



## **AREW launches Professional Resource Development Program**

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The Association of Real Estate Women (AREW) is launching its Professional Resource Development (PRD) Program, which will pair seasoned professionals among the membership as mentors with those less experienced. The PRD Program is an exclusive benefit of AREW membership and provides a structured conduit for sharing ideas, providing support and encouraging and promoting best practices among real estate professionals.

"AREW members have always been committed to assisting each other and sharing business information," said 2007-08 AREW president Fran Delgorio, senior vice president, leasing and marketing Cohen Brothers Realty Corporation. "The PRD Program formalizes a commitment to optimize opportunities that can help our members increase their professional skills and knowledge, as well as expand their networks in related fields."

Typically, a mentor will have at least five years of professional experience and be willing to interact with someone less experienced on a regular basis. Working from the unique strength of AREW's diversified membership, the PRD Program will pair participants from complementary market sectors.

The criteria for participation also includes monthly meetings between mentors and their pupils for one year. Moreover, to ensure the continuity of the program, all participants will meet as a group every three months to review their progress and share general information.

"AREW continually strives to serve its membership by finding innovative ways to stay ahead of the curve with regard to the continually changing, and always challenging, field of real estate," said Dana Endicott, AREW member at large and managing director of Floorworks, Inc., who is spearheading the program. "The PRD Program is one more benefit that sets AREW apart from other organizations."

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