



"Brokers Who Dominate Book Club" Webinar - 5-7

April 27, 2015 - Front Section

The King of commercial real estate coaching and consulting will meet the Queen of retail when author and Massimo Group founder Rod Santomassimo interviews Faith Hope Consolo, Chairman of Douglas Elliman's Retail Group, at the next session of the "Brokers Who Dominate Book Club" webinar series on Thursday, May 7 at 1 p.m. Eastern Daylight Time.

Consolo and Santomassimo will discuss "Creating a Personal Marketing Presence," and the importance of branding oneself to build relationships and business. The topic was the focus of much of Santomassimo's profile of Consolo in the best-selling book "Brokers Who Dominate."

"From being one of the first professionals with her own website, to her Faith Report newsletters, to trademarking the slogan 'To find the best retail space, You Need Faith,' for a great example of how to create a personal brand look no further than Faith Hope Consolo," says Santomassimo, Founder and President of The Massimo Group, North America's leading real estate coaching and consulting firm. "When I interviewed her for her profile in 'Brokers Who Dominate,' she observed that this was instrumental in her success in one of the world's toughest markets, New York City, and her ability to expand her presence worldwide. Her lessons will be invaluable to everyone looking to make a mark in business."

Consolo's brokerage and consulting clients have included such top-tier names as Giorgio Armani, Alexis Bittar, Cartier, Versace and Zara, as well as private and public investors, and developers. She was the sole retail consultant to the New York City Economic Development Corp. and a key player in the revitalization of Times Square, Penn Station, and Fifth and Madison Avenues. She is the author of "The Faithful Shopper" blog in The Huffington Post, and a frequent lecturer and media presence.

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. Previous interviewees were Robert Knakal, Chairman of New York Investment Sales at Cushman & Wakefield, and F. Bruce Lauer, Vice Chairman and Principal at DTZ/Cassidy Turley. Future programs, with dates to be announced, will feature:

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."

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, and many more regional and local firms.

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