

GREEN PASTURES

The Monthly Internal Newsletter of Massey Knakal Realty Services

HAPPY NEW YEAR!

HEADLINE NEWS & DEVELOPMENTS

- Massey Knakal is pleased to announce that the **Real Estate Board of New York** will bestow its **prestigious Louis Smadbeck Memorial Broker Recognition Award to Founding Partner Paul Massey** at **REBNY's 111th Annual Banquet** on **January 18, 2006** at the **New York Hilton**. **Louis Smadbeck** was one of the city's premiere building sales brokers who 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.
- Massey Knakal is pleased to announce that it will host the **REBNY Banquet After-Party** 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**,. **Annie Herrick** will be sending out more information on this party as the date draws near. See you all there!
- **If anyone missed the holiday party last month, here is a reminder that our brokers should not quit their day jobs.**

Happy 2007 everyone!



OPINIONS & PERSPECTIVES

"I'm A New Agent"

By James Kinsey, Nolita/Bowery Corridor

When I interviewed at Massey Knakal, I was told about its extensive training program, board certification process and how **I could easily go an entire year without making any money.** As I'm sure many of us do or did, **I immediately cut all those time projections in half and then sold myself on them.** I was surprised to find that even from the very beginning, the training was extensive, the cataloging slow-going and the board certification process challenging. In addition, after scratching the surface of articles and information about my territory, **I realized there was a great deal I had to learn to truly call myself a "Territory Expert."** Or at the very least I had to be able to make that statement and not get stumped on the first question an owner threw at me like, "Oh yeah, so what's the deal with that building going up on so and so street where that so and so happened?" I had no idea and had to find out. After looking at deeds and mortgages 10 hours a day, for what actually seemed like a couple of years, I finally felt like I was making progress and was checking off blocks as completed. **Photos were uploaded, comp sheets prepared and a territory article written (which has come in handy numerous times already).** YES! Three

months later I scheduled my territory checkout, then ultimately my board certification. Now four months and three desks later (I think Billy Simons complained about sitting next to me?), **I am board certified. I have a framed certificate if anyone wants proof!** My initial mailing has gone out and has made my phone ring, and **I am starting to make territory calls on the listings I have as a result of the Massey Knakal territory system.** Having the correct numbers when calling a block has already proven to increase my efficiency and I am glad I took the time to do it right the first time. My initial urge was to speed things up, but in the end, that would've been the wrong decision. **Finally I feel like I can start selling real estate and it's a great feeling.** I know we've been in a 2007 earning mode for a couple months already but from a new agent to all the agents in our three offices, **I wish everyone a productive and profitable 2007.**

James Kinsey joined Massey Knakal in the fall of 2006. He can be reached at 212.696.2500, x7769. Oh, and Billy Simons can come visit James' new cube any time he wants.

MONTHLY INTERVIEW

Tommy Lin, Associate
Queens Office



How long have you been at Massey Knakal? Describe your boss, Partner Tom Donovan.

I have been with MKRS exactly 3 years. Tommy D is one of the best people you can know. He is always trying to help people. He is also mostly always the center of attention. People just gravitate to him.

What's with the three tattoos? (One large, one medium, one small)

About seven or eight years ago, I was drinking with some friends and they decided to get some tattoos. They asked me to come along and while I was waiting for them I decided to get one, too. One thing led to another and I ended up with several. They are so addictive.

Favorite word? Favorite saying?

I don't have a favorite word, but I do have the word "patience" tattooed on my left arm. My favorite saying is, "Anything in life that is really worth doing is not easy to do" and "The right thing to do in life is usually the hardest thing to do."

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

I am actually a really good driver! People in the office will know what I mean. There is a joke going around that I am the worst driver ever.

I asked the entire company last month who they wanted to see interviewed next and several people in your office voted you unanimously. Why?

I have no clue. They must be playing a joke on me or something!

Who would you like to see interviewed next? Email Kari Neering at kneering@masseyknakal.com no later than January 15.

WE ASKED, YOU TOLD ...

Last month, **Associate Billy Simons** suggested the Manhattan office should have another means to consume water instead drinking countless **Poland Spring bottles**. Your suggestions came pouring in (well, there were two). But this is what a few MK employees came up with:

Associate Gabriela Lawrowski said "Get a fridge with that whole ice/running water thing; Have those plastic Brita jugs in the fridge which filter water; or install one of those things at the sink that filters water. This is what kids in college do to conserve money too so maybe it could help the company!"

Associate Nancy Guo agreed. "We should get one of those water dispenser things in the back."

Your suggestions were forwarded to **Office Manager Pam Pequeno**. Pam said that it's difficult to recycle when the building as a whole doesn't recycle. MK is working on it. Stay tuned....

Anything else got your goat? Email kneering@masseyknakal.com

EVENTS CALENDAR

Jan. 3-6, 2007- Sales Recognition Trip, Puerto Rico

Jan. 18, 2007 - REBNY After Party, New York Hilton

Jan. 31, 2007 - 2007 Sales Awards

BIRTHDAYS!

James Kingsley - 1/8
Annie Herrick - 1/12
Ernesto Rivera - 1/12
Mike Tortorici - 1/17
Landon McGaw - 1/18
James Kinsey - 1/23

ANNIVERSARIES!

Mike Wlody - 1/3/07 (2)
Jim Ventura - 1/5/07 (3)
Jordan Zotts - 1/5/07 (2)
Rick DeRuyter - 1/6/07 (3)
Wazi Wazihullah - 1/7/07 (3)
Rita Elona - 1/9/07 (1)
John Barrett - 1/9/07 (1)
Nalini Chugh - 1/9/07 (1)
Marco Lala - 1/14/07 (5)
Jonathan Berman - 1/17/07 (2)
Kevin Holmes - 1/22/07 (3)
Nancy Guo - 1/24/07 (1)
Swain Weiner - 1/27/07 (4)

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) before the 20th of each month.