

JOE MOSHÉ

Charles
Rutenberg Realty



Joe Moshé is the broker and owner of Charles Rutenberg Realty in Plainview and an owner of Charles Rutenberg Realty New York City location. Moshé, and his wife, Pamela, launched the company in 2006. Providing a unique program where agents receive training, professional guidance, innovative tools and 100% commissions, the company has added thousands of agents to its roster.

Moshé promotes the latest technology to the company's agents, allowing them to conduct business with their prospective buyers, sellers and other industry partners from every location.

"Technology has changed the real estate industry," he noted. "Charles Rutenberg Realty understands that most real estate transactions are driven by the internet, social media and mobile technology. The traditional way real estate agents used to sell homes is diminishing. The most successful agents have embraced the changing industry and find themselves out in the field rather than in the office."

The firm's newly launched Premier Portfolio program provides agents with technology, marketing, administrative assistance and transaction support, Moshé explained.

In 2012, the Long Island Office added a commercial real estate division. "Agents who are experienced in commercial transactions benefit from Internet tools, guidance and marketing review," Moshé said. "Agents who have no experience are mentored while learning how a commercial

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real estate transaction works. They attend various training sessions, which include instruction on how to market a commercial property, perform comparative marketing, as well as the analysis and preparation of cash flow spreadsheets."

Under Moshé's leadership, the firm also launched a short sales division, which allows agents to take part in complex transactions while being supported by knowledgeable professionals. Here, agents learn how to handle communications with the seller (whom the agent represents), the lender, and the attorneys involved in the process. They also learn how to protect themselves from liabilities associated with unconventional transactions.

In addition to Charles Rutenberg Realty's branch offices in Huntington, Ocean-side, Queens, Bronx, Sayville and White Plains, the company recently opened a branch in Hauppauge. Among the 1,900 independent real estate offices represented by Multiple Listing Services (MLS), Charles Rutenberg Realty continues to have among the highest market share for available inventory, listings taken for the first six months of the year and listings under contract.

Moshé is an ardent supporter of the real estate-related PinkTie.org organization, which raises funds for breast cancer research. He is also active in rockCANroll, an organization that provides food for communities. Charles Rutenberg agents are encouraged to bring non-perishable food items to company meetings for donation to rockCANroll. The donations stock local food pantries, which benefit those in need throughout Long Island and the New York metropolitan area. He also initiated a toy drive at all Charles Rutenberg Realty offices where all donations are distributed to the patients at the Cohen Children's Medical Center in New Hyde Park.