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Coaching: Commodity or resource? - by Rod Santomassimo

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Earlier this month I had the privilege of presenting a keynote speech at a national commercial real estate conference. I couldn't help but notice how uniform everyone looked. I am not referring to the dark suits and ties on the men, or the fitted skirts and jackets on the women—that's a different uniform. I was highlighting how they all looked alike. It is a scene I have experienced again and again.

In a room full of brokers, the attendees in this case, how would a prospect tell who is different? How do you make yourself different? I asked the attendees to share with me why I should hire them. The answers were the same as the ones I always receive when asking this question: "I have experience," or "market knowledge," or "a solid reputation." While I am sure this is true for most of the respondents, it certainly wasn't a differentiator.

Regardless of your level of experience or market knowledge, as far as the public is concerned you are no different than any of your peers. You are viewed as a commodity who must prove that you are different, that you are a resource.

Becoming a resource requires two things. First, you need to prove your experience and/or market knowledge by sharing prior success. Second, and most important, you need to build a personal campaign around your success—including consistent content supporting it.

In a world of commodities, what differentiates you from your competition really comes down to one thing—your personal brand. Today I challenge you to start your personal marketing campaign and start your journey to de-commoditize yourself.

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