

**19  
89** | **OVER  
TWENTY  
FIVE  
YEARS**



## **Coaching: More transactions won't necessarily make you wealthier by Rod Santomassimo**

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Rod Santomassimo,  
Massimo Group

Wealthy commercial real estate brokers don't think lineal. They think exponential. While the average commercial real estate agent/broker thinks about the next deal, the next opportunity and ultimately survive on the transaction treadmill. The problem with the transaction treadmill is that it doesn't grow anywhere. No typo there. Not only is the treadmill stationary, so is the

career path of those that focus solely on the transaction.

Wealthy commercial real estate professionals grow beyond the transaction. While the wealthy commercial real estate professionals complete many transactions, it is only part of their journey to building greater personal margin in their lives. That's right, more money with less effort. Wealthy commercial real estate professionals structure their business and financial components to also insure they keep a greater share of their hard-earned commissions than their average income peers.

The wealthy commercial real estate professional understands four key principals to their financial success:

1. They place a higher value on their services, and charge accordingly.
2. Making big money can be simple. They follow a consistent, persistent and disciplined process each day.
3. They do not let themselves get distracted. They focus on the pillars that positioned them where they are.
4. They are more comfortable qualifying (and disqualifying) so they focus only on the exact prospects who they want to serve.

Rod Santomassimo, CCIM is founder and president of Massimo Group, LLC, New York, N.Y.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540