



Culbertson of Cardinal Real Estate joins coaching team at The Massimo Group

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John Culbertson, founder of Cardinal Real Estate Partners, has joined the coaching team at The Massimo Group, North America's largest commercial real estate brokerage coaching and consulting firm, according to Rod Santomassimo, founder and president.

Culbertson joins an all-star group of commercial real estate leaders who share their own wisdom and experiences, and Massimo Group's proprietary coaching materials with professionals seeking to maximize their business.

"I'm excited to join this extraordinary group of professionals, who have accomplished so much in our industry," said Culbertson. "I look forward to working with clients around North America to help them achieve the same kind of success."

The Massimo Group provides its clients with a formal one-on-one or group program that combines personal coaching and video conference calls. Massimo Group coaches are Brad Ahrens, Bo Barron II, Howard Meier, Doug Molyneaux, Jeff Nelsen, Brian Nelson, Paul Reitz, Lee Rust, Ralph Spencer, Blaine Strickland, and Gary Tharp, and the firm is expanding rapidly.

"We're all delighted to welcome John to the team," said Santomassimo, author of the best-selling "Brokers Who Dominate." "Each of our coaches has a unique point of view based on his own experience, with many of them, like John at Cardinal, remaining active in their own endeavors, as well. This will only add to the knowledge they can convey."

Culbertson will bring 20 years of experience to his clients at The Massimo Group. In 2006, he founded Charlotte, N.C.-based Cardinal Real Estate Partners, which quickly became known for implementing proprietary and consultative processes for its institutional and high-net-worth clientele. Prior to Cardinal Real Estate Partners, Culbertson served as the senior vice president of Industrial Development for Trammell Crow.

where he held leadership and management responsibilities to navigate the company through the challenges of the CRE market after 9/11. Trammell Crow was later acquired by CBRE with a transaction value of \$2.2 billion.

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.

For more information on The Massimo Group, visit www.massimo-group.com.

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