



## Insight from Manhattan Realtor on the real estate market

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By: Nunzio Del Greco, RCE

For insight on what's happening in the Manhattan real estate market, virtual office website (VOW). Internet data exchange (IDX) and multiple listing services (MLS) Marilyn Harra Kaye, president, MLBKaye International Realty with over 30 years experience said, "I loved joining the Manhattan chapter of BMAR with the National Association of Realtors, (NAR) everyone is so professional and I love being part of a MLS and having my listings on Realtor.com, the largest website worldwide with its tremendous global impact & exposure. My broker's clients love having their real estate on a MLS and Realtor.com with IDX/VOW, a known product with over ten years of experience. As a Realtor with over three decades of experience, the added expertise that BMAR, NAR, (with over one million associates) Realtor.com & IDX/VOW brings to the table gives our Manhattan clients the edge they need in this challenging market."

Kaye knows the Manhattan real estate business and is taking advantage of VOW, IDX and MLS as a competitive edge. As real estate professionals become more informed of the benefits of joining the Manhattan Realtor Chapter of BMAR, our membership will continue to grow. With the real estate market and economy not recovered from recession, real estate professionals and small firms can collectively benefit by becoming a VOW Realtor member through the Manhattan Realtor Chapter. It is important to note that there are no VOW agent fees for members, no set-up or random audit fees for VOW through BMAR.

Some of the benefits of membership include:

1. Automatic membership in the New York State Association of Realtors (NYSAR) and the National Association of Realtors (NAR) with additional exclusive benefits.
2. Free agent MLS access for up to 15 member agents.
3. Free unlimited exclusive listings including commercial listings can be entered by members.
4. Free world-wide advertising of your listings on Realtor.com and other premium Internet search engines.
5. Access NAR approved VOW and IDX through MLS.
6. Upload up to 40 photographs for each listing or video tours.
7. Free Legal Hotline provides timely responses to your legal real estate questions by staff attorneys.
8. Using the Realtor logo identifies a professional who subscribes to the strict Code of Ethics as a member of the NAR. No one can use the Realtor logo unless they are a member of NAR. Non-members using the Realtor logo can be sued since it is a registered trademark.
9. RPAC - the Realtors Political Action Committee - is the only non-partisan political organization in the country solely devoted to protecting Realtors interests at the local, state and federal level.

(As a market stimulus, the Initiation Fee to join the MLS for the next 60 days.) For information on membership or MLS, contact Grace Rivera at (212) 242-4343; (718) 892-3000 or email: [G.Rivera@bmar.org](mailto:G.Rivera@bmar.org).

Companies benefit as members to generate more business including referral business from the hundreds of companies throughout the New York metropolitan region. BMAR membership is broad based and includes both the real estate industry and business community professionals. Companies do not need an office in Manhattan or the Bronx to be active members of the association. Even one business referral or new business contact more than pays for the annual membership dues.

Founded in 1924, BMAR is the local chapter for the New York State Association of Realtors and the National Association of Realtors, Inc. BMAR has a rich history with an extraordinary culture of inclusiveness, camaraderie, successful and dynamic business professionals. This fact is very evident since many of our members are 3rd or 4th generation of active companies in the organization.

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