



## **Barron speaks at recent Breakfast Club Seminar**

October 03, 2008 - New York City

Earlier this month The Real Estate Board of New York (REBNY) hosted its latest Breakfast Club installment, a popular seminar focusing on various professional development issues for residential brokers. This month's seminar featured prospecting for clients, a key resource for residential brokers operating in our changing market. Led by Vickey Barron, senior vice president at Prudential Douglas Elliman, the sold-out seminar took the audience through the definition of prospecting, who is the target audience, how to prospect and the mistakes to avoid.

With amusing anecdotes from both Barron and the audience, the hour and a half seminar provided key tips and advice for any broker whose has seen their leads recently decrease. Barron went through common mistakes brokers sometimes make, including over thinking and analyzing the market and reluctance to take action on various ideas and plans. Barron then went on to share some of her own successful prospecting tips, including keeping in touch with past clients through welcome gifts or birthday cards and grabbing a potential client's attention through cold-calling those not on the Do Not Call list.Â

The Breakfast Club Seminars meet the first Tuesday of each month and reservations are required. For information on this year's topics and seminar leaders, or for information on any of REBNY's seminars and round-table discussions, visit [www.rebny.com](http://www.rebny.com).

The Real Estate Board of New York is the city's leading real estate trade association with over 12,000 members. Â REBNY represents major commercial and residential property owners and builders, brokers and managers, banks, financial service companies, utilities, attorneys, architects, contractors and other individuals and institutions professionally interested in the City's real estate. Â REBNY is involved in crucial municipal matters including tax policy, city planning and zoning, rental conditions, land use policy, building codes and legislation. Â In addition, REBNY publishes reports providing indicators of market prices for both the residential and commercial sectors.

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