

# The COOPERATOR

*The Co-op & Condo Monthly*

**Charles Rutenberg Realty**, headquartered in Central Florida, has opened a new office in Manhattan, and in its first month of operation, has signed on 50 agents. Compared to traditional real estate firms that share commissions with their broker agents, the company is based on a new 100 percent agent commission model, according to Paul Purcell, former president of Douglas Elliman, and co-founder of the realty firm.

"In addition to most of the resources of a full service brokerage, such as, office space and a listing database, we have on hand a staff of seasoned real estate professionals to offer advice and support," says Kathy Braddock, former general sales manager of Douglas Elliman, and a co-founder of Charles Rutenberg Realty.

Purcell says the flexibility of the operation is that it allows agents to be more portable, in essence, they can work from anywhere. The company also provides them with a listing database, office space, and more, including a sizeable commission that they would not be able to achieve in a traditional brokerage setting. For these services, Rutenberg brokers pay a monthly fee of \$99 plus transaction fees when sales and rentals occur.

For further information, visit [www.rutenbergrealtyny.com](http://www.rutenbergrealtyny.com).