



NEW YORK

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For Immediate Release

## **R New York, Formerly Doing Business as Charles Rutenberg, Officially Changes its Name**

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***New Name Tops Off Year of Milestones for R New York:  
700+ Agents, Record Transaction Numbers, New Commercial Division and Regional Expansion Plans***

*New York, NY - September 26, 2018* - With decades of brokerage experience in the New York City real estate market and a record year underway, R New York (formerly Charles Rutenberg LLC) is proud to announce that it has officially transitioned to its new business name. Now home to more than 700 agents, with a growing commercial division and plans for continued growth across the market R New York has rebranded with a name that is both as distinctive and memorable as the services it provides to its clients.

“The success of our clients and agents has always been the foundation of our brokerage,” says Stefani Berkin, the firm’s 31-year-old president. “While our name has changed to reflect our new brand identity, our values and those of our esteemed agents remain steadfast. The name defines the essence of who we are. We are real estate professionals. We R New York.”

According to Ms. Berkin, R New York will continue to disrupt the traditional brokerage industry with its revolutionary commission model. R New York agents keep 100% of the commissions earned, and also enjoy the support and benefits of a full-service real estate brokerage operation. She says that agents are encouraged to be their own entrepreneurs and dedicate their focus to best serving their clients. “At R New York, our agents appreciate the freedom and flexibility we offer, both financially and operationally, and they are able to Reap the Rewards of their own, hard-earned success,” Ms. Berkin explained. “We provide technology, connectivity, market information, first class office space, conference rooms, mentoring, training, continuing education, communications, licensing and all the other tools they can leverage for their success.”

The firm also announces its expansion to Long Island’s east end through its sister company, R Hamptons, which covers all of the hamlets of Long Island’s North and South forks. An R Brooklyn office is also scheduled to open this fall.

“We are proud to be R New York, and to serve our global clientele in all brokerage capacities – residential and commercial sales and leasing,” Ms. Berkin says. “We believe the future for our business is R New York.”

**About R New York:**

R New York (*formerly known as Charles Rutenberg LLC*), is one of the fastest growing residential real estate brokerage firms in New York City, ranked #5 in size with more than 700 experienced agents. The firm has taken the industry by storm with its groundbreaking 100% commission model that allows agents to retain the full fees earned, which is twice as much per deal as the traditional 50% standard. R New York, under the helm of President Stefani Berkin, offers brokers considerable operational freedom with the firm on-call to provide expert coaching on business plans and deals, and it provides marketing, technology and administrative support as well as an in-depth continuing education program. R New York was founded in 2007 by a highly successful Wall Street IPO expert and a real estate industry veteran. [www.WeRNewYork.com](http://www.WeRNewYork.com)