

THE BEST KNOW THEY CAN ALWAYS GET BETTER

CHALLENGE

CoStar, a leading research firm in the commercial real estate industry, ranks Massey Knakal as the #1 firm in New York City for the number of sales transactions every year for the past 12 years. At Massey Knakal, the #1 broker is their co-founder and Chairman, Bob Knakal. Bob Knakal is the #1 broker with the #1 firm in New York, based on total transactions completed. Coming off a solid year, Bob understood there is always room for improvement. The challenge, of course, was how do you improve on being #1?



ACTION

Bob Knakal engaged the Massimo Group to assist him with his personal production and organization challenges. The Massimo Group initially completed a comprehensive assessment of Bob's personal brokerage and his team's brokerage operations. From there, the Massimo Group:

- Identified several operational and personal marketing opportunities
- Established a range of personal weekly metrics for which they would hold Bob accountable to
- Created a coaching program for Bob's team leader
- Implemented a unique approach for Bob and his team to promote their successful transactions on both physical and digital mediums
- Established the Knakal News Network (KNN) as Bob's personal video blog, cementing his expert position in the New York City market

RESULTS

Despite Bob's success prior to engaging the Massimo Group, his recognition that he could achieve more and do so more efficiently was correct. By working with the Massimo Group, Bob and his team:

- Set personal production records in each of the last two years
- Increased his personal efficiency by leveraging the re-aligned team
- Set a personal record for the number of times quoted in the press in in each of the last two years
- KNN was syndicated nationally

TESTIMONIAL

"Working with the Massimo Group has renewed my focus on fundamentals, choreographed smoother team interaction and incorporated new systems and technologies into my operating platform, which are all producing tangible results. The last two years have been the most productive and rewarding years of my career yet and I anticipate this year, with my coach, will be substantially better. If you are not using the Massimo Group, you are leaving hundreds of thousands, if not millions of dollars on the table."

BOB KNAKAL, CHAIRMAN | NEW YORK INVESTMENT SALES, MASSEY KNAKAL (NOW CUSHMAN & WAKEFIELD)

LET THE MASSIMO GROUP HELP YOU GET EVEN BETTER!