



Basic business survival in these economic times

October 03, 2008 - New York City

Without question, the current real estate market, financial sector and overall economy is experiencing unprecedented instability, uncertainty, further eroding consumer confidence. Long term business survival requires basic strategies to secure your personal success. Recently, we hosted a New Member Welcome Seminar in the BMAR Board Room. I briefly mentioned the economy and real estate market. I stressed the importance of taking positive action to improve their individual situation such as networking, always exchanging business cards since you never know where your next big deal is going to come from, attending the upcoming Real Estate Trade Show, and utilizing the Multiple Listing Service (MLS). There are many other valuable programs and services also sponsored by the association. While we cannot directly solve the world's problems, improve the economy or change Washington, we can impact the circumstances within our control. The bottom line is, "you got to do what you got to do."

Especially now, real estate professionals and companies servicing the industry need to take advantage of the valuable programs services and networking opportunities available through the Bronx-Manhattan North Association of Realtors (BMAR). As I mentioned in my prior article, do not let the organization's name mislead you. We service businesses and professionals wherever their office is located. Companies do not have to have an office in Manhattan or the Bronx to be active members of the association. Real estate licensees can also join regardless of the location of their office address. Even seasoned real estate professionals can benefit.

Companies interested in looking for more business or access our database of over 10,000 contacts have numerous ways to solicit new business. BMAR's valuable programs or services are many and can be viewed on the Internet at: www.bmar.org.

The most effective means of generating business is focus resources and energies over the long term. I also recommend that they participate in any one of four major networking events such as the 7th Annual Real Estate Trade Show scheduled for October 29 at the Villa Barone Manor. Attracting up to 1,000 professionals in the New York metropolitan area, this trade show is a perfect opportunity for companies to promote their products or services and meet the movers and shakers in the business and real estate industry.

For exhibit booth reservation forms, registration forms or more information on the Real Estate Trade Show hosted by the BMAR, contact Janine Schall at (212) 242-4343, (718) 892-3000 or email: J.Schall@bmar.org. Limited sponsorship opportunities are also available.

BMAR has a rich history of facilitating networking and enhancing business relationships. This fact is very evident since many of our members are 3rd or 4th generation of active companies in the organization. As they know, cultivating long term business is a worthwhile goal that keeps paying off. Keeping your company product or service highly visible is easy with five annual publications including the Realtor Professional Edge Monthly Newsletter. Circulation of the Newsletter via email

is now over 10,000 companies and professionals throughout the New York City area. Remember that it does not matter where the business office is located. All companies can benefit from the valuable programs, services and networking opportunities available through the BMAR even if they do not have an office in Manhattan or the Bronx. The policy of the National Association of Realtors enables real estate licensees to choose a Realtor Board of their choice regardless of the location of their office location. BMAR membership is composed of a broad base of companies and professionals 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 real estate industry.

I look forward to meeting you at our 7th Annual Real Estate Trade Show!

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