



Working with today's new business dynamics

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The only thing that is certain these days is change and it's happening faster than ever. Most people I speak to these days are very stressed out with a sense of uncertainty about their businesses and companies. I believe that "Uncertainty is the New Business Dynamic" in our society. The continuing drop in the stock market, economic instability, depreciation in real estate values, and lack of consumer confidence compounds this uncertainty. The fact that we are bombarded with endless sources of news, telephone calls, faxes, emails, and noise 24 hours a day, and seven days a week doesn't help.

National leadership is necessary to boost consumer confidence to convince the folks on Main St. that better days are ahead. Our elected representatives need to get over partisan politics and work to solve the problems in our economy and put America first. The rhetoric from most of the politicians is negative in order to advance their agenda. Unfortunately, the recently passed Stimulus Bill contains more social engineering, political payback, pork and not enough economic stimuli.

I hope that President Obama and congress are successful in getting the economy moving again since we are all in the same boat. However at this time, significant tax cuts on capital gains, cuts in personal income tax rates, cuts in business taxes, cuts in inheritance taxes etc. would have done much more to jump-start the economy and real estate industry. Tax reductions and incentives are positive means to stimulate investments and business growth. A healthy economy increases tax receipts on all levels of government. The \$13 per week per worker will do little to get most people to spend their money.

While frustration and stress is magnified by today's new business dynamics, we need to take personal charge of circumstances that are within our sphere of influence. Balancing and juggling priorities is an ongoing responsibility in this ever-changing economic and business environment. Stay focused on your priorities such as family, friends, business relationships and associations such as the BMAR. With the challenges we are all facing on multiple levels, the importance of membership and networking is more important than ever.

High on your priority list should also be health and taking care of you. It's easier than you think. Begin to make time for yourself by unplugging from all the noise, news, telephone, computer, etc. for an hour a day. Treat yourself with quiet time without interruptions, noise or worry. Just as the body needs rest to recharge itself, so does the mind. Meditation and focusing on your breath is a great way to take a break from the chatter. I started practicing yoga about ten years ago and the benefits are priceless. Stretching and proper breathing is also very important for health and balance. I added Qi Gong which is similar to Tai Chi and Bagua martial arts to my routine. It works for me. It's important to find something that works for you. It may be taking a walk or reading a book. With practice time, you will see positive results.

With "Today's New Business Dynamics," BMAR provides valuable programs and services for our

members to maintain a competitive edge and generating new business. You never know where your next big deal is going to come from. Mark your calendar and plan on attending some of the major networking events including the upcoming 85th Annual Banquet, April 23 at the Marina del Rey Caterers.

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. Advertising is an excellent means of promoting your products or services directly to your target market. BMAR has a rich history of helping members become more successful and enhancing business relationships. Many of our members are 3rd or 4th generation of active companies in the organization. They know that cultivating long-term business is a worthwhile goal that keeps paying off.

BMAR membership is composed of a broad base of companies and professionals directly or indirectly servicing the real estate industry and business community 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.

Nunzio Del Greco, RCE is the CEO of the Bronx-Manhattan North Association of Realtors (BMAR), Bronx, N.Y.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540