

## Publisher's Note

Last month's inaugural issue of *The Real Deal* received an overwhelmingly positive response. The incredible number of inquires concerning subscriptions alone confirmed our view that there is a definite need for this publication in the New York market.

I want to sincerely thank each and every reader who forwarded an email or phoned in to express their interest. This high level of input will enable our editorial team to develop the kind of content you want, and need, to read.

For example, in response to your feedback, *TRD* added the Washington page this month, which will focus mainly on legislation that impacts such critical factors as property and taxes — an update successful brokers will surely benefit from.

Meanwhile, making inquiries gathering information for our main feature this month, "The Gangs of New York, The Most Powerful Agencies in the City," caused a positively competitive buzz in the market. In fact, many agencies did not want to provide their numbers, for fear that their competitors would balloon their calculations to present better rankings.

For this reason, we altered the format of our piece from a Top 10 list, to a profiling of some of the city's top firms. However, *TRD* will not stop there. In each issue we will profile different industry agencies, and top players.

Providing the New York real estate industry with breaking news, insightful features, informative techniques pieces, and a wide range of industry-specific insight and data, we aim to provide you with an invaluable resource you will rely upon each month.



Barbara Corcoran, founder of *The Corcoran Group*, congratulates Publisher Amir Korangy on the successful launch of *The Real Deal*.

I invite you to peruse our May issue and encourage you to continue your support by feeding us information, asking us questions, soliciting

additional details, subscribing and advertising.

Thank you, Amir Korangy, publisher

A handwritten signature of Amir Korangy in black ink.

## THE REAL DEAL

### New York Real Estate

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## LETTERS:

### 'WOMEN IN REAL ESTATE' FEATURE RESONATES WITH READERS

Last month, *The Real Deal* received an overwhelmingly positive response to the "Women In Real Estate" feature highlighting the progressively important role women have played in the real estate industry over the last 50 years. Among those many responses was this letter from **Deborah J. Quok**, vice president of Global Corporate Services at **CB Richard Ellis**, San Francisco. Quok is also the current President-Elect of the **National Network of Commercial Real Estate Women**, an national industry trade group.

There are two additional factors influencing the growth of women entering the commercial real estate industry that I think would interest your readers.

First of all, there is the increased opportunity women are finding in the corporate real estate environment. Corporate America is further ahead than the commercial real estate industry in integrating women into senior and mid-level positions.

These women represent the "occupiers" of real estate and I believe look forward to, and appreciate, working with women providing commercial real estate services, thereby providing greater opportunity for women on the service side.

That brings me to my second point, which is the growth of opportunities on the service side of the real estate industry.

Many firms/companies that provide support services for realtors have focused their attention on increasing diversity for several years now, and those efforts are yielding positive results.

For example, CB Richard Ellis has a very strong Women's Network, highly supported by upper management. Increasing diversity, both gender and ethnic, is one of CBRE's top business goals.

Meanwhile, there are many other examples of such programs at companies of all sizes and many disciplines (brokerage, law, consulting, finance, etc.).

These service firms have been increasingly supportive of associations providing opportunities for women to expand their knowledge in commercial real estate and develop leadership experience, with the CREW Network being among the most highly regarded.

The momentum of women both increasing their numbers as well as advancing into senior positions within corporate real estate is robust.

The demographics of CREW Network support this, with over 70% of our members being chief executives, presidents, owners, partners or senior managers; and an average of over 14 years in the industry. Time will only strengthen these numbers, and I predict at a faster pace than we have seen historically.

*The Real Deal* encourages readers to submit letters to [info@therealdeal.net](mailto:info@therealdeal.net)