

November 1st, 2019

Million Dollar Dogs: The Pampered Pooches of Luxury Real Estate



Forget iBuyers and AI. The perfect non-human real estate agent already exists. They're smart, loyal, always positive, and like to chew on shoes—well OK, three out of four still beat the iBuyers!

That's why we decided to take a break from our regular menu of lead generation strategies and cold-calling scripts to salute the very, very good boys and girls who help luxury agents and teams from across the country pitch more, list more, and close more.

Whether it's by helping make new connections on Instagram, greeting office visitors, or providing some comic relief at open houses, these dogs more than earn their keep in luxury real estate offices across the country.

Can adopting a new Director of Snuggles or Chief Bark-eting Officer help take your business or team to the next? Read on to find out.



Dog's Name: Stella

Title: The Dog Who Sells NYC Real Estate

Team or Brokerage: The Steve Snider Team at CORE Real Estate

Stella's Instagram: @stella_inthecity

Favorite Snack: Kobe beef

Favorite Charity: Mid-Atlantic Great Dane Rescue (MAGDRL)

Job Description: "Stella is a 160-pound, 4-year-old Great Dane. She goes everywhere with us, which often sparks up conversations with unlikely strangers. As always in NYC, the convo ultimately leads to real estate. We began using her in our marketing campaigns and it didn't take long before she became The Dog Who Sells NYC Real Estate (according to The New York Times and Brick Underground)."



Dog's Name: Jax (short for Sir Jackson)

Title: Chief Officer of Snuggles

Agent's Name: Kristy B. Naddell

Favorite Snack: Milk bones (small or medium size only)

Favorite Charity: ARF HAMPTONS (obviously have a soft spot for them because they rescued Jax after the Hurricane in Puerto Rico)

Job Description: "Jax is by far my most valuable team member! Also known as The Prince Pup of NOFO Luxury Real Estate, Jax is my secret closing weapon. Whether it's landing a \$3 million listing or getting a variance through the planning department, he always attends the meetings and seals the deal. I have yet to meet someone who can say "No" to his adorable little face! At the office, he helps my colleagues eat their lunches. Not a crumb goes left uneaten off the floor and if there are leftover sandwiches from an open house, Jax is always there to eat them up. He also offers moral and emotional support when a deal blows up. He is by far the best listener and always knows how to cheer the agents up!"



Dog's Name: Abraham

Title: Chief Morale Officer, Remote Snack Tester for Theclose.com

Team or Brokerage: The Close and Berkshire Hathaway HomeServices

Favorite Snack: Peanut butter ANYTHING

Favorite Charity: Cherry Land Humane Society

Job Description: "Little Abe, or as he's known around the holidays, Abraham the Christmas Ham, is in charge of reminding all of us that life is meant to be enjoyed, peanut butter is meant to be eaten immediately, and that you'll get a much better response when you're door-knocking when you've got a chiweenie as your partner."



Dog's Name: Drake

Title: Director of Barks and Recreation

Team or Brokerage: Gabrielle Show | Aaron Kirman Group, Compass

Glamour Video: It's a Hard Bark Life

Favorite Snack: Whatever my human is eating

Favorite Charity: My favorite rescue is Bark N' Bitches because that's where my brother came from!

Job Description: "Don't let his size fool you, he's got a loud bark and he always means business. Drake enjoys the finer things in life and tells it how it is. As a member of the Aaron Kirman Group, he rarely visits the office and spends most of his time finding creative ways to cover himself in filth (who doesn't love a luxurious bath?)."



Dog's Name: Lord Oliver of Salisbury

Title: CBO—Chief Bark Officer

Agent or Team: Jeanette Filipkowski

Favorite Snack: Animal crackers

Favorite Charity: ASPCA

Job Description: “Oliver is in charge of social media and generating leads. He is well-mannered and great with our public relations. His favorite hobbies are scouting out possible homes for sale and dog houses for his friends.”



Dog's Name: Elvis

Title: CB Assistant and Mascot

Team or Brokerage: Danielle Dietrich, Coldwell Banker Residential Real Estate, Venice Island

Favorite Snack: Pizza crust and his ID food

Favorite Charity: Suncoast Humane Society

Job Description: “Elvis is the face of my real estate business; he goes everywhere with me and he is the ice breaker with many of my clients. He is a teacup Yorkie from Los Angeles, California, and is 6 years old. He's been with me through a good part of my real estate career and he is my life! Elvis makes friends everywhere he goes.”



Dog's Name: Ainsworth

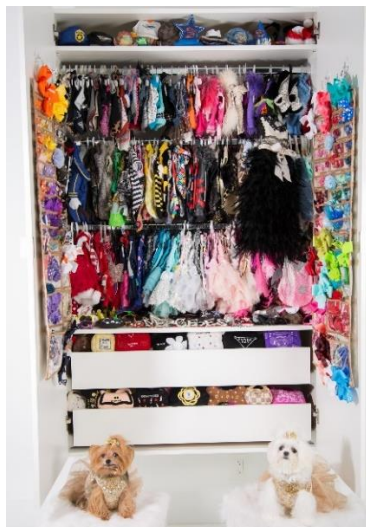
Title: Chief Marketing Assistant

Agent or Team: Sara Goldfarb, The Alexander Team at Douglas Elliman

Favorite Snack: Fresh ground lamb tartare

Favorite Charity: ARF—Animal Rescue Foundation (East Hampton)

Job Description: "Ainsworth is the queen of Tribeca and East Hampton, splitting her time between both locations, so she's very familiar with all of the luxury residences in Manhattan and the Hamptons. She is always super professional about her business, but finds time to make the day of people passing on the street (they always tell us so) with her sweetness. We always tell her she's got some serious customer success skills, which is key in real estate. But, we tend to not get into a deep and likely heated discussion about the different professional fields of big business and their impact on various cities, because the Alexander Team is always way too busy marketing and selling some of the most incredible real estate in New York, Miami, and the Hamptons."



Dog's Name: Mercedes and Star

Title: Chief Executive Paw-fficers

Team or Brokerage: Denise Rubin Group with Coldwell Banker

Favorite Snack: Mommy's popcorn

Favorite Charity: Humane Society

Job Description: "Mercedes (a teacup Yorkie) along with Star (a Maltese) enjoy real estate almost as much as their award-winning real estate agent mommy, Denise Rubin. Together, they are the ultimate purr-fessionals. Mercedes and Star light up their Coldwell Banker pawffice; agents just woof having them around! Other real estate agents can be found in their office providing them with their daily dose of pets and belly rubs. They can be spotted showing properties, at office meetings, listing appointments, or events."



Dog's Name: Buddy

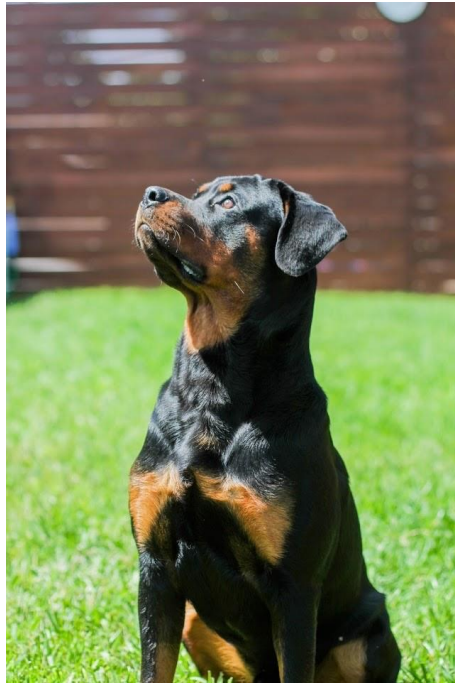
Title: Buddy the Broker

Team or Brokerage: Andrew Kline | Compass

Favorite Snack: Natural Balance Jumpin' Stix, Watermelon

Favorite Charity: NKLA (No-Kill Los Angeles) is Buddy's favorite charity. We rescued Buddy from the San Clemente Animal Shelter, so this is a cause close to his heart. NKLA is an initiative led by Best Friends Animal Society, bringing together passionate individuals, city shelters, and an entire coalition of animal welfare organizations to end the killing of homeless pets in Los Angeles city shelters.

Job Description: "Buddy is smart, friendly, great with people, and always puts a smile on everyone's face. I like to think we do the same at Compass Toluca Lake."



Dog's Name: Rooster

Title: Director of First Impressions and Team Morale

Team or Brokerage: Hughes Shelton Realtors, Coldwell Banker

Favorite Snack: Rawhide—he loves to chew!

Favorite Charity: Rugaz Rescue in Dunedin, Florida

Job Description: “Rooster is a friendly go-getter. He loves people and other dogs and is constantly looking to forge new relationships with those around him. Whether out on a showing or home lounging, Rooster is always in a good mood and while he is still young (just 1-year-old this August), his consistent happy attitude always brings joy to those around him. The perfect mascot, he is one-of-a-kind and lucky to be a Top Dog in Luxury Real Estate.”



Dog's Name: Louie and Ziggy Eber

Title: The Eber Posse

Team or Brokerage: The Jills Zeder Group Coldwell Banker

Favorite Snack: Organic chicken

Favorite Charities: ASPCA, The Humane Society, and World Wildlife Fund

Job Description: “Louie and Ziggy Eber are Public Relation Stars for The Jills Zeder Group and have been credited in assisting in the closing of an \$11.6 million sale. They have even been given their own business cards.”



Dog's Name: Parker

Title: Accounts Retrievable and Overly-friendly Welcoming Chairman

Agent or Brokerage: Lauren Bates, Coldwell Banker Residential Real Estate—Venice Island

Favorite Snack: Popcorn!

Favorite Charity: Rescue Garage—North Port

Job Description: “This sweet boy is excited to be part of our real estate brokerage! He is a perfect fit for our Overly-friendly Welcoming Committee! He loves people and smiling all the time! He has many skills, including Accounts Retrievable. He is quite the expert at carrying his own leash right to the front door! What better way to get excited about entering your new home! He loves to show you when he carries his blanket around the house, and he is happy to bring you your shoes when it's time to leave (without chewing them up)! This good boy gets 5-star reviews from all of his real estate customers!”



Dog's Name: Zena

Title: Director of Relationships (friendly, sniffs inappropriately, and is so cute you don't mind!)

Team or Brokerage: Corrie Sommers | Compass

Favorite Snack: Rachael Ray Chicken Savory Roasters

Favorite Charity: Inland Valley Humane Society

Job Description: "Zena embodies everything Corrie is—she's warm, friendly, instinctively sensitive to other's emotions, playful, and happy with a joy that is contagious. She wants to friend and play with everyone. She never gives up. She's always trying again and again with anyone (person or animal) who is not ready. She is confident and able, and that truly embodies the spirit of real estate that Corrie has. Zena makes friends all over the neighborhood and enjoys hanging out either by the lake with the neighbors or playing in their yards."



Dog's Name: Sophie

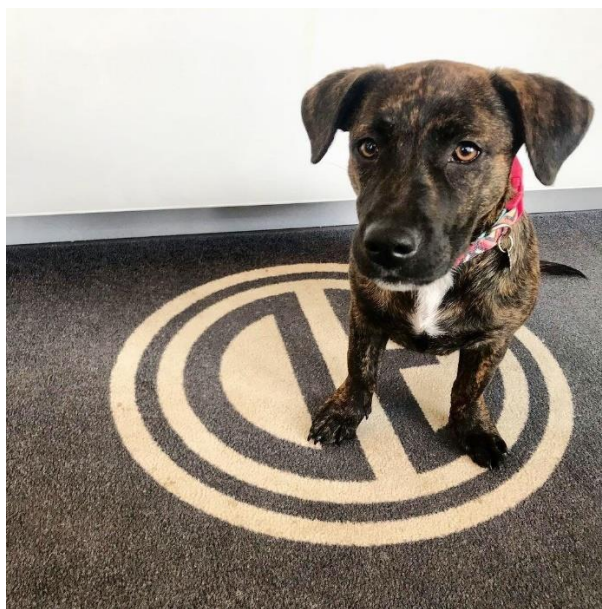
Title: Chief Productivity Officer

Team or Brokerage: Gail Roberts, Ed Feijo & Team

Favorite Snack: Whimzees (a great snack and keep my teeth looking photo-ready)

Favorite Charity: Cease Canine Cancer

Job Description: Sophie uses her artistic eye to help stage and present properties, as she has a knack for recognizing and promoting the a luxurious lifestyle through branding. She assists our photographer in angling his shots, she pays close attention during home inspections, and she occasionally will co-host an open house. Sophie is an integral part of the team, and has helped teach our new assistant the tools of the trade. Gail Roberts, Ed Feijo & Team is very lucky to have Sophie, because she makes us smile and helps to relieve stress with kisses and cuddles when things may seem overwhelming.



Dog's Name: Ellie

Title: IT (Investigator of Treats)

Agent or Team: Brianna Ottati—Douglas Elliman Southampton

Favorite Snack: Anything the agents are eating in the office

Favorite Charity: ARF—Animal Rescue Fund of the Hamptons, Inc.

Job Description: “Ellie loves everyone and loves being in the Douglas Elliman Southampton office. She is named after the Douglas Elliman’s awards—‘The Ellies.’ She knows who is hiding treats in their desk and greets every person with a wagging tail. Ellie enjoys open houses on the weekends.”



Dog's Name: Duke (pug) and Kitty Kat (pug mix)

Title: Grateful Duke, Kitty Kat the Dog

Team or Brokerage: teamCARMEmoves

Favorite Snack: Sojos Simply Beef Freeze-Dried Raw Dog Treats (keeping it safe and healthy)

Favorite Charity: Liberty Humane Society

Job Description: "Pet owners consider their pets members of their family, and as such, buyers' homes and neighborhood choices are often motivated by their pets' needs when house hunting. Having Duke and Kitty Kat keep me keen on those special needs when matching up a dog owner buyer and the perfect home. For some buyers who may not fully understand what those needs are, such as ample outdoor space and whether or not the yard is fenced in, pet washing stations, mudrooms, proximity to dog parks, and access to dog walkers and sitters are paramount when we look at homes. If you're a pet owner and looking for a home to buy, teamCARME can help!"



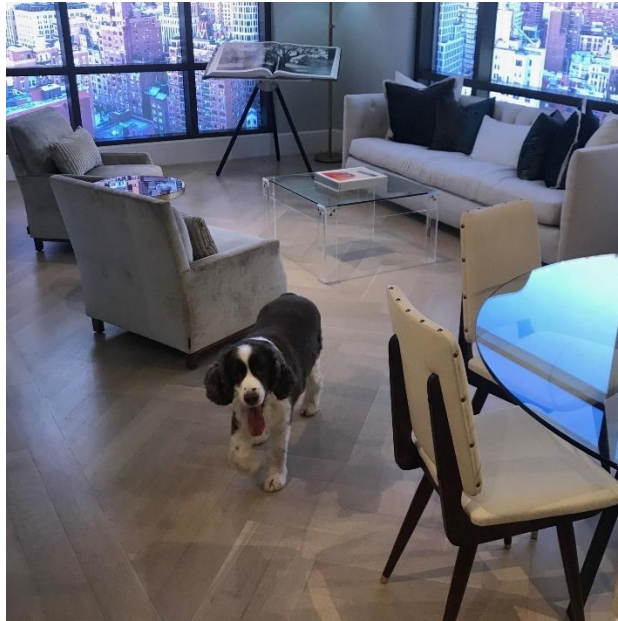
Dog Name: Pashmak

Team or Brokerage: Sharona Farhadian | Compass

Favorite Snack: Cauliflower

Favorite Charity: Hope of the Valley Rescue Mission

Job Description: "He is assertive and works well with people."



Dog's Name: Simba and Stanley

Title: Paw Assistants

Agent or Team: Jason Walker Team, Douglas Elliman

Favorite Snack: Chicken Satay from Mr. Chow

Favorite Charity: No Dogs Left Behind, Rescue Paw Foundation, Southampton Animal Shelter Foundation, and Best Friends Animal Society

Job Description: "As part of the Jason Walker Team, Stanley, an English Springer Spaniel, and Simba, a mix, take part in all of the day-to-day business, including the morning routine of answering emails and calls before working in the home office. Often, they have client lunches at Sant Ambroeus, followed by client dinners at Mr. Chow. They are the greeters at open houses and sometimes have to jet off to destinations like Palm Beach to meet with potential clients and close deals. They even influence their friends at Doggy Daycare to have their parents use their dad for all real estate concerns. They hold down the fort when their boss, Jason, goes to China to rescue dogs from the Yulin Meat Trade. They understand, though, because Simba was rescued from Yulin."



Dog's Name: Jud

Title: Party Manager

Agent or Team: Samantha Boise, The Andrew Azoulay Team at Douglas Elliman

Favorite Snack: Salmon Cuts

Favorite Charity: ASPCA

Job Description: "Judy is the queen of all things related to parties and food, and she keeps everyone smiling! She closes about three deals a month!"



Dog's Name: Gordo Charity-Hope and Responsibility Biggs

Dog's Nickname: Little Man, King of Thieves

Title: Rob (Bobbie) Irwin Jr. or COP (Chief of Pets)

Team or Brokerage: The Jill Biggs Group at Coldwell Banker Residential Brokerage

Favorite Snack: Kettle Corn

Favorite Charity: Free food for all—especially canines! Dogs are people, too! And don't judge me because I'm short! Or Make-A Wish Foundation!

Job Description: "Gordo is an independently positive part of the Jill Biggs Group Team. Always ready and willing to eat anything and everything!"



Dog's Name: Rocko

Title: Chief Park Avenue Officer

Agent or Team: Tristan Harper, Douglas Elliman

Favorite Snack: Foie gras (on a brioche, if possible)

Favorite Charity: Posh Pets Rescue

Job Description: "Rocko is a perfect 'bait' and conversation item with Park Avenue neighbors while being walked in the area. Literally, I closed a deal with someone I met walking Rocko while they walked their dog of the same breed (Shih Tzu)!"



Dog's Name: Lilli

Title: DE Mascot

Agent or Team: Ira Tamigian, Magnuson Tamigian Team

Favorite Snack: Arugula

Favorite Charity: ASPCA, Cavalier Rescue

Job Description: "She is our partner in crime. Travels with us when appropriate and attends office meetings. She's specifically included in our marketing and social media, which in turn leads to more hits."



Dog's Name: Miki

Title: CBO—Chief Barketing Officer at Douglas Elliman

Agent: Susan Cherney & Nicole Eskanazy Douglas Elliman

Miki's Instagram: @miki.the.amazing.dog

Favorite Snack: Cheerios

Favorite Charity: Cause for Paws

Job Description: “I am a 3-year-old, 6-pound Biewer Terrier. I make frequent visits to the Roslyn Douglas Elliman office where we do lots of photo shoots of me running around the office. I love accompanying my owner, Susan Cherney, on listing and showing appointments because we all know that cute dogs help to sell homes! Susan has been a real estate broker for 30 years, and I love going to different houses with her, especially when there are big backyards for me to run around. You might know some of my good friends—The Notorious D.O.G., Bark Twain, and Jimmy Chew. Everyone who meets me is in love at fur sight! I will also sit for rufferals! Follow my adventures on Instagram at miki.the.amazing.dog.”



Dog's Name: Meatball

Title: Top Agent

Agent or Team: Ellis Bachman, The Eklund|Gomes Team

Meatball's Instagram: @meatball_nyc

Favorite Snack: Popcorn

Favorite Charity: Shelter Chic

Job Description: “Meatball, a Shar-Pei and Beagle-mix puppy, regularly visits The Eklund|Gomes Team's Manhattan office where he is known to draw people interested in buying and selling their homes. He recently attracted a seller whose property was listed and sold last week for \$2 million. He's working towards his spot as Top Agent on the team! Meatball enjoys spending family time with his two dads, Ellis and Peter, at the beach on Fire Island Pines. He is on Instagram as @meatball_nyc.”



Dog's Name: McCoy

Title: All Paws Down...I'm the cutest!

Agent or Team: Greg Stephen, Germany Sears Team

Favorite Snack: Lamb Lung

Favorite Charity: Good Dog Foundation

Job Description: "Loves to appear at the office to meet all the staff as well as check all the garbage cans for snacks. Stars in several photo and video shoots showcasing our listings, love for pets, and connection to the neighborhood. McCoy is a black Lab affectionately known as McNoodle, as he is so cute and loves not only eating noodles but everything in sight. His favorite snack is lamb lung, which is offered at the vet's office, and which absolutely drives him into a frenzy. For many years, McCoy was a therapy dog with the Good Dog Foundation, offering his playful and loving personality to patients at Bellevue Hospital and many other locations. Soon he will be seen in a team video highlighting our affection for pets."



Dog's Name: Kilo

Title: Love At FUR-st Sight!

Agent or Team: Germany Sears Team

Favorite Snack: Freeze-Dried Beef Liver

Favorite Charity: Good Dog Foundation

Job Description: “Loves to appear at the office to meet all the staff and sit in anyone’s lap for as long as possible. Stars in several photo and video shoots showcasing our listings, love for pets, and connection to the neighborhood. Kilo is a mini schnauzer sometimes referred to as Kraut Kilo since he is the self-appointed guardian and police officer wherever he may be. Is there an intruder at home—better go bark at them and protect! Is there a commotion at the dog run—better go bark and break it up! Do you hear a noise—let me go investigate! Kilo’s favorite treat would be freeze-dried beef liver—bizerk doesn’t even do justice. Kilo has also offered his charm around the office bringing cheer and love, as he loves nothing more than sitting in someone’s lap.”



Dog’s Name: Pepper Whalen

Title: Kindness Director

Agent or Team: Lisa Poggi Team

Favorite Snack: Mom’s homemade pumpkin peanut butter treats

Favorite Charity: Eleventh Hour Rescue

Job Description: “Pepper attends our morning video meetings and provides a light-hearted dose of happiness to each meeting. She reminds us to have fun during our stress-filled days. She barks when we go off topic or go past our 30-minute deadline, because she wants to go for her walk. She was adopted last summer after we had a tragic accident with our 3-year-old Lab mix that passed away from choking on a ball.”



Dog's Name: Camden McKeon

Title: Naptime Operations Coordinator

Team: The Maria Babaev Team (Owner: Erica McKeon—Operations Manager)

Favorite Snack: Doggy Oreos from the Petco treat bar

Favorite Charity: Paw It Forward Pet Pantry (Long Island)

Job Description: "A purebred boxer, Camden comes from a famed bloodline of European Champions. Continuing their legacy, Camden is training to become an Olympic Gold Medalist in napping and snuggling (we don't have the heart to tell him that those categories don't exist—everyone needs a dream to work towards, after all)."



Dog's Name: Natalie Weinstein

Title: The Rescuer

Team: Team Cuteness; aka The Maria Babaev Team (Owner: Paula Weinstein—Senior Salesperson/Team Member)

Favorite Snack: Anything yummy like turducken, meatballs, and so on

Favorite Charity: Town of Oyster Bay Animal Shelter

Job Description: “Formally Franchesca Giovani, Franchesca was a performer in a well-known circus located in New Jersey. Due to unforeseen circumstances, she had to quickly “flea.” She is currently in the Witness Protection Program and living in Long Island under her new name: Natalie Weinstein.”



Dog's Name: Dante Lancellotti

Title: Growling Founder and Expert

Agent or Team: The Maria Babaev Team (Owner: Jaclyn Lancellotti—Executive Assistant/Team Member)

Favorite Snack: Sugar pops (aka food)

Favorite Charity: ASPCA

Job Description: “Have an issue with a buyer, seller, or broker and need a quick answer—call Dante Lancellotti, the Growling Founder and Expert. Don't get fooled by his cute face and white coat of fur—once he has a sugar pop in his sights, he protects it like his own. Coming from Cuba, from the heat, music, and sensation, he can mambo and cha cha cha past anyone, with his quick feet and puppy-like energy. Though sometimes a bit of a threat, with his ‘devil-like demeanor,’ he can still be tender to those he loves, and can cuddle up with just about anyone within his household. A crowd pleaser!”