

As seen in...

REAL ESTATE WEEKLY

Wednesday December 22, 2010

REBNY Watch

Steven Spinola

President, Real Estate Board of New York

Over the past year, the Real Estate Board of New York has made strides toward a brighter future for the industry.

Our most critical purpose is meeting the needs of our members. We maintain the great services members have come to depend on and continue to identify new ways to enhance the services to meet needs of today and tomorrow.

In these challenging fiscal times, we have not increased dues in the last three years.

In 2010, REBNY launched two new committees, we have had a series of new educational programs, have continued our philanthropic efforts, and maintained strong membership numbers – even through the economic downturn.

We are emphasizing communications and hired key individuals with the intent of revamping REBNY.com, bringing in new members, expanding grassroots political activity and government relations, and building new committees to address hot issues of the day.

We have also updated classroom space, increased our marketing muscle for ResidentialNYC.com by partnering with NY1 and raised money for industry charities such as the Member in Need Fund and the REBNY Foundation.

With our updated approach, we move into 2011 in great form.

Education and Brokerage

We managed and hosted 15 Commercial Special Events with 2,875 people in attendance and 31 Residential Special Events with 3,310 people in attendance. We offered 50 Continuing Education and Qualifying Courses which provided insight to 1,634 industry professionals.

The New York Residential Specialists designation courses allotted 60 stellar brokerage performers the honor in 2010. Seven mandatory New Member Ethics Courses for residential and commercial brokers educated 150 new members on the importance and value of conducting business with REBNY standards.

As seen in...

REAL ESTATE WEEKLY

Wednesday December 22, 2010

Social Media, the REBNY Website & NY1Residential.com

We are in the process of completely redoing REBNY.com to make it more user-friendly to our members. REBNY's education section is the most visited section of the site with 19,089 views this year up from 3,568 last year.

Facebook has increased fans from 217 fans in the 3rd quarter of 2010 to 677 in the 4th and REBNY's healthy Twitter feed boasts 3,602 followers up from 2,820 in the 3rd quarter of 2010.

ResidentialNYC.com, REBNY's public real estate listings website, has teamed up with the popular Time Warner cable station, NY1, to relaunch the site as NY1Residential.com.

This partnership will gain even more marketing muscle through access to 54 Time Warner channels and NY1's high-volume website traffic. This partnership will improve the visibility of REBNY member listings.

Political Action Committee (PAC)

PAC raised a record sum to support moderate Republicans and moderate Democrats who favor policies of fiscal responsibility. Through our involvement in state races and in last year's City Council elections, we have asserted ourselves on behalf of the New York business community.

Fundraising

REBNY's 23rd Annual Pro-Am raised funds for the Big Apple Circus' Clown Care program and the Centurion Foundation. While, this year's Residential Deal of the Year "Betting on New York," continued to raise dollars for REBNY's Member in Need Fund.

Member Services

We established a REBNY Borough Committee to address economic and public policy concerning our members that are active outside Manhattan. We also created a REBNY Sustainability Committee to articulate real estate's leadership role in sustainable development and shape legislation around green development.

REBNY raised the mandatory Arbitration Cap to \$1 million in the REBNY constitution. We also developed Guidelines for Coop Board of Directors in managing coop board packages for all entities including brokers, managing agents and coop boards.

Next week, I will talk about REBNY goals for 2011.

As seen in...

REAL ESTATE WEEKLY

Wednesday December 22, 2010

In other REBNY news:

Don't miss the real estate industry's most anticipated event of the year, REBNY's 115th annual Banquet on Thursday, Jan. 20, 2011 at the New York Hilton. More than 2,000 of the industry's leading professionals will attend to honor six great New Yorkers. You don't want to be left out, so order your tickets today. For more information, visit REBNY.com or contact the Banquet Department at 212-532-3100

Residential REBNY members are invited to attend the upcoming Breakfast Club to learn tips of "Managing Buyer/Seller Expectations" with host, Corrine Pulitzer, Prudential Douglas Elliman from 9:30 to 11 am on Tuesday, Jan. 11 in the Mendik Room at REBNY, 570 Lexington Ave. The event is free. Go to REBNY.com to register.

Submissions for the "Most Promising Commercial Salesperson of the Year Award-2010" are wanted. The award, created by the directors of the Board's Commercial Brokerage Division, recognizes current and potential professional achievement as well as "high moral character and ethical professional behavior." The prize will be presented at the April 5, 2011 REBNY Members Luncheon. Submission deadline is 5 pm, Wed. Jan. 19, 2011. For a full list of award criteria, please visit REBNY.com.