

Happy New Year from Dottie!

I wanted to take the opportunity at this time to thank all of you who supported PDE Title. The results and positive feedback from our agents, managers, attorneys, customers, and clients alike make me proud that with your help we have built a Title Company that is an Industry leader. In the past year, PDE Title grew its business exponentially and most importantly developed many new business relationships with people who share our philosophy... that the consumer is our number 1 priority. I wish each and every one of you continued success. Together we will continue to grow our business, building relationships, and delivering exceptional service to our customers and clients. Best Wishes for a Happy, Healthy and Prosperous New Year!



PRESIDENT & CEO, PRUDENTIAL DOUGLAS ELLIMAN

A NEW YEAR, A NEW RESOLUTION? *by Gary Parks, Executive Business Coach*

As an Executive Coach, one of the most frequently asked subjects this time of year is "How do I approach a New Year's Resolution"? Most of us approach it in an insufficient manner. What I would like to do is offer a perspective that often is more efficient and lasts longer.

One of the challenges we face is using too much emotion or making an event "special". By stating that "My New Year's Resolution is", or "this year I will do" you are actually bringing too much attention to an event. Our mind does not like change, it will come up with ways to self-sabotage any improvement (which is change) we try to make. In order to keep our mind at bay and allow us to create the improvements and reach the goals we desire, we should approach the New Year in a different manner.

Try this; First, we have to understand that when we make something "special", we are setting ourselves up for failure. Special, by definition, are things that happen once in awhile. When we desire to improve, to get to the next level, we need to bring consistent actions every day. The only way we can bring these actions is by making it "no big deal". In other words they become "just another day in the office".

Here are some simple steps that will increase your chances of reaching the next level.

- 1. OWN IT:** Whatever you wish to achieve, state it as "if". If you wish to make \$100,000.00 more in 2011 than you did in 2010, in your mind, state this: I earn (the amount you desire to earn). Rather than I will, I want, I am going to. Once you own it, your mind will see the opportunities it needs to achieve that amount.
- 2. SUCCESS IS NO BIG DEAL:** When you start to succeed, rather than celebrating, treat it as if its normal. If you celebrate small successes, you are making it seem special, which means "once in a while". That will make

it more difficult to remain consistent with the actions necessary.

- 3. DO "PLUS 1".** The difference maker between good and great is really very small. It just takes consistent improvement every day. If you do just 1 thing more today than yesterday, you are on the right track. If you come into the office at 9:00, get in at 8:55, if you say "I will send that email tomorrow". Do it now, If you add a simple PLUS 1 everyday, you will develop the momentum needed to bring you to that desired next level.
- 4. ACCEPT ADVERSITY:** It's part of any champion. Losing is part of winning. The true winners in life do not necessarily face less adversity than those who don't win, it's just that they recover from adversity faster. By accepting, there will be challenges and failure to learn from. You will be able to recover quicker and gain the edge you need.
- 5. REMAIN FOCUSED** on who you are, not what others think you should be. People get used to what you achieved in the past, they will actually rather see you stay at that level. Once you start to improve, they may start to be surprised and make it a big deal. Remember, if you achieve something great once, then you are capable of doing it more often. Know yourself, what makes you great, why you got that big deal or landed that big account. The more you understand why, the easier it is to re-create it on a consistent basis.

Gary Parks is an Executive and Peak Performance Coach who works with both top companies and professional athletes. His clients include: Prudential Elliman Real Estate, The New York Islanders, The New York Jets, and Mass Mutual. You can send comments to Gary Parks at gpctc@aol.com or 516 384 8074 -

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Attorney tips for brokers

TIP NUMBER 1 *by Andrew Nachamie, Esq.*

When forwarding new deal information to the Buyer's and Seller's Attorney, don't just send the Binder. It is often hard to read and not clear. An information sheet containing the proper names, address and contact information of all parties, attorneys and brokers involved in the transaction, and a copy of the listing will assist in the transaction getting off to a smooth start. It shows a professionalism and organization that will aid in open communications between all parties during the pendency of the transaction. ~

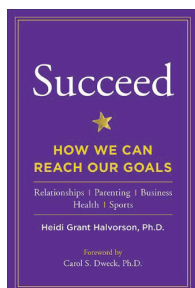
TIP NUMBER 2 *by Daniel Boldi, ESQ.*

Short sales! Just when you thought that this term may slowly be fading, a recent news article indicates that 2011 will see the highest level of loan defaults and foreclosures yet. Despite this alarming statistic, some lenders still refuse to approve short sales. Bank negotiators argue that investors (the entity that has laid out the money for the loan) find it more beneficial to proceed with foreclosure as opposed to accepting a short on the loan, even as bank negotiators advise otherwise. Investors neglect to take into account carrying costs such as property taxes, water bills, winterization costs, legal fees, etc. They also fail to consider simple market decline when deciding between REO (Real Estate Owned property) versus Short Sale. Real estate brokers and attorneys can play a vital role in educating lenders about foreclosures versus short sales. Short sales typically net banks more than REO properties and are less costly to lenders. My advice to brokers is, do not be scared of short sales. Generally, banks and investors have eased the guidelines. With competent legal representation, the process can be painless. Great news! Also, commissions for short sales are usually higher than traditional sales and sellers require less hand-holding as they are typically just appreciative that we can help them out of an otherwise difficult situation.

Extreme Service! *by Richard Klein, ESQ.*

On December 27th, 2010 my office scheduled a closing where PDE Title was insuring the transaction. Both the seller, who had one-way plane tickets to Florida the next day, and buyer, whose mortgage rate and existing apartment lease were set to expire, absolutely needed to close that day. The problem was that a blizzard left the road conditions hazardous which jeopardized the transaction from occurring. That was when Brian Salzman, a title closer for PDE TITLE, suggested that he pick up both clients (individuals he had never met before who happened to live close to his home), and carpool with them to my office (as the seller was elderly and the buyer's car would not have made it). Due to this personal relationship with PDE Title and the people it employs going the extra mile in customer service, all parties were able to avoid extreme hardship. Afterwards I even received a call from Sherri Mirando, our sales representative, who wanted to make sure everything went smoothly!~

bookRecommendation



Why read another book about success?

"Because even very smart, very accomplished people are very bad at understanding why they succeed or fail." That is the compelling argument for reading this new book called *Succeed: How We Can Reach Our Goals* by Heidi Grant Halvorson.

by Laura L. Scott, EVP Prudential Douglas Elliman

Expeditor! Expeditor!

by Richard Bivone

RMB Drafting is proud to be operating in Nassau and Suffolk Counties. We are committed to serving our clients. Over the past 26 years we have saved many clients from disasters and the fear of not being able to close on time. We all know how important it is to get to the closing table and one of the major road blocks at this time is obtaining C/O's. There have been thousands of clients over our 26 years in business. However, one of the projects that is most memorable was when we were requested to take over a project for a client in Levittown. The client had already dealt with two other expedite companies that had filed applications, but had never performed the research and analysis prior to filing. This led to a disaster with the Building Department process and hindered their timeframe to finish their project in a timely manner. The files were not properly processed by the previous companies and when we were retained, my staff through our detailed research and analysis found a 4 foot addition that was added on the dwelling that had never been addressed by the previous companies which resulted in a variance requirement. In addition, there was also a pool in the FRONT yard that both previous companies had advised the owner would be approved by the board! Through our years of expertise our staff knew the Board of Appeals would never approve a pool in the front yard of the dwelling and this could potentially affect the sale of their home. This nightmare for our client could have been avoided had the clients been advised of this potential issue by the previous two companies. With the benefit of research and knowledge of the process to legalize the existing conditions, the initial research and analysis would have resulted in our clients being better prepared to handle this ordeal from the beginning of this project.

This seller had a commitment for a new home in Suffolk County and the possibility of a buyer pulling out of the deal was too much for the client to bear. We had to re-file everything, get it reviewed and to the Board of Appeals, which our office handled in record time. The normal process for a project of this magnitude takes approximately six months or longer and due to our expertise we had certificates issued approximately three months later, with a hardship approved by the town.

If it were not for expert research and the analysis performed by our office this seller could have potentially lost his buyer which would have resulted in a financial mess. They were lead down a path by others thinking they were legalizing existing conditions without any knowledge of the legalization process involved. You get that from RMB and our staff. We take pride in our services, and make sure our clients are fully advised of the process. Their needs become our priority. Our clients have become our life line, as we know they are yours as well. Our team of experts will help you and your clients arrive at the closing table and help to alleviate any of the undue stress that is caused at such a difficult time.~

PDETitle Your in-house Title Insurance Company working exclusively with PDE agents. Our goal is to ensure that your deals get to the closing table as smooth as possible because we really understand what's at stake and have your best interest in mind. Contact us at with any inquiries or questions at: 212.534.5318 or www.pdetitle.com.