

R.A.M.P. UP FOR 2010

30 DAY COMMERCIAL BROKER CHALLENGE

SAMPLE PARTICIPANT TESTIMONIALS

Very well organized material. presented in easy to understand format. loved the audio casts. Very responsive to my individual questions. The Ramp Up Challenge opened my eyes. Great presentations; thought provoking questions; Vince Lombardi like in going back to the basics. The best investment I've made in myself in years.

Gary Lee, Carter USA

I enjoyed the challenge and it has opened my eyes to some blind spots in my business.

Russell Malayery, Marcus & Milichap

This is a comprehensive and well thought out approach to generating the tools for success. It is dynamic and allows the individuals to assess strengths and weaknesses so as to tailor the program emphasis to themselves. The approach that utilizes brief subjects each day makes it easy to focus on the subject at hand while weaving together the fabric of success. **Jeffrey Rosen, Seattle Pacific Realty**

RAMP UP provided a frame work on what to do to be successful in CRE. Most important it enables you to look "naked in the mirror" and encourages you to take steps and actions for a better image on the mirror with good organization and accountability.

George Agrimanakis, Keller Williams Commercial.

The 30 day structure is just right, not too long and at the same time thought provoking. The structure has provided lots of time to think about the process and each day seems to provide a building block for the next. I was able to go back and refresh my thoughts as I saved each exercise and reviewed them. I really liked the combination of audio and workbook.

Scott Fey, Omni Real Estate

I am really enjoying the 30-day challenge. The real value for me is identifying blind spots in my business. What your challenge is showing me are the areas that I overlook, dismiss, or was unaware of. Systematically putting these best practices into *my* business practices will ensure – I believe – an incredible 2010. I am thankful for your expertise and willingness to share.

Bo Barron, CCIM – Sperry Van Ness

It is no surprise to you Rod that there are many areas of the Challenge that are not addressed each week in our individual practices but it is to me. By seeing what I have not been doing regularly, it opens a completely new direction for next year. Thanks and thanks to all of your sponsors who made the experience so affordable. **Bill McConnell, NAI Rauch Weaver Norfleet Kurtz & Co**

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The RAMP UP Challenge was a perfect audit of my business. The 30 day period is a great time frame to reflect on the things I need to be doing on a consistent basis to be successful in this business. This program was well worth the money. Rod's approach to the business is holistic and covers every aspect of brokerage, which I found to be a refreshing change from other commercial real estate coaches.

Chris Chornohos – Avdent Commercial

What can be measured, can be improved. You helped me figure out how to measure so I can work on improving specific things in my business. **John Manion, CREOS**

Joining your Ramp Up class is the best thing I have done, I have learned so much from your daily bite size serving, in a excellent presentation and most organized training. I'm a low at learning so I usually listen to you twice each morning. Great stimulation! **Natvar Nana Sperry Van Ness**

It's a great format to reach an audience. Well presented, good visuals and working tools. Effectively broke down the process into manageable modules. I was exposed critical issues and activities to become a CRE market leader. **John Jobson Commercial Landtec Corp**

This is such a great experience for me in my planning for 2010. A lot of times we brokers aren't looking for that missing link to transform our business overnight. We just need a method to step back and analyze each component of what we know we should be doing but may have fallen short in some areas. This is exactly what your challenge is forcing us to do. This is definitely going to directly impact my productivity in 2010. **Chad Grout, Chas Hawkins Co., Inc.**

I think the program is very VALUE able. Seriously it seems great so far so I'm excited to be involved. **Rob Zache CCIM Central Place Real Estate**

Just want to let you know, I am impressed with the content. Good stuff for me and good stuff for my young associate who I am training. **Howard Greenburg, SIOR Howard Properties, Ltd.**

I think your program is excellent. I wish I had completed this 4 years ago. **Harry Looknanan Sperry Van Ness**

Very good use of the web presentation: the daily presentations were done well and not plagued by the all too common technical issues of webinars. Also, really enjoyed the snippets from other experts, motivational speakers etc. **John O'Connor – Equity Vector**

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The whole exercise has been worth the time and effort. The cost is inconsequential when you look at the ROI that can be generated by creating and following initiatives that are obvious as you go through the program. **John Williams – Sperry Van Ness**

The RAMP UP Challenge has been great for helping me identify the areas I need to focus on in my business. I'm a veteran of the industry so there isn't a whole lot of new information in the program but it's a great refresher on what I should be doing to be as productive as possible. **David Winder - Lee Associates**

I have been a commercial broker for over 13 years. The Challenge gave me insights to things that my partners and I can do to improve our business. Collectively we have over 50 years of experience in this business, but we all agreed that there were things that I read and saw in the Challenge that can improve our client base and income going forward. **Matt Crawford – MEI Real Estate**

I have greatly enjoyed the detailed breakdown of all the aspects of the Commercial Real Estate business presented in your challenge program. I am a 21 year veteran of the business but I knew that I had to really do some things differently than in the past Keep up the good work! **Larry Richards, CCIM – Sperry Van Ness.**

Great program. Systematic stepwise approach to place all facets of the CRE business in perspective while providing a system to make the necessary changes for improvement and to have the metrics to monitor and measure the efficacy of your actions. This program was well worth the money I invested. The professionalism of the Massimo Group sets a standard for the Commercial Real Estate industry. **Stan Kitrell – Kitrell & Armstrong**

This market changed so fast I did not realize how loose my practices had become. The Challenge helped me refocus on the important activity and evaluate what I need to do to improve in this market. **Henry Hanna – Sperry Van Ness**

I thought it was a great experience and would recommend the Challenge to both new and experienced brokers. An old dog does need to learn more tricks!!! **Matt Fenster – Paragon Corporate Realty**

This program has helped me clarify and pinpoint areas of focus that need my attention in order to be successful in commercial real estate. The Action Plan development part of this program provides an excellent step by step implementation guide that can be integrated in our team calendar so that these action plans become action realities. **Greg Nabolz – Sperry Van Ness**