



New York City mayoral candidate Massey to keynote IREM breakfast meeting on May 17th

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Paul Massey

Manhattan, NY According to the Greater New York Chapter of the Institute of Real Estate Management (IREM), Paul Massey, NYC mayoral candidate will be the keynote speaker at the organization's May 17th breakfast meeting at the Union League Club. He is a problem solver and a uniter and has the vision and experience to deliver on his priority of providing New Yorkers with affordable housing, quality schools, good jobs and safe streets. A proven leader and entrepreneur, Massey built a successful real estate business with operations in every neighborhood in the city's five boroughs. Massey co-founded one of the nation's largest privately owned commercial property management firms. He launched Massey Knakal Realty Services in 1988, with the company eventually employing hundreds of people responsible for one-third of all building sales in New York City. Massey Knakal was ranked New York's number one investment firm in volume for 14 consecutive years and was sold to Cushman & Wakefield in 2014. While leading Massey Knakal, Massey built trust and relationships with citizens and civic leaders in every corner of New York City, from Bed Stuy and Borough Park to Flushing and South Shore.

An amateur boxer who also has run five marathons, he has always been a tireless worker. He arrives at his desk every morning at 6:45 a.m. He is equally committed to his community. He serves as president of the NYC Pops and as chairman of the board of New York City's Tenement Museum, which tells the story of thousands of ethnically diverse immigrant families who called a single Orchard St. walk up building home. He is also the chairman emeritus of the James Lenox House Association, an organization that provides affordable housing to older New Yorkers.

Doors will open at 7:45 a.m.; Massey will begin speaking at 8 a.m. so don't be late! Seating is limited. Please reserve today at iremnyc.org or call (212) 944-9445.

Upcoming Events

- May 8 & 9: Managing Maintenance Operations & Property Risk: Get ready to exceed your client's expectations. Once you've finished this course, you'll have what it takes to create and oversee quality, proactive maintenance operations that will minimize unexpected expenses and reduce risk. Register today and take your place among the industry's high level practitioners known for delivering

optimum property performance and maximizing value for the owner.

Make a plan. Learn to establish, execute and manage a preventive maintenance and risk management program, including budgetary considerations. What do you see? Realize the importance of proactive inspections that preserve the owner's investment, and discover how to implement appropriate risk management strategies that reduce the potential for loss. Say what? Explore the ins and outs of major building equipment and systems. Speak knowledgeably with maintenance personnel and contractors about how they work, what can go wrong, and guidelines and procedures to ensure proper maintenance and operation.

The Lowdown on Maintenance Operations Management. Should you use contract workers? What factors should you consider? Learn how to select, manage and oversee the work of contractors. And learn to view your property's operations from a 30,000-ft. level.

- May 10: Budgeting, Cash Flow & Reporting for Investment Real Estate: It's time to maximize the financial potential of your properties and finally take control of your property's financial future. In this course, you'll master all the necessary budgeting and accounting skills to help you meet your owner's goals, improve NOI and make an impact on your property's value.

You'll explore real-life scenarios to better understand the full financial picture of a property, and walk away prepared to identify opportunities and confront challenges.

Register and get the core skills for successful fiscal planning:

The "Basics." We're talking about basic accounting types, common accounting practices, and the nuts and bolts of budgeting – including types of budgets, variance analysis and financial reports. How to count that cash. Finally understand how to conduct a proper cash flow analysis. We'll cover pro forma statements and cash flow trends. Be your own CPA. Unlock the mysteries of accounting. Do you know the difference between fee management and in-house management? Can you use a chart of accounts to organize the financial data in a general ledger? You will. Budget like a boss. You'll compare various budget forecasting methods, and learn to use historical data or market benchmarks for forecasting and monitoring.

Courses are conducted at Knickerbocker Plaza – Lobby Level, 1751 Second Ave. (between 91st and 92nd St.)

New York, N.Y. 10128.

To register or for more info, visit iremnyc.org or call (212) 944-9445.