



REBNY graduates its inaugural New York Residential Specialist class

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The Real Estate Board of New York (REBNY) graduated its inaugural New York Residential Specialist (NYRS) class, and the response could not have been more positive. The program was launched earlier this year for qualified associate brokers who aspire to raise their own level of professionalism and leadership. Â

As word circulated about the resounding success of the program, the second session, which began on January 21, quickly sold out. The program has raised the bar for standards in the real estate industry overall and created a newly registered designation NYRS. Three years in the making and developed by the highly regarded REBNY Salesperson's Council and approved by REBNY Board of Directors, this course is akin to a post graduate degree in real estate.

"The introductory course was so successful that the announcement of a second session brought about an immediate sell-out and our wait-list for fall 2008 is nearly full," said Alan Pfeifer, senior vice president and associate broker for Halstead Property and chairman of the NYRS Credentials Committee. "The atmosphere was as exciting for the teachers as it was for the students, and that's rare."

The course was taught by some of the industry's brightest and most successful stars from REBNY member firms, including Barbara Corcoran, Louise Sunshine, Frederick Peters and Clark Halstead. Outside professionals, including Jonathan Miller of Miller Samuels, Alan Goodman of Global Ethics and author James Freund led sessions as well, enabling students to achieve a level of knowledge over and above the standard state requirements. Graduates from varied companies including Prudential Douglas Elliman, Corcoran, Halstead and Sotheby's have earned the right to use the prestigious NYRS acronym after their names.

"REBNY is continuing to encourage higher education in the real estate profession with strong leadership, higher ethics and the tools to raise ones level of success," said Steven Spinola, REBNY's president. "This type of recognition allows brokers to stand out among their peers and use the credential as a way to raise the bar for the industry as a whole. The course is not for everyone-it is for the ultimate professional who wants to lead by example and is willing to put in the necessary time and effort."

Pfeifer said, "Today's increasingly complex and multi-faceted real estate transactions need the guidance of highly trained and knowledgeable professionals. REBNY has just graduated the first 30 of some of the industry's most seasoned and successful residential brokers. As more qualified brokers complete the rigorous program, New York City will be afforded a growing number of better educated, advanced degree real estate professionals."

Praise for the first session came from both teachers and students alike.

Frederick Peters, president, Warburg Realty Partnership, Ltd., said, "I have done a lot of teaching

over the years but the Ethics seminar I taught for the NYRS course was a high point. The caliber of the students was so high, the discussion so lively, and their motivation to become even more professional so palpable, that the three hours literally flew by. Â I am looking forward enormously to my next NYRS teaching assignment!"

Corinne Pulitzer, executive vice president-sales, Prudential Douglas Elliman, said,

"As an instructor in the NYRS, I am delighted that so many of our industry's top-brokers are making the time, within their busy schedules, to focus on retooling and growing personally as well as professionally."

Nikki Field, senior vice president, Sotheby's International Realty, said, "Legendary Leaders shared their insights, secrets and inside experience on a stunning assortment of relevant industry topics".

Dorothy Sexton, vice president of sales, Corcoran Sunshine Marketing, said, "The NYRS program has been an incredible experience; the course has not only expanded my knowledge base but also given me insights that will serve my business immediately."

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