

## **For Immediate Release**

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### **Ed Bissen: Top Residential Broker for GMAC Real Estate International Properties Group**

A yellowed newspaper ad cut-out with a fresh-faced Ed Bissen, already a star in his field, looks down on the older but wiser broker. Even as a young residential broker, he was shining example to his colleagues. Now, Bissen says that twenty-five years in real estate has, “given me the comprehensive knowledge to help developers, sellers and buyers.”

Bissen also attributes his consistent success to keeping with the technology. He reminisces, “Back when I started out, everything was done through fax. We’re talking about millions of faxes sent and received each year but adaptability is key to survival.” He advises. “We are in an age of instant access and our customers know as much or more about the current market conditions. “

He was first interested in real estate to help a friend. “He was just looking for someone who had ‘common sense,’” recalls Bissen, but soon found a passion for helping other people as well. “I don’t want to just find a home; I want to find the right home that fit the right needs.” Throughout his career, he has sold condominiums and pre-fabricated single family homes in New York to managing a 35-story building in Japan. Since joining GMAC Real Estate IPG, he has completed six transactions worth over \$4M.

Bissen was the first residential broker at GMAC Real Estate International Properties Group. “I was attracted to the philosophy of Premier Service®.” Through Premier Service®, GMAC Real Estate IPG professionals promise to put the needs and concerns of the client first. They also commit in writing to perform at the level that is expected of them. After the transaction is complete, clients are asked to evaluate the experience and performance, a rare process in real estate. He acknowledges that being part of such a notable company provides tools exclusive to me by GMAC Real Estate IPG. “We are committed to a high level of service which is hard to find,” he adds.

The expert real estate professionals of GMAC Real Estate International Properties Group offer Premier Service®, providing one-stop shopping for real estate, mortgage, title, insurance, relocation and other services to commercial and residential clients. We are also recognized for excellence in combining state-of-the-art technology coupled with a personal touch for all projects, great and small. GMAC Real Estate International Properties Group offers assistance in buying and selling property, and representing office and retail tenants in leasing.

International Properties GMAC Real Estate International Properties Group harnesses the power of GMAC Real Estate’s 1300 offices and 22,000 sales professionals to meet the unique needs of

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