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Fredrik Eklund & John Gomes Host "The Future of the Broker" at Steiner East Village



Successful East Village Condo Now Over 90% Sold and Open for Immediate Occupancy

On June 5, over one hundred of the city's top real estate agents kicked off their morning at [Steiner East Village](#), the new 82-unit condominium located at [438 East 12th Street](#), for a lively, engaging discussion led by powerhouse Elliman brokers Fredrik Eklund and John Gomes, who are leading sales for the project developed by Steiner NYC. This was the latest event in the Eklund|Gomes Team's

popular "State of the Market" discussion series.

The breakfast event focused on "The Future of the Broker," with the duo reflecting on how the role of the broker has evolved over the last decade with the emergence of new technologies and social media, and offering tips and advice on how brokers can embrace, and benefit from, a constantly changing market place.

Gomes encouraged agents to feel empowered by changes in the market. "New technology in real estate is exciting," he said. "It's great to see investors putting money into the industry because it means there is money to be made." Eklund advised that in the current market, brokers needed to be more proactive in creating business. "In the future, I see fewer agents in the industry as it continues to get harder to compete," he said. "Brokers today need to be prepared with a lot more information – consuming everything from news articles, to data, to reports. Knowledge is power."



The Steiner East Village Team (L-R): Michelle Contreras, Douglas Elliman Development Marketing; Maria Ramudo, Steiner NYC; Fredrik Eklund, Douglas Elliman; John Gomes, Douglas Elliman; Chloe Rosen, Douglas Elliman; Katherine Demakos, Douglas Elliman Development Marketing

A highlight of the morning was the personal glimpse of the Eklund/Gomes partnership, with both brokers sharing how they enhance the other, as well as their business, with their loyalty, friendship and hard work. A strong message from the two was that working with good partners was a huge plus in the real estate arena and that those in the room consider working in that manner.

The packed-house event was held in the final remaining penthouse at Steiner East Village – a yet-to-be-listed, four-bedroom, three-and-a-half bath, 2,258-square foot residence, designed by [Paris Forino](#), with soaring 13-foot-plus ceiling heights and walls of glass that frame dramatic views of the city skyline. Brokers enjoyed the warm, early summer sun and views from the residence’s two expansive private terraces, totaling 840 square-feet.

Only a handful of apartments remain at the building, which is now over 90% sold and open for immediate occupancy. Newly completed amenities include a highly-designed 50’ indoor pool, 2,000-square foot fitness center, whimsical children’s playroom and elegant lobby. The building also offers a sauna; steam room; parking; resident library with fireplace; bike storage; pet spa; and a 4,000 square foot common roof deck with stunning, protected views. For more information on [438 East 12th Street](#), please visit www.steinereastvillage.com or call the sales gallery at 212-226-6900.