



The Massimo Group seeks professionals to expand coaching staff

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One of North America's leading commercial real estate coaching and consulting firms, The Massimo Group is actively recruiting experienced CRE professionals to expand its roster of coaches around North America, according to Rod Santomassimo, president and founder.

Professionals with a proven track record of success in transactions or management in commercial real estate brokerage and commercial real estate mortgage brokerage, who are looking to help new and experienced brokers and other professionals achieve and surpass their goals can contact The Massimo Group at info@massimo-group.com.

"Commercial real estate professionals understand they need to build their business and not live transaction to transaction. Our clients are either looking to propel their existing business or to build their business to ensure long-term success against our cyclical industry," said Santomassimo. "We're looking for candidates with a passion for helping others succeed, who have at least 20 hours a month to dedicate to providing services, and want to be aligned with the most prominent coaching and consulting organization in our industry."

Applicants will undergo a rigorous screening process and, if selected, a comprehensive onboarding program. All coaches work with The Massimo Group as fee-based independent contractors, with many remaining active with their own entities or other organizations.

The Massimo Group provides a formal program of coaching on either a group or one-on-one basis that combines personal coaching and video conference calls. A special New-to-Business program focusing on skills needed by those new to the industry was recently added.

"The beauty of our system is that our coaches can work from anywhere, have great structure with our proprietary materials, but also have great flexibility in working with clients all over North America," Santomassimo says.

Founded by Santomassimo in 2008, The Massimo Group has grown to 12 coaches and consultants with a combined 250 years of experience in a wide range of sectors. Their 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.

In addition, the firm expanded its scope to include consultancy services such as providing customized solutions regarding recruitment, hiring and management; staff restructuring; and succession and acquisition strategies. These services are now offered beyond the brokerage community to property management, mortgage brokerage and other real estate-related companies.

"I tell potential clients all the time that they must invest in themselves," says Santomassimo, the author of the best-selling book "Brokers Who Dominate." "Now I'm doing the same as I expand our team so that we can continue to grow our program and services throughout North America."

