

NEWS

FOR IMMEDIATE RELEASE

From: Real Estate Board of New York (REBNY)

Contact: Cara Gentile, Christi Mueller
The Marino Organization
(212) 889-0808
cara@themarino.org; christi@themarino.org

ELITE GROUP OF REBNY BROKERS EARN “NEW YORK RESIDENTIAL SPECIALIST” DESIGNATION

REBNY Brokers are Committed to Raising the Bar

New York, December 2, 2010 – In the latest sold-out session of [The Real Estate Board of New York's \(REBNY's\) New York Residential Specialist \(NYRS\)](#) course, 29 leading real estate agents earned the esteemed NYRS designation last month. The elite set with the credential, which denotes that a broker has received the highest level of education available, is made up of a powerful peer group committed to ethical behavior and professional excellence in sales and marketing. The growing numbers of NYRS graduates, which now total more than 150, demonstrates REBNY brokers' commitment to raising the bar.



First awarded in 2007, REBNY's NYRS designation recognizes top agents in New York City. As the highest professional credential in residential sales, it identifies those qualified Associate Brokers who have successfully completed an advanced graduate program designed specifically for the nuances of the New York City market.

"The primary purpose of the NYRS designation is to recognize the business and educational achievements of dedicated professionals, and at the same time allow buyers and sellers to easily identify those who have reached these credential levels," explains NYRS Executive Committee Chair Alan Pfeifer, "We're committed to presenting the best course possible for brokers who seek to raise the bar - all the while maintaining the highest industry standards."

Designed and created by brokers for brokers, the NYRS course covers real estate law, macro-economics, commercial real estate, ethics, negotiation, marketing, and technology. Each semester, the curriculum is revised to reflect changing market conditions and emerging issues.

The fall 2010 session, which ended last month, closed on a positive note in a lively exchange of ideas and perspectives among the instructors and students about the future of residential brokerage. A festive reception sponsored by Met Life Home Loans followed the final session to celebrate the latest additions to the elite NYRS crowd.

Spaces are filling quickly for the program's winter semester which begins January 31, 2011.

Each broker who seeks to enroll in the program must have completed at least \$50 million in sales and come recommended by their manager. Once the course has been completed, a NYRS broker gains access to an elite and established networking pool with professionals from brokerages of all sizes throughout New York City.

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.

###