



## **Santomassimo to host Tim Strange at next "Brokers Who Dominate Book Club" Webinar, July 29**

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With developing new business a never-ending challenge in commercial real estate, prospecting effectively will be the focus of the next session of the "Brokers Who Dominate Book Club" webinar series, as author Rod Santomassimo interviews one of the best in the business - Tim Strange, owner and president of Newmark Grubb | Levy Strange Beffort, on Wednesday, July 29, at 1 p.m. Eastern Daylight Time.

The two will discuss Strange's proven systems and strategies for finding and retaining new clients in a sequel to Santomassimo's profile in his best-selling book.

"There's no mystery as to why I dubbed Tim 'The Professional Prospector' in that chapter. He has applied many of the same principles of disciplined effort and follow-through he learned as an Eagle Scout to build an enormously successful business," said Santomassimo, Founder and President of The Massimo Group, North America's leading real estate coaching and consulting firm. "I'm looking forward to hearing him share his story with our audience."

Strange specializes in federal government-leased investment sales of General Services Administration (GSA) and Veteran's Affairs (VA) properties throughout the United States. With 28 years of experience, he has closed almost \$1 billion in sale and leasing transactions in the past 10 years. He has represented such clients as Robert Jones with Rainier Realty Acquisitions; Trey Ayers with Dominion Group; Mukang Cho with In-Rel Properties; and Sean Bannon with Zurich Asset Management. Previously, he was the Owner and Managing Director of Sperry Van Ness/William T. Strange and Associates.

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, F. Bruce Lauer, Vice Chairman and Principal at DTZ/Cassidy Turley, and Faith Hope Consolo, Chairman of Douglas Elliman Real Estate's Retail Group. Future programs, with dates to be announced, will feature:

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.

For more information on the Brokers Who Dominate Book Club, and to register, visit [http://www.massimo-group.com/upcoming\\_events/brokers-who-dominate-book-club/](http://www.massimo-group.com/upcoming_events/brokers-who-dominate-book-club/).

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