



## **Muller's Academy for Continuing Education marks 25 years**

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New York, NY The Academy for Continuing Education (ACE) enters its 25th year, highlighted by co-founder and master coach Esther Muller's newest book, "Esther's Coaching Secrets," as well as updated editions of her books, "Tips from the Tops" and "Success is the Destination." Since launching in 1995, ACE has consistently attracted up to 300 attendees for its three-day continuing education symposiums and is recognized industry-wide for providing curriculum that is relevant for all real estate brokers and agents.

The sessions are noted for their guest speakers with active real estate practices, across the spectrum, or those reporting on the industry.

Over the years, they have included such real estate luminaries and media as Barbara Corcoran; Brad Inman, founder, Inman News; Howard Lorber, Chairman, Douglas Elliman; Wall Street Journal Editor Peter Grant; developer Michael Shvo; New York Post commercial real estate writer Lois Weiss; and William Rudin, CEO and Chairman of Rudin Management, and Chairman of the Real Estate Board of New York (REBNY), among others.

"We were disruptors from day one, with a mission to educate, inform and empower busy real estate professionals who, frankly, would rather be selling than studying.," says Muller. "But with a rich curriculum presented by industry leaders and journalists, we have been able to engage thousands of agents and brokers so that they qualify for re-certification."

On the heels of ACE's anniversary is New York State Law 3839. Introduced by State Senator Brad Hoylman and signed into law earlier this year, it requires all brokers to take 22 and a-half hours of certified continuing education classes every two years, as has always been the case for licensed salespersons. It will impact nearly 55,000 New York State licensed real estate brokers, who will be mandated to do so again, as of July 2021.

The new law requires the thousands of "grandfathered" brokers to again take fully-vetted curriculum, which will include two-and-a-half hours of ethical business practices and at least one hour pertaining to recent legal matters that may contain new and current statutes, laws, regulations, rules, codes, court decisions, and DOS opinions. Fair Housing and Human Rights laws will continue to be part of the studies, along will other information that protects both consumers and agents.

No one will be exempt, whether in residential or commercial practices. Even company heads, including Dottie Herman, Pam Liebman, Frederik Peters, Hal Willkie, Steven James, Robert Knakal,

and Elizabeth Stribling, will be required to take continuing education classes every two years, as well as other well known industry professionals, such as Barbara Corcoran, Dolly Lenz, Leonard Steinberg, or Frederick Ecklund.

Muller said, “A lot of brokers will fight the new law or at least try to have the required hours reduced. But we plan on being strong and vocal advocates for this positive legislation. Frankly, I see it as an opportunity for brokers to stay on top of their profession. The consumer will benefit tremendously and so will our agents. This is positive disruption for our profession.”

The Academy for Continuing Education resumes its symposium schedule on three consecutive Wednesdays, comprising February 26, March 4, and March 11, 2020. The sessions will be held from 9 a.m. to 5 p.m. in the Grand Ballroom of the 3 West Club, 3 West 51st Street. More information regarding guest speakers and venue may be found at [www.realestateacademy.com](http://www.realestateacademy.com). Registration is required by phone at 212-262-2662.

Founded in 1995 by Esther Muller and Dr. Benjamin Wieder, educator and former dean of continuing education at CUNY, the Academy for Continuing Education has continued to revolutionize the CE space by offering curriculum taught by people with active and successful real estate practices, including industry C-suite and brokerage “stars,” and revered journalists. Notably, ACE was one of the first in the industry to offer online continuing education curriculum for credit. Beyond its success in providing the comprehensive information required by the Department of State, the ACE educational model enables agents and brokers to meet with industry leaders and network with their peers.