

# Nineteen Ways to Promote Your Real Estate Practice in 2019

By Andrew Lieb

We have a terrific issue for you in 2019! *The Suffolk Lawyer's* Focus on Real Property Special Edition is a time for us to explore the interplay of real property law with your personal focus as an attorney at law. In a way, every practitioner is a real estate attorney because we always exist on real estate, except for when we are flying and those guys have to land eventually. So, all attorneys should be interested to learn a little about real estate law, but is a little knowledge good or dangerous?

In this edition, Kenneth J. Landau gets the ball rolling by discussing "19 Ways to Promote Your Real Estate Practice in 2019." As only he can do, Mr. Landau reminds us that we need to self-promote in order to stay relevant. Then, Dennis C. Valet demonstrates how to properly self-promote; as the professor, in his article on banking law, "Federal Preemption of State Banking Laws — Are Mortgages and Foreclosures Ripe for Federal Regulation?" Mr. Valet not only

share information about our nation's dual charter banking system, he also shows all practitioners what it means to be a substance-first attorney through leveraging the law in client-representation. Next, Jordan Fensterman, of Abrams, Fensterman, Fensterman, shows us what it means to be a healthcare attorney. Beyond navigating licensing, malpractice and the like, Mr. Fensterman explains the ins and outs of the facilities aspect of healthcare in his article, "Preparing Medical and Health Buildings and Facilities for Inspections and Investigations." By reviewing Mr. Fensterman's work, counsel will understand that it is

imperative to bring him into any medical facility purchase/sale transaction, as co-counsel, so that the purchaser isn't immediately put out of business by a long list of regulators the day after they open.

Between studying the pieces by Landau, Valet and Fensterman, we are remind-



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ed, as practitioners, of just how large the real estate field is in the law. Yet, going to the bounds of the field is not the only way to promote with substance.

In a basic buy/sell residential deal, clients need attorneys who know what they are doing. Sabine K. Franco and Mark S. Borten are just those attorneys.

First, Ms. Franco tackles the often misunderstood Property Condition Disclosure Act in her article, "Understanding the Property Condition Disclosure Statement — why \$500 is a Deal." Then, Mr. Borten addresses property tax adjustments incident to estate sales in his article, "The Restored Factor: What it is and How it can Bite Your Purchaser Client Post-Closing." Taken together, these articles are important reminders that transactional counsel should sell through having substance, not by a race to the bottom as a cost-leader. We need to reclaim our field and remind the public that a real estate deal is so much more than busy paperwork and a closing. Both Ms. Franco and Mr. Borten offer so much more than serv-

ing as scriveners. They are practitioners who stand out from the crowd by offering value through true legal knowhow and understanding.

Speaking of standing out from the crowd, our final article, by Irwin Izen not only stands out, but it challenges the crowd over at town hall. As you may know Mr. Izen has never been shy about challenging anything and in his article, "Airbnb, You, me & Constitutionality," he asks whether municipal codes, as to transient rentals, are constitutional. We should all learn from Mr. Izen that no one ever remembers the silent conformists, but only those bold enough to take a position and back it up with substance will ever matter. Here is to all of our readers mattering in 2019.

*Note: Andrew M. Lieb is the Managing Attorney at Lieb at Law, P.C., a law firm with offices in Smithtown and Manhasset. He is a past co-chair of the Real Property Committee of the Suffolk Bar Association and has been the Special Section Editor for Real Property in The Suffolk Lawyer for years.*

FOCUS ON  
REAL PROPERTY  
SPECIAL EDITION

## 2019 Real Estate Beyond the Closing

By Kenneth J. Landau

One of the reasons it is easier to promote a real estate practice is that there are always new legal developments and the public is always interested in learning about this area of the law. They also need to know how attorneys can be of help to them in real estate related matters.

One simple way to promote a real estate practice is to advertise your concentration in this field and to promote your availability to give useful information, online, at seminars or even over the phone, about buying or selling a house. Other related topics you can educate about can include:

- How to finance a real estate purchase
- Types of loans available to refinance a purchase
- The pros and cons of reverse mortgages
- Reducing your real estate taxes (including types of exemptions)
- Real estate terms you should know
- What you need to know about title searches
- Preventing identity and title theft
- What happens to your property in the event of your death or divorce
- The rights of landlords and tenants
- Tax consequences of buying, selling

or owning real estate

- Buying or selling commercial property
- Renting an office, store or commercial property

You can also target your marketing program to real estate professionals by offering real estate updates for real estate brokers, bankers or others involved in the field.

Once you find one or more topics that you would like to discuss or write about, you can seek out a group or publication interested in carrying your message. Public libraries, community or religious groups and even banks or brokers are interested in offering educational programs for the community. Trade groups are also interested in more sophisticated and focused presentations. Many of these groups have publications or websites where articles on the topics, including a favorable mention of you and your firm, can be included. At all times, it is important to mention how you can help as a real estate attorney and the value of your services.

As part of any program, the information you can include on your website, or discuss at a seminar, can include such topics as:

- Anatomy or chronology of a real estate transaction
- Time table of a real estate transaction
- Glossary of real estate terms

- A description of the parties to a real estate transaction
- The role of each party at a closing
- Types of loans and ways to finance a real estate purchase
- Types of deeds for owning homes
- Protecting your property with proper insurance
- Tips for buyers
- Tips for sellers
- Choosing and using a real estate broker
- Choosing and using a real estate attorney
- Tips for real estate investors
- Understanding short sales and buying foreclosed properties
- Special loan programs available to home purchasers
- How to determine the value of your property

Whenever you speak to a potential real estate client, along with your credentials, it is important to emphasize how you "help" them to complete the transaction, your "excellent" customer service and the "value" of the services you provide. You need to convey the message that it doesn't cost but, rather, it can save them money and headaches with your expert representation. You should consider making it easier for them



KENNETH J. LANDAU

to become your clients by offering a limited free or low cost consultation over the telephone or in person. Remember too (and remind your clients) that you advocate zealously only for them and you will at all times advocate for their interests rather than those of another party in the real estate transaction.

Helping to reduce the knowledge gap in the world of real estate, while also helping to promote your real estate practice, will lead to a satisfied client who will tell others about your wonderful service (and results) and who will contact you when they have other legal problems. It is also important to let a satisfied client know the other related areas of law you also can help them with. Periodically keep in touch with them so they remember you as their go-to real estate lawyer.

*Note: Kenneth J. Landau is a partner in the Mineola law firm of Shayne, Dachs, Sauer & Dachs, LLP and concentrates in the areas of negligence, medical malpractice and insurance law. He is a past dean of the Nassau Academy of Law and hosts the weekly radio show, "Law You Should Know," broadcast every Wednesday at 3 p.m. on WHPC 90.3 F.M. (Podcasts or voice stream at www.NCCRadio.org.)*



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