

Defying Market Employment Trends, Eastern Union Hires 75 Brokers For New 'Multi-Family Group'

Eastern Union, one of the country's largest commercial real estate finance firms, hired 75 new brokers to accommodate swelling demand for its newly introduced quarter-point fee for refinancing multi-family properties backed by Fannie Mae or Freddie Mac.



The new fee is being offered by the company's new Multi-Family Group under the leadership of top Eastern Union brokers Michael Muller and Marc Tropp.

"We pivoted to adjust to the realities of the marketplace," said Ira Zlotowitz, Eastern Union founder and president. "The pandemic has ushered in a new era. We've responded by redefining pricing standards that had persevered for decades."

In addition to resetting fees for agency refinancings, the Multi-Family Group established a half-point fee for agency acquisitions. The reaction to this initiative has been received positively by industry leaders.

"Our team funded over \$3 billion in loans with Eastern Union," said Steve Rosenberg, chief executive officer of national lender Greystone. "It is so interesting to see the company's creative juices flowing ... by launching pioneering initiatives to redefine the commercial real estate industry."

According to Mortgage Bankers Association's origination rankings, Eastern Union was the second-most-active broker nationwide as an intermediary for loans backed by either Fannie Mae or Freddie Mac.

"Eastern Union's new fee structure has attracted a substantial flow of incoming business, and we're hiring to keep up with demand," said Mr. Zlotowitz. "We are focused on helping property owners and investors during this challenging time."

Getting Down to Business

We are all in a rush these days. We're always running to a meeting (virtual, of course), running to finish a project before a deadline (from our home office), or running to set up all our children's Zoom tablets in time for class. When do we have time for personal or business development and learning? **When do we have time for educating ourselves???**

Enter "micro-learning!" What if I told you that in daily 60-second video clips, you could learn an incredible amount from real-world business leaders today? What if I let you in on a little secret and said that a new platform for learning and growing has just launched, with **YOU** in mind? You'd be listening, wouldn't you?

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KHILAH MARINE PARK

wishes to express its sincere appreciation to

R' Nachman Caller, Esq.

the principal of the prominent Law Firm N.C. Caller, P.C.
for his efforts in obtaining a Real Property Tax exemption for our shul

The law firm of N.C. Caller P.C. wishes to let the Community know that it is currently addressing matters which are of vital concern to the members of the community.

A. A major change in the law which affects elderly people who are contemplating applying for NY aid for Home Care has been enacted. There will be a 2½ year waiting period before the person will become eligible for Medicaid. after assets are transferred. This new rule goes into effect for applications after September 30, 2020. Our firm does probate, trusts and Halachic Wills, etc.

B. Our law firm is able to obtain real estate tax exemptions for Not For Profit organizations or Mosdos that do not own the property, provided they rent the property. Accordingly, if you are renting part of your building to a tax exempt organization we may be able to get a NYC real estate tax exemption for that portion of the building that is being used by the not for profit organization.

C. If members of your group own their homes or units, we can convert the colony to legal home ownership as set forth by the Attorney General and the colony should be treated as a Homeowners Association by the Local Agencies.

You can visit our Website: **Nachmancaller.com** or call **718-438-2525** for further information on all of the areas of practice of our firm.