



Fredrik Eklund

Top sales speaker, number one broker in the nation, reality TV star of "Million Dollar Listing," and bestselling author

Fredrik Eklund, the energetic, high-kicking, top broker at Douglas Elliman has secured over two billion dollars in closed residential sales. Constantly rated as New York City' "Top Luxury Broker," he set record sales in 28 buildings in Manhattan last year alone and is often spotted showing apartments to top name celebrities including Sara Jessica Parker and Jennifer Lopez.

Fredrik's biography

Fredrik Eklund Background

Originally from Stockholm, Sweden, Eklund studied at the Stockholm School of Economics before founding an Internet company and working for the investment bank SEB in Stockholm, London, Singapore and Tokyo. In addition, he is the founder of Scandinavia's most high end residential real estate brokerage with 50 employees and \$1 billion in closed sales in 2014. Eklund founded the #1 top-producing team at Elliman, which has 5,000 agents in 85 offices all over the East Coast. Eklund is the star of the hit BRAVO show, Million Dollar Listing New York, which is going into its sixth season and author of NYT Bestseller The Sell: The Secrets of Selling Anything to Anyone. He was also featured on Fox's Page Six television series as well as GQ Magazine in Australia. He is known for being part "shark" in [business](#) and part "softie" at home with his puppies and family. His honest, charming, and energetic personality has caused him to become a [social media](#) sensation with millions of fans following him on various channels.

Fredrik's talks

- **Everyone is in sales**

Fredrik shares his secrets so that anyone can find success doing what they love. According to Fredrik, even if you don't consider yourself a salesperson, you've been in sales your whole life because every day you are selling your most important asset: yourself. Whenever you influence, persuade or convince someone to give you something in exchange for what you've got—whether it's a luxury home, a great idea at work, or your profile on Match.com—you are selling. And if you know how to sell the right way, you can live your dream. That is what *The Sell* is all about.

- **The sell: the secrets of selling anything to anyone**

Blending personal stories, hilarious anecdotes, and the expertise he's gained from his meteoric rise, Fredrik has written the modern guide on becoming successful, a book that tells you how to recognize and cultivate your true talents and make the ultimate sell. From the importance of being your most authentic self to looking like a million bucks even if you don't have a million bucks (yet!), he shows how intangible factors like personality and charm can get you noticed and make you shine. He also shares his tips and tricks for preparing, persuading, and negotiating so that in any of life's dealings, you'll come out a winner. Whether you work on Wall Street or at Wal-Mart, aim to become the top seller at your company or want to impress a first date, *The Sell* will help you have more personal and professional success, lead a rich and fulfilling life, and have fun along the way.