



Thru the Lens: City Connections Realty

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Twenty-six agents from City Connections Realty (CCR) completed a 6-month program at Touro College's Graduate School of Business to become some of the first Certified Real Estate Advisors (CRA) in the United States. Wed., July 28th, these students were honored with a graduation ceremony where they received their Certificates. The ceremony was held at the Masonic Hall at 71 West 23rd St. and sponsored by CCR president and founder, David Schlamm. Schlamm, who also helped with tuition costs for his agents, has been excited about this unique endeavor from the beginning.

"I look forward to continuing to support this program and my agents' participation. The objective is to have every CCR agent earn this prestigious and hard-earned designation," said Schlamm.

The CRA program was designed and led by well-known real estate educator, Esther Muller, co-founder of the Academy for Continuing Education. Muller, along with Dr. Michael Williams, Dean of Touro College's Graduate School of Business, partnered with Schlamm to elevate the professional standards by which real estate agents practice and is viewed by the public. One of the program's goals was to teach entrepreneurialism, business management, and professionalism. These program goals are important to Schlamm as City Connections agents practice them daily working for an owner whose motto is to "do the right thing."

"We found a partner in David that is really quite unusual. David has provided a landscape and environment to incubate much of what Esther and I have had in our minds. He provided a platform and it has become a mutually beneficial relationship," said Dr. Williams.

The curriculum is not only unique, but is industry-specific and is delivered by many of the city's elite real estate professionals. Because of Muller's contacts and influences, she has access to the crème de la crème of real estate professionals and presented them to the class. Guest lecturers included Jonathan Miller, president/CEO, Miller Samuel Inc.; Adrienne Albert, CEO, The Marketing Directors Inc.; and Richard Dickson, President and CEO, Branded Businesses of Jones Apparel Group, just to name a few.

The graduation ceremony was led by Dr. Williams, and attended by friends, family and co-workers of the 26 graduates. Muller and Schlamm both spoke expressing the importance and meaningfulness of this first graduating class.

"You gave up your Wednesday nights to attend classes and learn how to be better in your business. It was a big commitment and your dedication and enthusiasm ensures us this program is a success - and that you will be, too," Muller said.

Following the ceremony, the graduates and their guests enjoyed a catered celebration event.