

A PERSONAL INVESTMENT PAYS BIG DIVIDENDS GETTING OFF TO A FAST START AND DOUBLING INCOME ANNUALLY

CHALLENGE

Originally an associate for the global firm of Jones Lang LaSalle, Rob Nielsen was relatively new to the business, with less than five years of experience. Rob recognized he needed to implement more aggressive strategies if he wanted to increase his personal brokerage production. He evaluated how best to accelerate his career and, like all those who are committed to becoming dominant performers, he invested in himself to reposition his efforts.



ACTION

After researching coaching options, Rob Nielsen engaged the Massimo Group based on their specific focus on the commercial real estate industry and their record of success with commercial brokers. Rob focused on tenant representation, and was aligned with a coach who had vast experience in that field. Initially, the Massimo Group conducted a natural behaviors profile for Rob, so they could make sure they would coach him appropriately to achieve maximum performance. Then Rob completed the Massimo Group's proprietary R.A.M.P. UP™ brokerage audit so he and his coach could determine what to specifically focus on during the initial coaching program.

During the subsequent months, the Massimo Group:

- Implemented a series of prospecting and presence initiatives that would provide Rob with both short-term success and long term growth
- Established a set of bi-weekly metrics for which they would hold Rob accountable
- Transformed Rob's marketing efforts by making his materials more relevant and timely for prospects and clients
- Focused on moving Rob away from smaller deals and targeted larger opportunities
- Provided a mentor relationship for Rob to lean on between formal coaching sessions

RESULTS

Despite Rob's relatively new experience to commercial brokerage, his work with the Massimo Group afforded Rob:

- A specific plan of action to make the most of every day
- A stronger production pipeline, both in terms of commission potential and quality of opportunities
- A doubling of his personal, take-home income each year for three years straight
- A recognition and reputation of a commercial real estate expert in the downtown Seattle market

TESTIMONIAL

"By implementing the strategies and tactics recommended by my coach, my pipeline is at its highest point ever and my presence in the market is at a whole new level. This wasn't a training program that simply gave me some ideas and hoped it worked, but a coaching program that provided me a partner throughout and held me accountable to the successful implementation of the strategies and tactics shared. After the original program was over, I naturally renewed. I wish all my investments produced the same high return as my investment in myself and the Massimo Group."

ROB NIELSEN, SENIOR VICE PRESIDENT | JONES LANG LASALLE

LET THE MASSIMO GROUP HELP DOUBLE YOUR INCOME YEAR AFTER YEAR!