

# **NEWS**

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

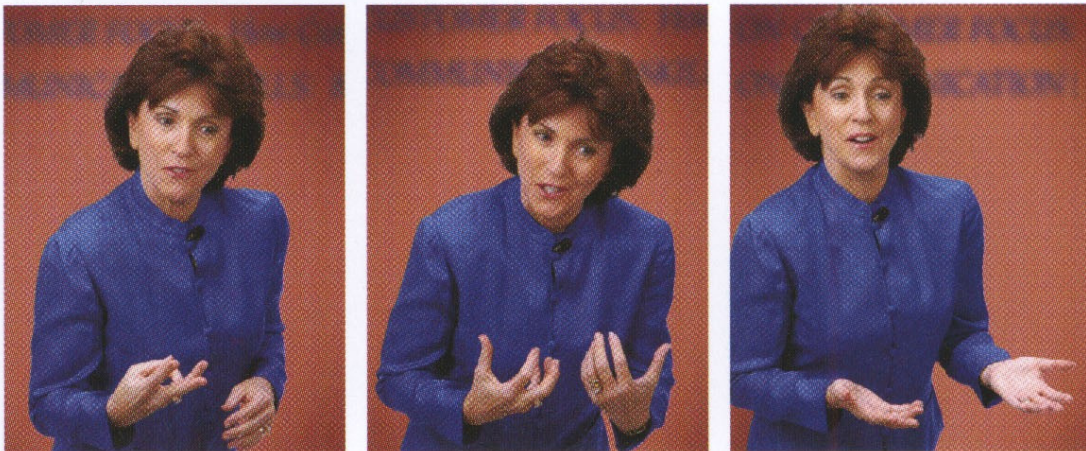
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## **BEST-SELLING AUTHOR TO HEADLINE REBNY FREE MEMBER SEMINAR Real Estate Agent Turned TV Host and Author Shelia Murray Bethel to Lead Residential Committee Seminar**

**NEW YORK**, October 2, 2007 – Best-selling author, TV host and former real estate agent Shelia Murray Bethel, PhD. will lead the Real Estate Board of New York’s residential seminar entitled *Building Customer Loyalty And Succeeding In Any Market*, on Thursday, October 11 at 9 a.m.

Among the topics Dr. Murray Bethel will cover:

- ***The “Branding of You!”*** If winning companies use the principals of branding to build customer loyalty why shouldn’t you do the same for your self?
- ***Leading the Sales Market.*** Identify the keys to earning the reputation as a true leader in the real estate profession....and what it takes to stay there.
- ***From Success to Significance.*** Clarify why and how *customer-focus*, not just customer service, is the key to your dreams, your goals, your success in business and your significance as a person. You’ll take away immediately usable ideas and skills for today and tomorrow!



**Dr. Sheila Murray Bethel is engaging, resourceful... genuine!**

Dr. Murray Bethel is the author of *Making A Difference, 12 Qualities That Make You A Leader* and host of Public Television's *Making a Difference* specials. She also is an entrepreneur with three successful businesses to her credit. Dr. Murray Bethel was also an award-winning real estate agent before beginning her career as an internationally acclaimed speaker specializing in leadership, sales, branding and customer focus. She has spoken to more than two million people in 17 nations.

The event will be held at the Sheraton Hotel, 52<sup>nd</sup> Street and 7<sup>th</sup> Avenue, in the Metropolitan East Ballroom. Registration is required. It is Sponsored by the REBNY Residential Education Committee and underwritten by The Brodsky Organization, Donald Zucker Company, Douglaston Development, The Clarett Group, Glenwood Management, Jack Resnick & Sons, Milstein Properties, The New York Times, The Related Companies, Terra Holdings, Vornado Realty Trust and Wells Fargo Home Mortgage.

Members wishing to attend can download a registration form at [www.rebny.com](http://www.rebny.com).

**The Real Estate Board of New York** is the city's leading real estate trade association with more than 12,000 members. REBNY represents major commercial and residential property owners and builders, brokers and managers, banks, financial service companies, utilities, attorneys, architects, contractors and other individuals and institutions professionally interested in the city's real estate. REBNY is involved in crucial municipal matters including tax policy, city planning and zoning, rental conditions, land use policy, building codes and legislation. In addition, REBNY publishes reports providing indicators of market prices for both the residential and commercial sectors.

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