



Generate more income and reduce monthly expenses

March 12, 2012 - Front Section

By Nunzio Del Greco, RCE

There are significant opportunities for New York City real estate brokers and agents to generate more income by showcasing their listings worldwide with one entry to over 20 premium Internet search engines through our exclusive MLS syndication enhancement for a competitive and cost saving advantage.

N.Y.C. brokers and agents also earn \$5 credit for each new listing that they submit into the MLS. For example: submit 20 listings for one month, you would earn \$100 credit towards your next month's MLS bill. If paying monthly, your bill would be reduced up to 50% to only \$100 per company through 2012. There are no agent MLS fees for up to 15 agents.

N.Y.C. brokers and agents can also earn \$50 credit for each new member that you recruit to join BMAR or the Manhattan Realtor Chapter. For example: recruit 10 new members, you would earn \$500 credit or 20 new members and earn \$1,000 credit. This offer has been extended for the year 2012. You can use the credit to pay your dues, buy tickets to attend our networking events, pay for advertising in our publications, donate your credit to RPAC, donate to Camp Good Days & Special Times or donate the credit back to the association, etc. It's your choice.

As an additional benefit and incentive, our members have FREE access to Realtors Property Resource (RPR): The amount of data and reports on individual properties including multi-dwellings available through RPR is awesome: aerial views, mapping, median estimated value, 12 month change in value, zoning, tax information and assessments, nearby schools, property history, charts and graphs, comps, nearby distressed properties, neighborhood census data, and customized or branded broker reports.

The RPR branding feature enhances the members' presentation, professionalism and provides real value to buyers and sellers. The detailed reports can be easily generated in minutes, emailed and or displayed on their iPad, iPhone or other wireless technology.

N.Y.C. brokers and agents can take advantage of our Free Legal Hotline for timely responses to your legal real estate questions by staff attorneys potentially saving thousands of dollars for any one case. They can also arbitrate all disputes arising out of their relationships with one another. All professional disputes are handled by a panel of Realtor peers in a reasonable amount of time.

Leads, contacts and business relationship are very valuable. Our members are listed in the Annual Membership & Referral Directory membership roster for insider referrals. Many companies continue to generate hundreds of thousands of dollars in business from contacts made through membership and by attending BMAR events.

Members receive discounts on reservations to attend any one of the four major networking events including: Annual Banquet; Annual Golf & Tennis Outing; the Annual Real Estate Trade Show; and

the Annual Holiday Party. Advertising and sponsorship opportunities are available for each event. Our next major networking event is the 88th Annual Banquet scheduled for April 25th at the elegant Marina del Rey Caterers on the East River, Bronx. The guest speaker for the banquet is John Catsimatidis of the Red Apple Group.

BMAR services professionals and companies throughout the N.Y.C. area including: licensed real estate brokers and agents; multi-dwelling property owners; building service vendors and suppliers; unlicensed property managers; attorneys; appraisers; banks; mortgage companies; fuel service and energy companies; title and abstract companies; insurance companies and insurance brokers; contractors and other companies servicing the industry and business community.

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.

For more information on BMAR membership, contact Grace Rivera at (212) 242-4343; (718) 892-3000 or email: G.Rivera@bmar.org.

Nunzio Del Greco, RCE is the CEO of the Bronx-Manhattan North Association of Realtors, Bronx, N.Y.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540