

Simplicity AI Signs Landmark Enterprise Deal with Douglas Elliman (NYSE: DOUG)

The collaboration marks Simplicity's expansion beyond travel and government, empowering Douglas Elliman agents with real-time intelligence and automation tools.

Palo Alto, California Oct 15, 2025 ([Issuewire.com](https://www.issuewire.com)) - **Simplicity AI**, a global software company building next-generation AI agents for enterprise and public-sector clients, announced today its expansion into the **real estate industry** with the addition of **Douglas Elliman Inc.** (NYSE: DOUG) as an enterprise client. One of the largest residential brokerages in the United States, Douglas Elliman is launching **Elli AI**, a custom-built, AI-powered assistant developed on Simplicity's platform to empower its agents with real-time intelligence and automation.

Elli AI is launching for Douglas Elliman agents in Florida and will roll out nationally in 2026. Built on Simplicity's secure enterprise infrastructure, the platform integrates directly with the brokerage's MLS systems, intranet, and digital ecosystem, enabling agents to search properties using natural language, generate reports, create lifestyle maps, and access real-time data from public records, schools, restaurants, and market trends—all in one unified experience.

The Douglas Elliman deployment marks Simplicity AI's first expansion beyond its established travel and government sectors, where the company's AI agents already power national tourism platforms and smart-government operations across several countries. With this move, Simplicity continues to scale its AI platform across industries, providing enterprises with customized, secure, and human-centric AI assistants that enhance productivity and revenue performance.

"Our vision is to make AI practical, personal, and trusted across every industry," said **Juraj Gago**, Co-CEO of Simplicity AI. "Elli AI is a proof point of that mission—showing how Simplicity's enterprise platform can help an iconic brand like Douglas Elliman empower thousands of agents to work smarter and deliver more value to their clients every day."

About Simplicity AI

Simplicity is a global software company on a mission to reinvent work through AI, making it faster, smarter, and radically more intuitive. Its technology powers smarter communication, streamlined workflows, and personalized experiences across industries ranging from real estate to travel and governmental services. Simplicity is backed by world-class investors and cultural leaders, including NBA champion Stephen Curry and others. Founded by Juraj Gago and Andrej Krupa, Simplicity is driven by a bold vision to shape the future of technology, one that is intelligent, human-centric, and built to elevate everyday experiences.

Learn more on www.onesimplicity.com

About Douglas Elliman Inc.

Douglas Elliman Inc. (NYSE: DOUG, "Douglas Elliman") owns Douglas Elliman Realty, LLC, which is one of the largest residential brokerage companies in the United States with operations in New York, Florida, California, Texas, Colorado, Nevada, Massachusetts, Connecticut, Maryland, Virginia and Washington, D.C. In addition, Douglas Elliman sources, uses and invests in early-stage, disruptive property technology ("PropTech") solutions and companies and provides other real estate services, including development marketing, property management and settlement and escrow services in select

markets. Additional information concerning Douglas Elliman Realty is available on its website, www.elliman.com.

Investors and others should note that we may post information about Douglas Elliman Inc. on our website at investors.elliman.com or, if applicable, on our accounts on Facebook, Instagram, LinkedIn, TikTok, Twitter, YouTube or other social media platforms. It is possible that the postings or releases could include information deemed to be material information. Therefore, we encourage investors, the media and others interested in Douglas Elliman to review the information we post on our website at investors.elliman.com and on our social media accounts.

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