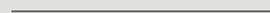


# NYRAC

NEW YORK RESIDENTIAL AGENT CONTINUUM



MEMBERSHIP 2019

## MEMBERSHIP

### About **NYRAC**

Created by and for residential real estate agents, the members of the New York Residential Agent Continuum (**NYRAC**) are dedicated to elevating the New York City residential real estate brokerage profession by advocating for fundamental improvements in how we conduct business. We do this by encouraging innovation, transparency, ethics, advocacy, influence, best practices, diversity, education, collegiality, and professional networking - knowing that such improvements ultimately benefit the consumer.

**NYRAC** provides networking and educational opportunities for the top transacting residential real estate sales agents in New York City, who understand and appreciate the importance of ethics and professional conduct and are committed to helping build a stronger community within the industry. **NYRAC** members represent the gold standard of the industry's top professionals; when a consumer retains the services of one of our members, they know they'll be hiring the best of the best. Our goal is simple: always put the consumer first. This, above all else, will ensure **NYRAC's** success.

### **NYRAC's** Goals and Objectives:

- a) Advocate for a standard of excellence for the greater good of our profession and on behalf of the consumer, at a time of increasing disruption in the real estate industry.
- b) Create a stronger residential real estate community among agents by providing a platform for a collective voice to articulate our position on matters impacting our industry.
- c) Provide leadership that elevates the ethical standards within our profession and the residential real estate brokerage community in New York City.
- d) Clearly define best practices, standardization of processes and terminology.
- e) Provide unique networking and educational opportunities that will encourage and facilitate the exchange of ideas and sharing of knowledge among our colleagues in the New York City real estate industry.

### Ethics & Collegiality

**NYRAC's** reputation and good standing in the community will only be as strong as its members. It is essential that our members commit themselves to transact and conduct business in a manner that will support **NYRAC's** goals and objectives. In doing so, the opportunity to create change and ensure our success will be optimized.

We intend to use our influence as industry leaders, in accordance with the **NYRAC** Pledge, to support the pillars of our organization. Key elements of the **NYRAC** Pledge include: supporting REBNY's 'Code of Ethics'; treating others with civility, respect and kindness; transparency and appropriate disclosures between colleagues and consumers; and supporting the #MeToo movement while rejecting discrimination, bullying, and harassment from the workplace.

## MEMBERSHIP

### Advocacy

**NYRAC** advocates for the betterment of all players in our industry by placing emphasis on the best interests of the consumer. We advocate for our members on a wide range of issues and topics. We work to clearly define industry terminology as a way to help maintain and encourage the best practices and standardization of processes. We recognize the divide and challenges existing within REBNY and have engaged them in an effort to elevate the agents' voice with our ultimate goal of agent representation at the highest decision-making level. **NYRAC** supports the fair and equal treatment of agents and brokerages, ultimately insuring the best interests of the consumer are of paramount importance. Our mission is to elevate the status of the real estate brokerage profession, create positive change and emphasize the importance of ethical practices.

### Innovation

With all the advances in technology, how does our profession continue to be stuck in the '90s? Through **NYRAC's** 'Clean Data Initiative', we will work to prevent the transmission of inaccurate data to buyers, sellers, and other agents – often causing them to waste time, make bad decisions, and lose money. **NYRAC** builds awareness and promotes the benefits of clean data, identifying the most common pitfalls, and encouraging our community and the supporting players to participate in the cause. We are supportive of REBNY's compliance program to ensure that all transmitted data is accurate.

### Diversity

Founded by twenty-one top residential sales agents from nine leading residential brokerages, **NYRAC** is actively engaged in developing a robust network of industry insiders and influencers, comprised of New York City's top residential real estate professionals. In doing so, **NYRAC** pushes for greater diversity within the industry and its founders hold a commitment to uplifting voices they believe will better serve the communities they represent. **NYRAC** does not discriminate on the basis of race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender expression, age, height, weight, ability, military service, or familial status. **NYRAC** encourages those from underrepresented backgrounds and experiences to apply for membership.

### Social Mission

**NYRAC** members are committed to making New York City a better place to live and work. In considering what we can do to show our commitment, we donate annually to charities in our community. **NYRAC** supports – Computers with Causes, Coalition for the Homeless, God's Love We Deliver, Housing Works, Bottomless Closet, and Candlelighters NYC.

### Membership & Events

Benefits of membership include the opportunity to identify oneself as a "Member of the New York Residential Agent Continuum," and use **NYRAC** logos on marketing materials, business cards, websites, and other similar materials. You'll be invited to attend exclusive industry and educational events, where you can meet other members, learn about exciting new development projects across New York City, and share advice on industry trends and strategies with the goal of enhancing your business and connecting to other esteemed real estate professionals. As a member of **NYRAC**, you will also have the opportunity to engage with other high-achieving industry colleagues who share the goal of elevating best practices, all in order to provide greater service to the consumer.

Please do not hesitate to reach out to us with questions.

## MEMBERSHIP

### What Agents Are Saying

*All of us feel strongly that together we can actually make a difference. We've always said that from day one if we can improve the process for the consumer, we also will strengthen our profession.*

**- Heather McDonough Domi, Compass**

*We have the opportunity to use our collective voice to create awareness around deceptive practices and work towards transparency and truthfulness in our industry.* - **Cathy Taub, Sotheby's International Realty**

*I really believe this is a perfect moment. We want to bring everybody together, make residential real estate brokerage more professional, bring up the next generation, be collaborative, and make our profession something that New York City residential real estate has never, ever had.* - **Toni Haber, Compass**

*Having an organization that promotes the best agents working together as colleagues as opposed to enemies is sending shock waves through the entire industry.* - **Jeremy Stein, Sotheby's International Realty**

*The reputation of residential real estate agents is actually quite bad still and unfortunately it's because of some rotten players, who really don't represent the majority. NYRAC will help agents communicate with one another to help elevate this industry and really instill a new sense of professionalism.* - **Leonard Steinberg, Compass**

*This type of dedication and commitment has a cost; it requires a degree of selflessness and an understanding that in giving back there are rewards that are beyond dollars and cents.* - **Doug Bowen, Douglas Elliman**

*Last night felt like I was with like-minded individuals who, if we band together, can finally change our industry.*

**- Antonio del Rosario, Brown Harris Stevens**

**NYRAC** is essential for the vitality of our industry. - **Ed Freiberg, Compass**

**NYRAC** is long overdue, and we will make a difference.

*We are a wonderful group, and collectively, we will be amazing.* - **David Dubin, Compass**

*Excited to be a part of this impactful, very necessary organization.* - **Stefani Berkin, R New York**

*I am excited to join along with some amazing brokers. Looking forward to having a voice.* - **Claire Groome, Warburg Realty**

*This is really an amazing resource. Thank you for starting this for all of us.* - **Sydney Blumstein, The Corcoran Group**

*I believe this organization will be invaluable to the future of our industry.* - **Paige Neuhauser, Douglas Elliman**