

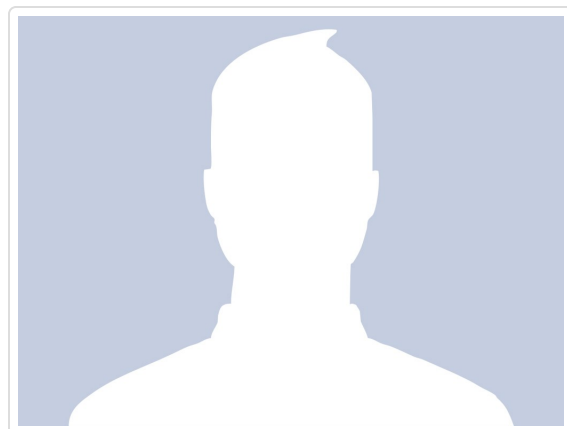
# Rod Santomassimo

**Best-Selling Author. Consultant. Coach. Speaker. Innovator.**

Please contact a GDA agent for information.

## Topics

- Accountability
- Business
- Entrepreneur
- Peak Performance
- Sales
- Teamwork / Teambuilding



## About Rod Santomassimo

Best-Selling Author. Consultant. Coach. Speaker. Innovator. By combining his own experience with the development of groundbreaking tools, **Rod N. Santomassimo** has become the pre-eminent educator in commercial real estate -- his clients' and readers' results are a testament to his pioneering and effective coaching system, and broad knowledge of how to succeed in an ever-changing industry.

His new book, "[Commercial Real Estate Teams Built to Dominate](#)," profiles some of the most successful partnerships in CRE today. The sequel to his 2011 best-seller "[Brokers Who Dominate](#)," it is a tome two years in the writing and nearly 30 years in the making, the culmination of Santomassimo's successful commercial real estate career as a broker, owner, manager and executive level management for local, regional and national brokerage organizations.

Shortly after serving as Executive Vice President of Sperry Van Ness, where he was responsible for the general oversight of the organization's franchise operations as well as their training platforms, 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. The program, now administered by a team of leading industry coaches, combines the firm's proprietary diagnostic platform and tools with private instruction to help professionals enhance and increase their business. The firm recently developed and introduced the private Massimobile app that works exclusively with its diagnostic, goal and pipeline tools to help clients track their progress and goals.

The Massimo Group has since expanded its 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, Newmark Grubb Knight Frank, JLL, Lee & Associates, Marcus & Millichap**, and many more regional and local firms.

Most recently, Santomassimo has extended his educational efforts even further, launching Massimo University with Massimo Group coach and renowned CRE thought leader Bo Barron. This online platform offers high-impact courses specific to the CRE industry and focused on building personal and team business. Unlike The Massimo Group's coaching services, these online courses (available for brief periods) will train professionals in the essential elements of CRE, including Establishing a Digital Presence, and Goal Setting.

Rod Santomassimo is a sought-after speaker, offering presentations at a variety of local offices, regional conferences and national conferences both in and aside from the commercial real estate industry. In addition he has been approved and selected as a featured speaker by the National Association of Realtors Commercial Alliance and its Signature Series.

A recipient of the CCIM designation from the member of the Certified Commercial Investment Member Institute, Rod is a member of the board of RealCore Apps. He earned a Masters of Business Administration from Fuqua School of Business, Duke University, in Durham, North Carolina. He also earned a Bachelor of Arts in Commerce from Washington and Lee University in Lexington, Virginia. Rod is a two-time recipient of the Duke University, Fuqua School of Business Impact Alumni of the Year Award based on his work with both graduate students and alumni in Building a Personal Brand and Creative Approaches to Secure Greater Client/Prospect Opportunities.

He resides in Cary, NC, with his wife Launa and their children Giana and Nicolas.

## Select Keynotes

- **Brokers Who Dominate**

Based on his bestselling book, Rod shares individual profiles and key lessons of these market dominators in this presentation.

- **Creating a Powerful Presence**

This session introduces the specific plans and tactics that successful brokers use to gain market share, and ensures your associates remain "Top of Mind".

- **Prospecting by Telephone**

This comprehensive session includes both group and individual breakout sessions. We will share with you how to create your personal message, handle objectives and give our #1 proven strategy for getting a response from prospects.

- **Winning the Listing**

The objective of every prospective call is to get a meeting. The objective of most meetings is to win the opportunity of representation assignment.

## **Select Book Titles**

- **2011:** Brokers Who Dominate