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Coaching: I still have Faith - by Rod Santomassimo

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Recently I read the NY Times article regarding one of New York's legendary commercial real estate brokers, Faith Consolo. The author shared details related to Faith's misrepresentation of her

upbringing, family and childhood. The author also “exposed” some of Faith’s shortcomings.

Faith, who passed away from a heart attack a little over a year ago, was one of the people I wrote about in my first book, “Brokers Who Dominate.” Her story, at least the one she had shared with me, was one of perseverance and inspiration.

My focus on Faith was not for her brokerage production, but her ability to create a market presence. She carved a niche in the most competitive market in the world, before there were tools such as Facebook, Twitter, and LinkedIn. She made the most of conferences, food and drink opportunities and yes, gift giving. I still have a beautiful tie, and my wife, a nice pink pen, all from Faith.

Since 2012, I had the privilege of speaking with Faith every year since the launch of the book. She would always ask me how she could help sell more books and how she could help my business. She was the closest thing to Zsa Zsa Gabor I ever met. She simply made me smile.

Regardless of any shortcomings she may have had, hell we all have, I will always remember her for her spirit, whether it was natural or contrived. In her own words, she had “Shoptimisim” a positive outlook and uplifting spirit. She was always quick to tell you “My passion is fashion.” We all lost a little Faith when she passed. Regardless of her past, or what you may think of her today, she paved the way for other commercial real estate women in the future.

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

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