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A week in the life of Fredrik Eklund, the jetsetting real-estate broker whose team is closing over \$4 billion in sales this year

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Fredrik Eklund is no stranger to a busy schedule.

The top-ranking real-estate broker leads a team at Douglas Elliman that's set to transact over \$4 billion in sales volume this year. Not to mention starring on both the New York and Los Angeles franchises of Bravo's popular real-estate reality show "Million Dollar Listing."

With so much business to be done in the wake of pandemic lockdowns, the 44-year old spends his days dashing around the country on a near-constant basis, visiting each of his offices in New York, California, Texas, and Florida in a typical week.

From showings to developer meetings and client calls, he rarely has a moment free. He has four assistants (one in each of his markets) and his days packed days are spent jetsetting around the country on business, filming for the shows, so he can devote weekends to his husband, Derek Kaplan, and their three-year-old twins, Freddie and Milla, at home in Los Angeles.

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Over the phone from his California home as he was getting ready to run to the airport for a business trip to London, Eklund shared his typical weekly schedule with Insider.

Monday

"A lot of weeks look like me going between our four markets in one week," Eklund said.

He starts off on a Monday morning shooting a viral video campaign for Instagram at a new property in LA he's listing. He flies videographers from Drone Hub, a content creation company based in Chicago, to execute the best possible content presentation.

From there he's headed to a huge open house for brokers he's hosting in Holmby Hills, where he's showcasing a \$22.5 million property.

Among Eklund's trophy properties are listings well over \$30 million, from palatial Midtown Manhattan condominiums to sprawling Miami mansions.



He'll stop for a liquid lunch midday, whether it be a protein shake or açai.

Then, he rushes to 8899 Beverly, where he's representing a new, 40-residence luxury condo building in West Hollywood's Design District. The building is rumored to have a \$100 million penthouse unit, as is designed by Olson Kundig, an AD100 design firm based in Seattle. Eklund couldn't disclose sale prices, but said the building is already setting records.

By Monday evening, he's hopping on a flight to Texas to check on the team's deals in Dallas and Austin

Tuesday

Eklund wakes up in Dallas, where he now has a team of eight.

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He'll spend the day pitching Dallas properties, and usually visit team members and listings in his recently opened Austin office on the same day, too.



Eklund is talking to a variety of developers at the moment, he said, as the influx of Californians into Texas continues and "prices are up like crazy." He added that his goal is to put his team's mark on the new development scene there as new projects are on the rise. So, he's invests his time in pitching developers to hire Eklund Gomes.

On Tuesday night he's back at the airport and on a flight to Miami. "I like to do all these trips back to back so all the states are in one week," he said, adding that being on the road feels like an efficient little tour where he can get a lot done, and then spend the weekend resting with the kids.

Wednesday

Eklund loves to go for a sunrise walk in Miami, meditating by the ocean and recharging. He often stays at the popular Faena Hotel in Miami Beach when he's in town, but wants to buy something local in the future.

Going to work in Florida, he and his team represent the Waldorf Miami, the 360-unit, 100-story building known now as the tallest building south of New York City, where units range in price from \$718,000 studios to four-bedrooms starting at \$4.9 million.

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He spends the day meeting with the sales team there, doing local press interviews, producing content for social media, and helping the sales team with some marketing assets. Usually he'll take a boat out to pitch properties, too.

In the evening he'll fly to New York, where he made his name in real estate and lived for many years.

Thursday

Eklund spends all day working in the city, visiting his team's 10,000 square foot retail office in Flatiron on Broadway. There are 40 agents working there, he said, adding that it's extremely important for him to be there with everyone.

He has hundreds of listings to visit, he said, in addition to attending lots of big developer meetings, sales meetings, and socializing.



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He makes a visit to the Olympia in Dumbo, Brooklyn, where he hosted a big launch party for the 33-story, 76-unit luxury condominium building. He's been working on the project for the last five years, he said, adding that the building is setting record pricing for the borough. The project's total sellout is nearly \$375 million, [The Real Deal reported](#), which amounts to just under \$5 million per unit.

Eklund worked on all the floorplans alongside the architect, he said, emphasizing that what he loves most about real estate is being able to advise on the design of the buildings he later represents. He makes suggestions on building unit mixes to maximize absorption and price points in hopes of selling out the building. It usually takes about a year to sell out a building like that, he said, adding that the final big sell out becomes hundreds of millions of dollars. Eklund's team will often advise developers on which architects and designers to use, too.

Eklund told Insider something most exciting for him is looking at the cityscapes he works in, knowing he can one day tell his kids that he got to put his mark on the city, and that the buildings he helped develop changed the skyline.



He heads to Connecticut Thursday night to spend the night at his country home, where he gets a restful night's sleep on his nine-acre property between Washington and Roxbury in Litchfield County, complete with farmland and rolling hills.

Friday

Eklund wakes up at his Connecticut home and heads straight to the airport to head home to LA.

Upon landing, he takes out an important buyer from Silicon Valley to look at houses in Beverly Hills.

Eklund is sure to be home for dinner with Derek and the twins. He joked that he's not allowed to enter the house without bringing gifts for the kids, adding that he's trying to bring them to church so they learn the lesson of giving.

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Spending the evening in his new Beverly Hills home, the family enjoys the backyard pool and grill through the evening before it's time to end the busy work week.

Saturday and Sunday

As for the weekend, it's "all about the kids for me," Eklund said. "It's really important for me to be present."

He tries not to work too much, and will usually have one or two big showings or pitches to facilitate in LA.



Since quality family time is most important, he loves to take the family hiking or to the beach with the dog. Sunday mornings are always reserved for Church, and lunch afterwards.

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For a relaxing Sunday night, the family are usually spending time watching movies. The kids (who turn four on Thanksgiving) are especially into the new Addams family movie at the moment, he said, which they watch on one of Eklund's prized-possessions: a new Barco projector which he likened to those of an actual theatre and called the "Rolls Royce of projectors."

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