

# **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](mailto:cara@themarino.org); [christi@themarino.org](mailto:christi@themarino.org)

### **REBNY Rental Division hosts panel “How to do Rentals: A Course for Sales Agents and Sales Brokers”**

**Neil Garfinkel, Jimmy Ziomek, Angel Guzman, Justin DeBlase, Lori Feiler,  
Tracie Hamersly and moderator Regina Wierbowski discuss important  
issues in today’s rental market**

**NEW YORK, April 20, 2009** – At the recent Real Estate Board of New York (REBNY) panel discussion “How to do Rentals: A Course for Sales Agents and Sales Brokers,” six industry veterans comprised of a real estate attorney, landlord representatives, general managers and top producing rental agents, offered their secrets to success in the current market.

The panelists included: **Neil Garfinkel, Esq.**, Abrams Garfinkel Margolis Bergson; **Jimmy Ziomek**, Director of Leasing, The Witkoff Group; **Angel Guzman**, Director, The Paris Residential Leasing Division; **Justin DeBlase**, General Manager, Cantor Pecorella; **Lori Feiler**, Associate Broker, Benjamin James Real Estate; **Tracie Hamersly**, Sr. VP and Associate Broker, Citi-Habitats. **Regina Wierbowski** of Regina Wierbowski Real Estate LLC, served as moderator.

According to Ms. Wierbowski’s summary of the event, each of the panelists offered words of advice respective to their niche in the market. The overall advice was that brokers need to know the process and should be flexible and creative. But ultimately, the bottom line is that it is hard work in any market and brokers need to do their research in order to stay competitive.

Ms. Wierbowski also outlined the panelists’ individual advice: Neil Garfinkel discussed fair housing, disclosure, lease writing and agency issues. Jimmy Ziomek explained the ins and outs of presenting a luxury rental building to a client. Angel Guzman offered advice on realistically qualifying clients and clarified the application process. Justin DeBlase pointed out shifting demographics and leasing activity in different price ranges. Lori Feiler and Tracie Hamersly

enthusiastically shared experiences on negotiating creatively and insight on what it takes to be successful in the rental market.

Approximately 100 sales agents and brokers attended eager to hear what might better prepare them to serve clients who have chosen to rent rather than buy right now. The majority of the attendees had between 10 and 20 years experience and a few had over 20 years experience.

### **About The Real Estate Board of New York**

The Real Estate Board of New York is the city's leading real estate trade association with 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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PHOTO CAPTION: REBNY Rental Stars: Back row L-to-R: Douglas Wagner - Benjamin James Real Estate; Justin DeBlase - Cantor Pecorella; Jimmy Ziomek - The Witkoff Group; Angel Guzman - The Paris Residential Leasing Division; Front row L-to-R: Lori Feiler - Benjamin James Real Estate; Regina Wierbowski - Regina Wierbowski Real Estate, LLC; Tracie Hamersly - Citi-Habitats; Neil Garfinkel, Esq. - Abrams Garfinkel Margolis Bergson