

“STAYING AHEAD OF THE CURVE IN A DOWN MARKET” SEMINAR HELD AT THE PRINCETON CLUB OF NY

Recently “Reinventing Real Estate for the 21st Century” held a seminar titled, *Staying Ahead of the Curve in a Down Market* at The Princeton Club of NY. At the event, industry leaders discussed tactics and strategies for finding opportunity in face of industry malaise. Bruno Riccoiti, Founder and Principal of Bond New York, discussed his company’s emergence to one of the City’s leading residential brokerage houses during a time when many of Bond’s competitors have struggled to survive. Sophia Song, VP of Research at streeteasy.com, discussed the way in which new technology, social media, and other emerging marketing trends have created opportunities within the

real estate community. The discussion was moderated by Esther Muller, Co-founder of the Academy for Continuing Education, which provides numerous programs for real estate professionals.

The “Reinventing Real Estate for the 21st Century” networking and speaker series provides an informal forum of discussions open to Ivy League alumni and real estate industry leaders practicing in the greater New York City area. Participants include real estate principals, attorneys, residential and commercial brokers, architects, designers, and finance professionals. ■



Gail Green and the evening’s moderator, Professor Esther Muller, co-founder of the Academy for Continuing Education and Director of the Entrepreneurial Real Estate Program at the Graduate School of Business at Touro College



Gail Green



Marion Jones Pavone, co-host, with Gail Green, Princeton Club Seminar host and coordinator



Sophia Song, VP of Research at StreetEasy.com



Guests at the event



Douglas Wagner, Executive Managing Director, Bond New York; Olinda Turturro, Associate Broker & Director of Recruiting, Bond New York; and Sara Gayer, DJK Residential



Bruno Riccoiti, Founder and Principal of Bond New York



Alexa Battista, Marketing Specialist, StreetEasy.com; Panelist Sophia Song; and Marion Jones Pavone



Professor Esther Muller