

## Elika launches new service for buyers

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By Russell Steinberg



In one of several recent changes aimed at setting the firm apart from its competition, Elika Associates last month launched a private brokerage service for buyers seeking Manhattan homes priced above \$5 million.

Called "Elika Private," the new service will focus on "cherry-picking the finest properties to fit my clients' needs," said Gea Elika, principal broker of the eight-agent firm.

Elika Private launched in conjunction with a redesign of Elika's website. And only a few weeks ago, the three-year-old firm, which works primarily with buyers, announced the addition of a new property management division.

Elika said he made the changes based on advice from a client, who said the eight-agent firm needed to do more to make its website "relevant and fresh" and distinguish it from other companies.

He decided to launch the private brokerage service in part because high-end buyers are being more careful in today's difficult times, necessitating better customer service. "People are taking a more conservative stance," Elika said.

To use Elika Private, potential buyers visit the Elika site and search for homes. When they submit a request for more information about a property, Elika will contact them personally and set up a meeting to evaluate their needs and scrutinize all available options.

Elika said his goal is to provide "exceptional" customer service. "That means picking [clients] up directly from the airport if need be," he said.