



Real Estate Coaching: I'm a top producer - No, really I am!

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Every commercial real estate firm in New York City is looking to grow in one way or another. Some firms are looking for top producers to assist them in originating new business, while others are looking for support personnel to help them facilitate the business won. Securing those individuals who can originate business is still a premium to commercial real estate firm owners and managers. Through coaching and formally assessing thousands of commercial real estate, commission-based, professionals, we know that top producers are people who are generally able to make decisions more rapidly, are persuasive and are able to find and win new business opportunities. More specifically:

1. Top producers tend to be highly "assertive." This implies they are likely results-oriented and direct. They are focused on getting deals completed.
2. They are also situationally "social." They are likely able to be social when needed, but don't have to be the center of attention.
3. Top producers are typically low in "calmness," which is not a big surprise. They tend to be responsive, seek constant change and be fast-paced.
4. Finally, they tend to be low in "conformity." They are likely self-reliant, individualistic and independent.

Those with low assertiveness are generally challenged to prospect effectively, to find new opportunities; so they must focus on these issues. Likewise, those with low sociability generally will not easily engage in personal presence activities. When we coach people like this, we usually focus on physical and digital efforts to create a greater presence.

The next time you recruit for an originator position or consider a team restructure, look beyond the resume and the sharp outfit. Be sure to assess the prospects' natural behaviors as well. Being a nice person is nice, being a great fit is better.

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