

Contact: Ruanna Sakols FOR IMMEDIATE RELEASE

Telephone: (646) 237-2571 New York, New York

Email: [rsakols@reinny.com](mailto:rsakols@reinny.com) September 16, 2011

REAL ESTATE INDUSTRY VETERANS LED BY MARC LAWRENCE

LAUNCH REIN NY, LLC (REAL ESTATE INSIDERS NETWORK)

Aggressive Plan to be top Real Estate Event Producer

As anybody who has achieved success in the real estate industry knows, it’s not what you know (since we all know everything), but it’s who you know and even more importantly – who knows you. If you want to make lucrative deals in this market, you need to be an insider and people need to know you. If you’re not in – you’re out!

This concept led real estate industry veterans Marc Lawrence and Ruanna Sakols, together with an experienced Advisory Board comprised of real estate leaders and visionaries, to form REIN NY, LLC (Real Estate Insiders Network) (herein “REIN”). REIN is an organization that will produce the real estate industry’s top events, panels and conferences, all of which will be attended by the most important, active and prestigious real estate dealmakers. REIN’s events will provide the platform for you to meet, learn from, and actually get to know the people who are making deals today and in the future.

REIN’s social events will always be populated with a perfect balance of real estate professionals in a variety of real estate fields. REIN will ensure this balance because it has developed an extensive database of over 10,000 real estate professionals, and has first-hand knowledge as to the needs of these professionals and what kind of deals they are working on. You want to know who is doing construction lending on hospitality assets – REIN! You desperately need to retain an attorney with knowledge of how to make a property ADA compliant – REIN! You need to meet an engineer who specializes in heating, ventilation and air conditioning – REIN!

REIN’s founders and its Advisory Board have spent numerous years in the real estate community and know all of the most important players. They have hosted and attended thousands of real estate related events. They have created relationships between numerous real estate professionals, more importantly, have created and referred hundreds of millions of dollars of real estate business to industry insiders. REIN’s founders and its Advisory Board are the quintessential dealmakers and they have the connections to the biggest names in the real estate industry.

REIN founder Marc Lawrence (fondly known in the business as “the REINman”) has spent approximately twenty years in the real estate industry. Marc is currently a Principal of New York-based title insurance agent American Land Services, Inc. and manages all aspects of American Land’s flagship New York City sales office. Marc is primarily responsible for growing American Land’s presence in New York City and is well known and respected in New York City as a “Master Networker”. Prior to joining American Land, he spent five at the Corcoran Group as a Vice President, and worked for nine years as a real estate attorney specializing in real estate transactions and related litigations. Marc earned his law degree from New York Law School and his undergraduate degree from the University of Michigan.

REIN founder Ruanna Sakols is currently the Director of Marketing for New York-based title insurance agencies American Land Services, Inc. and Freedom Land Title Agency, Inc. She is responsible for all marketing initiatives for both companies including the planning, coordinating and execution of all events. These events have included seminars, conferences, breakfast, lunch and cocktail mixers and CLE classes. Ruanna was born and raised in Chicago, IL and moved to New York City to attend Lander College for Women, a division of Touro College.

REIN’s headquarters are conveniently located at One Penn Plaza, Suite 3406, New York, New York. We look forward to a lot of “REIN” in your forecast, and hope to see you at our launch party on September 20, 2011.

# # #

If you’d like more information about this topic, or to schedule an interview with REIN founder Marc Lawrence, please call Ruanna Sakols at 646-237-2571 or email her at [rsakols@reinny.com](mailto:rsakols@reinny.com)