



Viviano named director of professional development at TOWN Residential

June 23, 2014 - New York City

Lina Viviano, M.A., J.D. was named TOWN Residential's new director of professional development. Her appointment fills the leadership role formerly held by TOWN's president and COO, Jeff Appel. A licensed associate real estate broker, Viviano's academic pedigree is impressive: over the course of four years she was an award-winning Teaching Fellow, as well as a Teaching Consultant, at Harvard University, where she earned her M.A. in American Government. She is also an established corporate trial attorney who received her J.D., along with various honors, from the New York University School of Law.

A native New Yorker, Viviano has played an integral role in TOWN's trailblazing Neighborhood Certification Program. She is the founder of the historical tour and consulting company, Gotham Walking Tours, which over the past several years has been named as one of the Top 10 companies in the city's industry by TripAdvisor. Hyper-localized neighborhood knowledge is one of TOWN's specialties, and its representatives and brokers have been well-equipped over the past several years under Viviano's tutelage. The experience includes an in-depth lecture about the history and architecture of any of the 16-plus individual neighborhoods in the city, followed by an equally in-depth walking tour of each neighborhood, both of which are conducted by Viviano. TOWN representatives and brokers who wish to achieve certification with respect to a given neighborhood must also receive a passing grade in neighborhood certification examinations administered by TOWN.

TOWN Residential has been at the forefront of the real estate industry with its ground-breaking educational and professional development program since its inception in 2010. Free to all TOWN representatives, brokers and employees, the program is based out of the 30-seat auditorium known as TOWN Hall in the firm's Astor Place office. From its earliest stages, Viviano has been a key player instilling the core values of TOWN.

"I am absolutely delighted to be in this position given the innovative and dynamic form TOWN's professional development program has taken," said Viviano. "And, I am especially honored to be following in the footsteps of Jeff Appel, one of the seminal leaders and the most extraordinary of educators in this industry. The difference with respect to training and leading professional development at TOWN is that the achievement of core competency is implied. The development of people's careers is one of the most important goals to which we at TOWN aspire."

"TOWN creates legendary careers with extraordinary people who know their work leaves an indelible imprint on our neighborhoods," said Appel. "The movement of people is the lifeblood of the city. Professional development and neighborhood expertise are at the foundation of TOWN's culture. I could not be more thrilled that this important pillar of our promise to deliver 'Home' is in Lina's most capable hands."

"I am absolutely thrilled to embrace Lina in her new role," said Wendy Maitland, president of sales at TOWN. "Lina is an inspirational expert who brings deep knowledge and a charismatic and articulate presence to the leadership position of TOWN's unparalleled professional development program. We are extremely fortunate to have her."

"TOWN's best-in-class talent is what separates this firm from its peers. Lina Viviano exemplifies our commitment to providing TOWN representatives with superior guidance and counsel as they continue their successful careers," said Joseph Sitt, chairman and co-founder of TOWN Residential.

"Lina's knowledge of New York City, and the real estate market, is second to none and we look forward to working with her as we continue to grow this extraordinary firm."

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