



Massimo Grp. launches "Brokers Who Dominate Book Club" January 29th

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From best-selling book to internet sensation: Massimo Group founder and president Rod Santomassimo will host his first "Brokers Who Dominate Book Club" live webinar with guest Robert Knakal, chairman of New York Investment Sales at Cushman & Wakefield, on January 29 at 1 p.m. Eastern Standard Time.

The two will discuss Knakal's experiences that have led him to become "The Number 1 producer at the Number 1 Firm in the Number 1 Market in the World," said Santomassimo. The webinar, free to all registrants, is an extension of Santomassimo's 2011 book, "Brokers Who Dominate," which profiles 23 commercial real estate professionals in various sectors and at differing stages of their careers. It became an instant bestseller and remains a top commercial real estate tome. "Conducting live, interactive interviews with several of the subjects profiled in the book was a natural next step," said Santomassimo.

"This format will allow our guests to update us on new practices they've adopted to ensure their ongoing success, while permitting registrants from around the world to interact with and learn from them directly," Santomassimo says. "Given his extraordinary career, and as a Massimo Group client, Bob was a perfect guest for our first webinar!"

Knakal co-founded and served as Chairman of Massey Knakal Realty Services in 1988. The firm now has more than 200 employees serving more than 200,000 property owners in New York City, Westchester County, Long Island and New Jersey, and has closed more than 6,000 transactions with a market value of more than \$23 billion. The youngest president in the history of the National Realty Conference in 1993, Knakal has served on the Executive Committee of the Real Estate Board of New York since 2000. Massey Knakal Realty Services was acquired by Cushman & Wakefield in December 2014 for a reported price of \$100 million, and Knakal assumed his new position in January.

The January 29th event is the first of six Brokers Who Dominate Book Club webinars scheduled for 2015. The current schedule, with dates to be announced, is:

March: F. Bruce Lauer, Founder and Principal of CLW Real Estate Group, discussing "Building a National CRE Company from Scratch"

May: Faith Hope Consolo, Chairman of Douglas Elliman Real Estate's Retail Group, on "Creating a Personal Marketing Presence in the World's Most Populous Market"

July: Tim Strange, President of Newmark Grubb Levy Strange Beffort, on "The Professional Prospector"

September: Jason Little, Senior Vice President and Director of Investment Sales at CB Richard Ellis, on "From Rookie of the Year to Top Producer"

November: Jerry Anderson, Executive Managing Director of Sperry Van Ness Florida, on "Thriving

in the Cycles of Commercial Real Estate."

"This is an exceptional line-up of some of the most successful and renowned professionals in all of commercial real estate," Santomassimo adds. "I was honored that they took the time from their schedules to share their experiences and wisdom with me when I wrote 'Brokers Who Dominate,' and even more thrilled that they will do so again for our Book Club attendees. After all, through Massimo Group and 'Brokers Who Dominate,' I'm a coach and teacher at heart."

Santomassimo founded The Massimo Group in 2008 to provide a formal program of personal coaching to commercial real estate brokers of all levels of experience, and has recently expanded the company's services to include consulting on customized solutions regarding recruitment, hiring and management; staff restructuring; and succession and acquisition strategies. In addition, these services are now offered beyond the brokerage community to property management, mortgage brokerage and other real estate-related companies. The firm's clients include representatives from a majority of the most successful companies in the business, including CBRE, Colliers, Cushman & Wakefield, Grubb & Ellis, JLL, Lee & Associates, Marcus & Millichap, Massey Knakal, and many more national, regional and local firms.

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