

BE MORE REFERRABLE: TALK ABOUT VALUES

As professionals, we must be ethical and excellent with our client service. Yet our values are also important for networking and marketing. In fact, we rarely recommend competent professionals who also do not meet our own standards of work ethic & people skills.

So how can we further develop our values? Moreover, how can we differentiate ourselves through our values? Full circle, how can we recognize those who share our values, and those who do not?

First of all, we may take our own values for granted. As a member of our networking group, we can assume a high level of trust with each other. Yet, even here, we can use the following technique to check each other out. After all, it's a great way to get to know one another on a deeper level.

There are 5 values that our mothers taught us: It may seem like common sense. But as they say, often common sense isn't quite common!

So grab a clean sheet of paper and start a self-check. Write out a quick example or anecdote of how you've upheld each of these 5 values:

1. Honesty
2. Integrity (Accountability)
3. Trust
4. Loyalty
5. Lawfulness.

Be sure to cite times when you could have acted otherwise, but rather upheld your valuable character.

NOW, GO BEYOND THE MOTHERHOOD 5!

Writing out anecdotes (quick examples) of your basic 5 values is just the beginning. They don't make you distinctive: It only makes you an ethical professional.

Your next step is to start sharing these anecdotes with others. By asking your colleagues to do this exercise, you'll achieve two great benefits: 1) You'll stand out as a values-based professional, and 2) You'll learn more about your colleagues. While they may need your help to jog their memories, they'll appreciate your caring.

Now it's time to really shine! This next exercise can be a bit more challenging for some: We want you to identify the values that make you different, special, and unique. Again, everybody would agree (in public) with "The Motherhood 5" values. What sets you apart?

What do you care about that many people may not? What causes, charities, or hobbies are you passionate about? How do you put your time & money where your mouth is? How have you made a positive impact in

your community through these sacred values of yours?

The more of these personal anecdotes you share, the stronger your relationships will grow.

Moreover, as you show-off values which many people don't cherish, you'll immediately stand out & impress.

Best of all, colleagues will think of you when your favorite cause, hobby, or value is mentioned somewhere else. They'll then refer such people to you, who share your special values & interests. Return the favor!

THE TEN COMMITMENTS

1. Arrive early to events.
2. Develop your elevator speech.
3. Never sit with people you know or work with.
4. Seek information and move on.
5. Business cards are your billboards, so choose them carefully.
6. Immediately act on referrals.
7. Immediately thank people for referrals.
8. Be a giver first.
9. Choose your networking events carefully, look for opportunity to meet new people.
10. Remember business is based on relationships and networking is a "contact sport."

Arthur Spitalnick is a Managing Director with the commercial real estate management and brokerage firm, the Kaufman Organization. They are known for the famous Kaufman Astoria Studios; the Organization manages over 6 million square feet of real estate. Arthur's unique expertise comes from his decades of experience on both sides of the real estate deal table:

Arthur Spitalnick started his career with his family's pioneering \$100 million fashion apparel company, Spitalnick & Co. As the company grew, they naturally had to find larger and larger space. In the late 1980's he helped sell his family business to a larger corporation, but stayed on as management.

13 years ago, Arthur launched his career in commercial real estate. While he admits he thought the new career was going to be an "easier experience," Arthur enjoys the challenge and admits "the rewards are great." Arthur has surely seen all sorts of market conditions and can help his clients make the right decisions.

The Kaufman Organization encourages ad hoc teams that are client-centric, rather than fixed bureaucracy. Arthur regularly works with other colleagues, who may have more specialized knowledge, to help his clients find the right space, at the right time, at the right cost. Arthur works with both tenants and landlords, and helps both of them achieve innovative results:

Manhattan real estate costs can become difficult for many to afford, e.g. \$100 a square foot in mid-town, and "as low as" \$30 on side streets. To help both parties, Arthur helps clients re-brand "B & C buildings" into greater value for both.

Arthur also knows the unique needs of the garment district, as he worked in the industry for many years, and now has his office in the area. Just this past week a 20-year relationship with a colleague from the garment industry paid off, they signed an exclusive contract with Arthur and the Kaufman Organization to expand their space.

"Anyone can show space, it's shaping their decision, helping them come to the right decision," is why Arthur

works with more entrepreneurial, growth-driven, and thus cost-conscious business owners. Arthur, understanding his own experience as a business owner, helps to meet his clients' constant demand of analysis and comparison. But many times Arthur guides his clients to stop going around in circles and get to the "strike point."

"All I can sell to my customers is integrity. There is nothing more valuable than a referral from my customer. So they go hand in hand. I can't be the unscrupulous 'Glengary Glen Ross' broker and expect to multiply my audience." In an industry that is rife with controversy and contradiction Arthur Spitalnick's values are refreshing: He has walked away from many conversations and deals that he has felt were "less than ethical."

MEMBER SPOTLIGHT: ARTHUR SPITALNICK

Arthur's personal life is a testament to the kind of values he brings to the table. Arthur has been married for 30 years. As the proud father of 3 guys, he has coached little league, soccer, and the JCC Maccabi Games, where has served as committee co-chair – even well after Arthurs' sons had graduated off the teams. Arthur has also volunteered his time to fight against juvenile diabetes.

Arthur has grown up an athlete himself: He is an avid golfer, humbly sharing that he has a "low-teens handicap." Arthur recently helped to start his own golf club in Port Washington, Long Island with 24 members and growing.

Arthur has traveled extensively throughout the US, Europe and Asia. Together, his many trips to Asia total time equals approximately 2 years over there. Arthur is also a lover of Asian food and culture (he admits its no secret), sharing his preference for soup dumplings from Joe Shanghai!

His genuine personality shines through his natural conversation. Moreover, Arthur's core values and unique expertise sets him apart from most commercial real estate professionals. It's easy to see why networking is so beneficial to him. Who do you know that's thinking about buying, selling, or leasing space? Be assured that Arthur Spitalnick has the integrity and expertise to guide them in the right direction.