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What Should a Broker Read?

By **Geoffery Metz** | New York

Be sure to check out the Schulte Roth Zabel webinar "Real Estate Triple Play: PERE, Finance and Development," for an in-depth conversation on the market trends influencing the Private Equity Real Estate, Finance/Lending and Development segments of CRE. Now ON DEMAND. [Click here to register.](#)



NEW YORK CITY—In the most recent edition of the Knakal News Network, Massey Knakal chairman **Robert Knakal** discusses the importance of reading to a realty practice.

One of the sayings in the Massey Knakal offices is that they're not in the commercial real estate business but rather the information business. This puts a greater emphasis on keeping up on the latest news and events, but realty publications is only a portion of the material Knakal recommends. Taking a page from his mentor, Knakal discusses the material as well as the reasons behind his varied and unconventional habits, and looks at the types of books that make for the most-rounded—and therefore successful—broker.

To watch the video "The Importance of Reading in Real Estate," [click here](#). To watch more episodes of the Knakal News Network, [click here](#).

For MORE thought leadership on the New York Metro realty market, check out "[The Full Nelson](#)," from Massey Knakal Partner James Nelson.