

## HAVE YOU HEARD ...

**K**NOWN simultaneously as the “most loathed” and “most successful” broker in New York City, marketing maverick **Michael Shvo** is dipping his toe back into real estate.

The poster boy for excess at the height of the housing boom, Shvo is set to speak at the upcoming Spring Conference being organized by **Esther Muller**'s Academy for Continuing Education.

At the pinnacle of his marketing career, Shvo was hailed as a genius for developing concepts that sold billions of dollars worth of real estate.

But he disappeared as fast as the celebrity parties he threw when the market crashed and, for the past two years, appears to have been busy building a career as an art aficionado and getting hitched to long-time girlfriend, Turkish model **Seren Ceylan**.

Muller told *Brokers Weekly* she had tracked down Shvo — who has been decidedly media-shy in recent years — as a service to her students. He'll talk about “Lessons Learned”

and give his perspective on today's housing market.

“Michael Shvo is someone who has been in the industry at a very high level and who has faced challenges and had some interesting moments,” said Muller.

“Hindsight is a great thing — if you could do it again, what would you do differently?”

“We want the agents to learn something and he travels all over the world doing work.

Today, he has a more mature perspective of the landscape of the industry. He is very transparent

and honest about how he feels.”

The Spring Conference Series takes place April 29, May 1 and 3 at the New York Athletic Club, 180 Central Park South, Presidents Room, 10th Floor.

Other confirmed speakers include **Frederick Peters**, president of Warburg Realty, **Kent Swig**, co-chairman of Terra Holdings, **Jackie Teplitzky**, managing director at Douglas Elliman, **Wendy Maitland**, senior managing director of sales at Town Residential, and **Jason Sheftell**, from the NY Daily News.

Agents can receive 22.5 hours DOS-approved credit to renew their license, including the required three credit hours of Fair Housing and

Human Rights. To register, call Edreana at 212-262-2662, or email [Edreana@RealEstateAcademy.com](mailto:Edreana@RealEstateAcademy.com).

**MICHAEL SHVO**

