

Striking a Balance

Brokerage Owner Develops a Plan for the Next Phase

Challenge

Kent Thompson has been actively involved in commercial real estate for over 30 years. Prior to moving his family back to his hometown of Lincoln, Nebraska, Kent enjoyed a very successful career in New York City, where he was involved in the management of both the Empire State Building and the Chrysler Building. Leveraging this experience, Kent has built a successful, family-owned brokerage firm in Lincoln, where he directs management of over 1.5 million square feet of retail, office, and industrial space. In addition, Kent has been recognized as a Top 2% producer within the entire Coldwell Banker Commercial franchise organization. He was now at a point of his career where he sought an outside advisor to evaluate how he could best position his firm for continued growth, while also affording him the opportunity to focus on a variety of charitable pursuits and less on running the day-to-day operations of the business.

Action

Based on Kent's objectives, he engaged The Massimo Group. Supported by Massimo Group's natural behavior assessment, Kent was able to identify himself as a productive, type-A manager who was also prone to periods of high stress. Working with The Massimo Group's lead consultant, Blaine Strickland, Kent developed an initial theme for his organizational structure, roles and responsibilities. This allowed Kent to see the organization from 30,000 feet and then implement a more precise plan to identify opportunities requiring less direct personal management. During Kent's engagement, The Massimo Group:

- Revisited and repositioned Kent's personal value proposition and sharpened the offerings of his firm
- Created specific job descriptions for members of his team – clarifying roles and responsibilities
- Created a more effective methodology for running sales meetings and harvesting information from his CRM
- Developed job expectations and monitoring metrics for new hires
- Created a plan for expanding third-party property management services

Results

Kent Thompson was already a successful broker running a productive brokerage firm. As his career evolved, his priorities changed, and to adjust to these new priorities, Kent needed a new plan. Kent's work with The Massimo Group resulted in:

- The implementation of a CRM program that integrated the various service channels of his organization.
- A specific plan to expand his third-party property management services, led by a new member of his team.
- A restructuring of organizational responsibilities, providing a roadmap for less hands-on management.
- A more defined path to pursuing his personal priorities, including more charitable work and trips with this family.

Testimonial

"The year of coaching with my Massimo coach provided me a sounding board to develop a path for strengthening my firm. My coach's understanding of my position and his relevant experience made a world of difference. The on-site, two-day immersion that followed our year of coaching provided a level of clarity we had not had before. We immediately implemented several of the strategies we discussed and instantly saw positive results. I have already committed more resources to The Massimo Group and look forward to leveraging them as an ongoing partner in growing my firm."

Kent Thompson, President and Owner
CBC Thompson Realty Group

