



The Massimo Group makes CRE coaching portable with launch of app

July 13, 2015 - Front Section

Clients of The Massimo Group now have a new tool to supplement their commercial real estate brokerage, mortgage brokerage and property management coaching - a just-released private Massimobile app that will work exclusively with their diagnostic, goal and pipeline tools to improve and enhance their success, according to Rod Santomassimo, founder and president.

The free app tracks clients' marketing, sales and success activities in one place, coordinating with Massimobile, the firm's proprietary support platform. The app, which was under development for six months, has been released for the Apple's iPhone through the iTunes Store and Android phones through Google Play.

"Massimobile has been a huge benefit to our coaching clients, giving them in effect a virtual personal coach via their computers in addition to the personalized coaching that we are known for," Santomassimo says. "The new Massimobile app allows them to access our proprietary R.A.M.P. UPÂ© diagnostic platform, along with their data and goals from their phones, greatly increasing their efficiency. We are working on additional enhancements for Massimobile app to make it an even greater tool for our clients."

Among the elements tracked in the app are active goals, related action steps and deadlines, pipeline summaries and commission projections, giving clients instant feedback toward their progress. Santomassimo developed the app with a consultant, and now is working on another application to assist the firm's 12 coaches. Eventually, the Massimobile platform may be released to the public, Santomassimo says.

"This will be the natural evolution sometime in the future," he says.

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. In addition, Santomassimo is the author of the best-selling book "Brokers Who Dominate."

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

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