



## **2019 Year in Review: Rod Santomassimo, The Massimo Group**

December 31, 2019 - Spotlights

Name: Rod Santomassimo

Company: The Massimo Group

What was your most notable project, deal, or transaction in 2019?

We piloted several of our coaching programs with international CRE brokerage firms that are being picked up for implementation in 2020. In addition, I personally completed my third book, "Knowing Isn't Doing," which will be released in March 2020.

What are your predictions for commercial real estate in 2020?

We anticipate most markets to continue to grow up to the election. Any resulting changes to economic and/or tax policies could have a dramatic impact on the market. Markets such as N.Y., Calif., and others with restrictive local regulations on rent increases will continue to hinder growth in the multifamily sector.

What was your greatest professional accomplishment in 2019?

In 2019 our coaching clients closed more deals, and earned more in fees, and average \$/deal than any year prior. Once again, we project them to out-earn their CRE Peers by over 7X.