

THE STORY OF AN ENGINEER NAMED JAY ACHIEVING HIS VISION OF QUADRUPLING INCOME

CHALLENGE

With a bachelor's degree from John Hopkins and a master's degree from Stanford in Chemical Engineering, Jay Story, like many in commercial real estate, started his professional career outside the industry. A natural student, Jay understood the value of having someone as a mentor and partner who could share successful strategies and tactics, but he needed to find an organization with proven results that work with commercial real estate professionals. Jay's current production was not showing up where it mattered most – Jay's personal income. Jay felt he could easily double his income, but ideally wanted to quadruple it.



ACTION

After researching coaching options, Jay Story engaged the Massimo Group based on their specific process and only offering coaches with appropriate and extensive commercial real estate experience. Jay then worked with the Massimo Group for a year, developing key pillars (The Massimo Methods) to grow in his commercial real estate business. During Jay's engagement, the Massimo Group:

- Implemented a series of presence initiatives to account for Jay's introverted tendencies
- Established a target-market of prospects and outlined a specific message for engaging these prospects
- Identified alternatives for Jay to leverage his time by adding to his team
- Moved Jay away from low probability deals and targeted larger opportunities
- Provided a mentor relationship for Jay to call on between formal

RESULTS

Although Jay had 12 years of commercial real estate experience, he knew he could improve his production. Jay's work with the Massimo Group provided him:

- A specific plan of action to leverage his initial success and secure more, high-quality opportunities
- Recognition and reputation as a commercial real estate expert in the downtown Boise market that has resulted in him being engaged by the city to orchestrate its redevelopment.
- A quadrupling of his personal income, just as Jay envisioned he could

TESTIMONIAL

"My time with my Massimo Group coach brought to light the entire system of prospecting and building my presence. You need to engage in the entire system, get it going, and implement the process. Once the system is in place, your business will realize a compound effect. This was a great return on investment, for every dollar I invested in the coaching program I made \$15. Go ahead and beat that ROI!"

JAY STORY, PRESIDENT | STORY COMMERCIAL LLC

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