE

4 BEDROOMS, 4.5 BATHROOMS PENTHOUSE DUPLEX \$16,000,000



146 W. 57TH STREET

TONIGHT

OCTOBER 29TH

5-7 P M



"IT IS A MAGNIFICENT PENTHOUSE. ONE YOU WILL

ALWAYS REMEMBER."

LUIS D. ORTIZ





REQUIRED TO ATTEND

230°CPS

A SOUTHMOOR HOUSE

and the last

REAL ESTATE IS ALL

ABOUT TIMING.





FOR 230 CENTRAL PARK SOUTH, THE TIME

THE TIME IS NOW.



75 FEET OF CENTRAL PARK FRONTAGE.



"THIS IS THE BEST DEAL ON CENTRAL PARK SOUTH TODAY."

LUIS D. ORTIZ



corner maisonette directly facing Central Park



