

# **NEWS**

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**From: Real Estate Board of New York (REBNY)**

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## **REBNY Helps its Members Price to Sell**

*Sold-out seminar features successful appraiser and her appraisal techniques for brokers*

New York, NY April 10, 2008 – The Real Estate Board of New York hosted one of its newer monthly seminar series – The Breakfast Club – this past week in its own Mendik Education Center. The series, open to REBNY residential members, has become one of its more popular seminar series and aims to deal with topics and issues facing New York City residential brokers at all professional levels.

This month's seminar, titled "Pricing to Sell: Approval Techniques for Brokers" was led by Brown Harris Stevens appraiser Alice Palmisano and took attendees step by step in her own appraisal process to establish a property's asking price, answering a number of questions from audience members along the way.

"The appraiser's process is a way of supporting the asking price by using available data," Ms. Palmisano began. "You have to look at past sales numbers for the building and neighborhood, you have to consider the building itself and its amenities, resident financial requirements, the condition of the apartment, the property's functional utility and of course comparable sales and listings in both the apartment building and the neighborhood."

"We began the Breakfast Club series last fall to great success. Every single seminar filled up within days of opening registration," said Steven Spinola, REBNY President. "Our residential members liked the shorter format of the seminars, the timely practical topics that are covered, and the casual question and answer period that follows most of the seminars. They especially like the topic leaders, who are all very successful in the area they talk about and can be viewed as a peer by the audience members. We're thrilled our members are getting so much out of these seminars and we look forward to continuing such a helpful and successful series."

**Caption:** REBNY Breakfast Club: Presenter Alice Palmisano, Brown Harris Stevens