

Top Team Continually Strives for Improvement Immersion Brings Clarity and Direction

Challenge

Ken Ashley, by all measures, maintains a very successful career in commercial real estate brokerage. He and his partner, Sam Hollis have created one of the most recognized corporate tenant advisory teams in the Southeastern United States. Located in Atlanta, Georgia, their four-person team has secured and facilitated a number of impressive corporate accounts. Despite defining their individual roles for servicing and retaining their clients, Ken felt the team could expand their reach, both regionally and nationally. To that end, Ken was willing to evaluate every component of their team structure in search of even greater performance.

Action

Ken identified and interviewed several consultants and ultimately engaged the Massimo Group based on the company's expertise in commercial real estate brokerage and reputation in the market. The Massimo Group team, led by Massimo founder, Rod Santomassimo and Massimo Group lead strategist, Blaine Strickland:

- Completed a series of preliminary assessments including the review of historical transactions, SWOT analysis, competitive analysis, marketing materials, pipeline management and individual natural behavioral assessments.
- Conducted a two-day on-site immersion where they validated the Massimo Group findings through a series of interactive discussions.
- Identified four key ways in which revenues could be increased by expanding efficiencies. Each team member agreed to a customized implementation plan for their contribution to the new methodologies.
- Completed a series of post-meeting video conferences further defining the goals and associated responsibilities of each team member.
- Provided each team member with access to the Massimo Group's Massimobile platform, which is a cloud-based, accountability tool allowing for weekly virtual tracking and communication between the client and the coach.

Results

The team's work with the Massimo Group resulted in:

- Dissolving the "group think" syndrome which had set in by heightening the clarity of the team's overall vision.
- A written Team Operating Agreement outlining the responsibilities of each team member required to achieve this vision which was signed by everyone on the team.
- A detailed plan of action for prospecting for new business employing the skills and relationships of each team member..
- A highly customized plan to leverage and expand Ken Ashley's already impressive personal presence

Testimonial

"We carefully considered all options when making the decision to invest in ourselves. The Massimo Group came through for us. They really delivered! They evaluated every aspect of our team and business plan. They collaborated with each of us to ensure we had a highly impactful two days together. They continued to follow up with us, holding us accountable for implementing the plan that we built together. Everyone on our team agrees that this plan will generate more opportunities and propel us to greater heights. Sam and I agree that this was the most productive meeting we have had in our 17 years as teammates".

Ken Ashley, CCIM, MCR, SIOR
Executive Director, Brokerage
Cushman Wakefield

