



A Message from the CEO:

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Integrity

Applying our PIER Values (Passion, Integrity, Excellence and Responsibility) to company titles.

We've noticed a proliferation over recent years of rather lofty titles and colorful team names bestowed by real estate brokerage firms (both commercial and residential) on their top agents. While we believe recognizing talent and achievement is essential, our firm has stuck to a very strict titling and brand name preservation policy that we believe has had some very positive results for our agents and for our company as a whole.

At our firm's recent Annual Achievement Awards Ceremony in January, **Jeffrey Shalom** of our Brooklyn office was promoted to **Vice President**. At some competitor firms this might have prompted little fanfare.



Jeffrey Shalom

At Massey Knakal, Jeff Shalom's appointment as a Vice President was a milestone achievement. In fact Jeff was only the 8th person (non-Partner) in the history of Massey Knakal to be awarded either a Vice President or Senior Vice President title.

In order to be promote, Jeff had to achieve the following:

1) Five years of similar experience or at least three years at Massey Knakal

- 2) Direct responsibility for annual seven figure business generation over a period of three years
- 3) Voluntary contributions to Massey Knakal in leadership roles
- 4) Participation in the professional affairs of the Real Estate Industry

Additionally, Jeff has been our top Brooklyn agent for the last two years.

We all want to congratulate Jeff on his achievements and appointment.

It is our title integrity that now makes it clear that Jeff has joined an elite group. Vice Presidents and Senior Vice Presidents receive special treatment at Massey Knakal. They receive additional marketing support, special group trips and high-level professional training.

For our agents who are aspiring to join the Vice Presidents' "Club" the path is clear. There is a non-political road to recognition.

Very truly yours,

A handwritten signature in cursive script that reads "Paul".

Paul J. Massey, Jr.

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