

NEWS

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From: Real Estate Board of New York (REBNY)

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The Real Estate Board of New York Hosts Second Annual Rental Summit *“You Never Get Bored at this Event” raves participant*

New York, NY - April 24, 2008: The Real Estate Board of New York hosted its second annual Rental Summit on April 23rd in its Mendik Education Center. The event, designed to address issues rental brokers come across in their daily professional activities, attracted twice as many participants as the inaugural meeting last year.

This year’s topics included: *Marketing and Technology*, taught by Gary Kiyon of Perfect RE Solutions, *Ethics and Rental Best Practices* by Douglas Wagner of Benjamin James Associates, *Time Management* by Gordon Golub of Citi-Habitats, *Co-op and Condo Rental Process* by Fritz Frigan of Halstead Property, LLC, *Branding* by Revin Kittles of Mark David & Company and *Converting Rental Customer to Sales Customer* by Beatrice Ducrot of Stribling & Associates.

“This event was designed to elevate the professional level of rental brokers,” explained Vanessa Kaufman, President of Andrew, Emmet & Co and co-chairperson of REBNY’s Rental Committee. “Many people tend to focus on the sales side of the business as a major market indicator and forget about rentals, but the fact is rental brokers are extremely important – the majority of people in this city rent their apartments.”

“We hope to impart a deeper insight into best industry practices,” commented Gary Kiyon, President of Perfect RE Solutions and co-chair of the committee. “When many of us first began in the business we just hit the streets to generate business but you can’t always learn a deeper understanding of the business that way. We’re trying to teach the more artistic side of rental brokering and share information because without the information, you just can’t sell.”

“I came to the event last year and really liked it,” said Cyla Klein, a broker with Citi-Habitats. “You never get bored, it’s more interactive and you end up absorbing much more information with this format.”

“Rental apartments are a large part of the city’s housing stock,” said Steven Spinola, President of REBNY. “There are over two million rental units in the city, which is 67 percent of the city’s housing pool. Rental brokers are very important people to both the real estate industry and to the city. With this event, REBNY and the Rental Committee tried to efficiently impart information and insight from a number of seasoned professionals in the rental business. I’ve heard a lot of positive participant feedback so it’s absolutely an event we plan to have again.”

Pictured here are Claudia Saez-Fromm and Revin Kittles of Mark David & Company, Fritz Frigan of Halstead Property, LLC, Beatrice Ducrot of Stribling & Associates, Douglas Wagner of Benjamin James Associates, Gordon Golub of Citi-Habitats, and co-chairs Vanessa Kaufman of Andrew Emmet & Co and Gary Kiyan of Perfect RE Solutions.

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