

# GREEN PASTURES

*The Monthly Internal Newsletter of Massey Knakal Realty Services*

**HAPPY HOLIDAYS!**

## HEADLINE NEWS & DEVELOPMENTS

- The Executive Committee and PR Department will be conducting the sixth (and hopefully) final interview with a branding firm to work with our company. **MK is continuing to strive toward standardization and wants to bring its brand into the new year with a fresh look and effective marketing strategy.** The chosen firm will help MK create its new corporate capabilities brochure, and eventually help make changes to the Web site, advertising materials, office supplies and many other aspects. The first three interviews were a bust, so we scheduled more and are finally seeing some light at the end of the tunnel. Stay tuned...
- Massey Knakal is pleased to announce that the **Real Estate Board of New York** has bestowed its **prestigious Louis Smadbeck Memorial Broker Recognition Award to Founding Partner Paul Massey.** The award will be presented at **REBNY's 111th Annual Banquet on January 18, 2006** at the **New York Hilton.** Mr. Massey was selected to receive this **lifetime achievement award** based on his professional integrity, long term leadership and prominence in the brokerage community and his involvement in real estate board committees. **Louis Smadbeck** was one of the city's premiere building sales brokers. He died soon after he was selected to receive the award in 1992. Because of the example he set as a broker, the award was then named in his memory. **Louis Smadbeck's son, Paul,** has been a broker at Massey Knakal since 2002. **Congratulations Paul!**
- Massey Knakal is pleased to announce that for the first time, it will host the **REBNY Banquet After-Party!** This event will also be held at the **New York Hilton,** immediately following the banquet, from **9 to 11 p.m.** The party will feature music by Grammy-nominated **Toots & the Maytals,** who have helped chart the course of Jamaican music with unrivaled delivery and dynamism from **ska through rock-steady to reggae.** The group is led by **Toots Hibbert,** one of the great voices of Jamaica. Annie Herrick will be sending out more information on this party as the date draws near. See you all there!

## OPINIONS & PERSPECTIVES

"Back In The Day, I Was An Associate"

*By James Nelson, Managing Partner, Manhattan*

When I walked out of 400 Park Avenue one day back in 1998, **I had a great gut feeling about the place.** In addition to having only been in the city a couple of times and finding Park Avenue awe-inspiring, **I had just met with Robert Knakal, Paul Massey and Larry Norman at Massey Knakal Realty Services.** I was interviewing for an associate position during my senior year of college. When I accepted the job, I thought I could take a month long cross country trip before I started. **Bob had something else in mind - my starting a week after graduation.** He had said there was a lot to do, and he was right! **We had about 25 people total and less than 10 salespeople** back then, and we were only in Manhattan. I started as a junior associate with Mike DeCheser. His cousin, Peter, was transitioning to be a broker downtown. Bob was busy as ever working on more than 20 listings at the time. **I was doing everything from stuffing mail to making brochures to doing tours. Eventually I was preparing OVs and making calls.** I sometimes tell my associates now that we didn't have any help with mailers back in the day. **I remember many long nights stuffing mail - I also walked both ways to work uphill in the snow! One St. Patrick's Day, Mike and I were at the office until midnight making 100 marketing books the size of phone books.** This

hard work was always rewarded with many great nights on the town with Bob at the Four Seasons, Bruno's or Angelo's. There were a lot of laughs along the way. **I don't think I fully realized it at the time, but Bob taught me the business and gave me the platform to run my operations today.** By sitting next to him, I was absorbing all the things he did that made him successful. One of the things I noticed early on was that **Bob was ALWAYS on the phone.** He also always said, "You needed to have a lot of irons in the fire." Today, I always try to have my ear to the phone between 9-5. I also try to have as many listings as possible, because **you never know which ones will sell and which ones might lead to another sale.** If I could give any advice to the associates, it would be to listen and watch those around you. **Listen to experienced agents who are successful. See what they are doing and try to mirror them. Ask them questions.** Because we have a territory system, agents will not see you as future competition but rather, as future team members. They are glad to help. By having a position here, it gives everyone the opportunity to move up the ladder. **In all, I've been very thankful for the opportunities I've been given.** *Mr. Nelson can be reached in the Manhattan Office at 212-606-2500, x7710*

## MONTHLY INTERVIEW

Beryl Nelson, Office Manager, Queens Office



### How long have you been at Massey Knakal?

I have been with MKRS seven years. I supervise and maintain the Queens Office by interacting with vendors, supervising word processing, doing broker mailings, listings and sign requests, maintaining and processing transaction files, backing up reception, maintaining a year-to-date report and running the transaction log and reports as required by the Resident Manager .

### Describe Beryl when she's not working ...

#### What do you like to do? Where do you like to go?

When I am not working I spend a lot of time listening to music all genres. My favorites are 'The Doowops.' I am an ardent church-goer every Sunday. I try to participate in all the activities of my church.

### Tell us something unique your co-workers might not know about you....

I am a great cook, and I love to entertain. My signature recipe is my Jamaican Roast Pork with Rice & Peas, and I also make a mean Sorrel drink.

### You're originally from Jamaica ...

#### What do you miss most? You think you'll ever move back?

I am originally from Jamaica. I left for England in 1962, lived there for eight years then migrated to America in 1970. I miss the endless beach parties in Jamaica, and going from parish to parish to the local hangouts (Yes, we had those during those times!). No, I do not think of going back to live, only to visit. America is home.

*Who would you like to see interviewed next? Email Kari Neering at [kneering@masseyknakal.com](mailto:kneering@masseyknakal.com) no later than December 15.*

## JUST ASKING ...

**Billy Simons**, associate to Managing Partner James Nelson, thinks we should have another means by which to consume water in the Manhattan office. **“Those Poland Spring bottles have to produce an appalling amount of waste,” he said. “I mean, I’m appalled.”** What do you think? Send your suggestions to [kneering@masseyknakal.com](mailto:kneering@masseyknakal.com) no later than December 15.

## EVENTS CALENDAR

- Dec. 7, 2006** - Holiday Party, Brooklyn Museum
- Jan. 3-6, 2007**- Sales Recognition Trip, Puerto Rico
- Jan. 18, 2007** - REBNY After Party, New York Hilton
- Jan. 31, 2007** - 2007 Sales Awards

## REMINDERS

- Dec. 5, 2006** - Managing Partners Meeting, Manhattan
- Dec. 5, 2006**- Executive Committee Meeting, Manhattan
- Dec 12-13, 2006** - Partners Meeting, Year End/1st Quarter, Manhattan

## BIRTHDAYS!

Joe Cappello - 12/1  
Anthony Giannuzzi - 12/5  
Paul Smadbeck - 12/5  
John Ciraulo - 12/7  
Peter Schubert - 12/8  
Victor Sozio - 12/8  
Craig Waggner - 12/9  
Geoffrey Bailey - 12/14  
Eugene Kim - 12/15  
Petr Borovykh - 12/16  
Billy Simons - 12/17

## ANNIVERSARIES!

Tom Donovan - 12/1/06 (8)  
Karl Brumback - 12/5/06 (1)  
Kenneth Hillman - 12/6/06 (2)  
David Raciti - 12/6/06 (2)  
Brandy Cochrane - 12/20/06 (2)  
Eugene Kim - 12/21/06 (2)

Your contribution to this Newsletter is encouraged so please submit your opinion or perspective regarding any issue related to maximizing the company's best interests (between 100-125 words), to Kari Neering, Director of Public Relations, (212-660-7735 or [kneering@masseyknakal.com](mailto:kneering@masseyknakal.com)) before the 20th of each month.