

NEWS

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From: Real Estate Board of New York (REBNY)

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REBNY helps members Build Customer Loyalty and Succeed in the Market with Memorable Event

Guest Speaker, Best-Selling Author and former real estate broker Sheila Murray Bethel, PhD. attracts full house with the adage “The more you learn the more you earn.”

October 11, 2007 – The Real Estate Board of New York in conjunction with its Residential Education Committee hosted author, motivational speaker, radio host and former realtor Sheila Murray Bethel, PhD. at its annual Residential Free Member Seminar. The audience, made up of 400 (correct?) REBNY members ranging from one year of real estate experience to over 20 years experience, often joined in with their own thoughts and experiences as Bethel presented the crowd with her own path and opinions on how to succeed in business, and life.

“To live in a home is a big dream. Real Estate professionals make a difference in people’s lives,” Bethel, a one-time realtor and single mother who entered the real estate industry to support her young family, informed the crowd. “When I was a realtor I had a check-list and one of the items was ‘You’re a problem-solver.’ In this business you have to have personal integrity, focus and an understanding of human needs to succeed.”

Bethel continued with a discussion on habits for success. These habits include among others: a commitment to continually reinvent one’s business skills and focus on professionalism and accountability; the branding of “You,” or as Bethel explained “Branding is the gap between the promise and the performance – make sure you’re giving your clients both”; and building and maintaining your leadership in the marketplace.

“There’s something I like to call the ‘I.E. Theory,’” Bethel said. “Everyone comes to you with different expectations, so go beyond the real estate industry and learn all you can about people. Use technology, although never let it take the place of a personal relationship, design a website, use all resources available to you like a local radio or cable show and, most important of all, stay in touch with your clients.”

“Our Education Committee secures a successful and well-known speaker to headline this annual event,” says Steven Spinola, president of REBNY. “And each year the committee outdoes itself in finding and securing an amazing talent. This event has grown into one

of the most successful and anticipated events for our Residential Brokerage Division. In two hours our members get a tutorial on how to be the best in the business – a core REBNY mission. It's great to see our members benefiting from it.”

In addition to this annual Residential Brokerage event, REBNY also hosts a monthly Breakfast Club meeting and numerous Inside Secrets of Top Broker seminars all designed to keep members on the cutting edge of real estate industry developments as well as countless opportunities to network and build business relationships. For a calendar of these events go to www.rebny.com.

About REBNY

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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