



CELEBRATING  
30 YEARS



**Coaching: My most powerful New Year's resolution: More conversations - by Rod Santomassimo**

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Admittedly I have quite a few New Year's resolutions, and if this first month is any indication, it will be a struggle to achieve them all, but I am off to a good start. There are the usual personal ones, eat better, more date nights, and more consistent workouts. Then of course there

are the professional ones. More focus, greater production, another book, and create new coaching programs. The one I have found to be most impactful so far is more conversations, and less email.

Email is one of the main deterrents to production. Email is never ending. They are mostly interruptions preventing you to be as efficient and effective as possible.

So here are a few strategies to reducing this friction, and help you to have your best year in commercial real estate yet:

- Unsubscribe to 99% of the stuff you get. Face it, you really don't read these anyway.
- Create an alternative email account. Only share your primary account with the most essential people in your life and business.
- Add an auto responder, informing folks you only view email two times each day, and if it's an emergency to call you. 99.9% are not emergencies.
- Pick up the phone before you write an email. Speaking directly is much more productive and personal than the digital alternative.

Let me know what you think. You can reach me at [rsanto@massimo-group.com](mailto:rsanto@massimo-group.com). Of course, this email goes to my team, not me. They will filter and share with me what is most important, allowing me to be more focused on my goals for the New Year. Of course, you can always call me direct: 919-267-5367.

Happy New Year everyone.

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