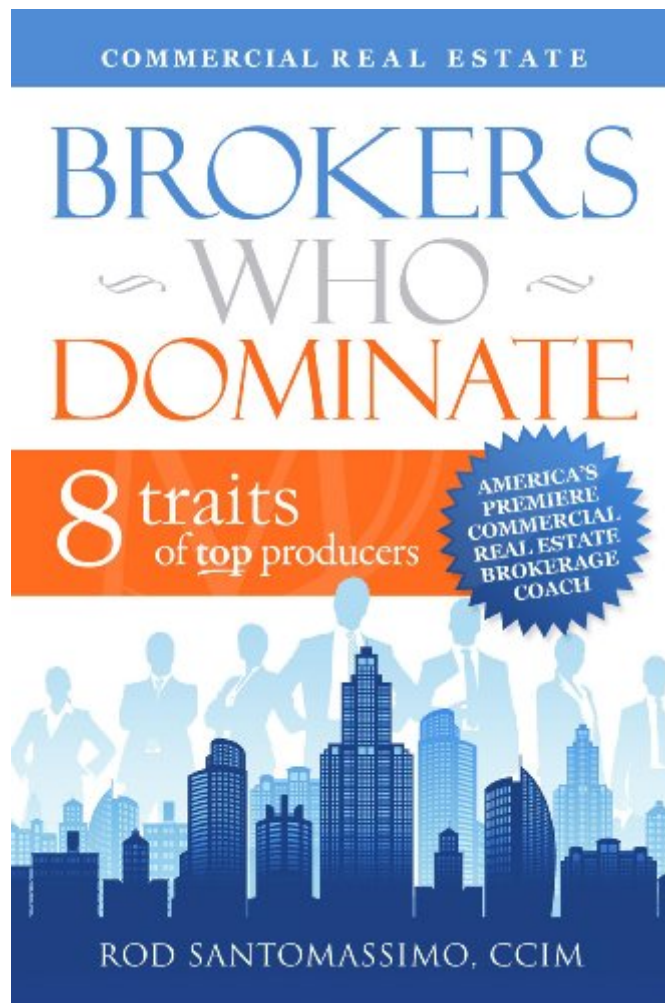




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# Commercial Real Estate Brokers Who Dominate



## Synopsis

In *Brokers Who Dominate* you will learn the strategies and tactics, marketing approaches, prospecting platforms, and support structures of some of the most successful commercial real estate brokers in North America. *Brokers Who Dominate* uncovers the stories behind these brokers who are leaders in their respective markets and presents scores of specific lessons about how you can significantly enhance your opportunity for personal brokerage success. Regardless of how long you have practiced commercial brokerage, there are lessons to be learned from all those profiled. Dominant brokers can be found at all levels of experience and in *Brokers Who Dominate* you will find them in three groups. The Young Guns will get you thinking about new and exciting ways you can do business. The Dominators offer proven lessons that are working today. The Game Changers have blazed trails for the rest of us and changed the brokerage business. Each featured broker reveals how they attained and maintain their dominant market position. These top producing brokers will share how they:- Prospect with less effort- Consistently win more business- Avoid dysfunctional team structures- Leverage technology to their advantage- Secure Top of Mind position over their competition *Brokers Who Dominate* will help you achieve exceptional business growth and performance, no matter what your current level of success or experience.

## Book Information

File Size: 660 KB

Print Length: 263 pages

Simultaneous Device Usage: Unlimited

Publisher: Domus Publishing (June 28, 2012)

Publication Date: June 28, 2012

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B008FZ6902

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #138,706 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #12

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## Customer Reviews

This is a book that should be read by any commercial broker who is looking for more ways and ideas to up their game and ALL new commercial brokers coming into the business for inspiration and tips on how to succeed as a commercial real estate broker. It's chock full of stories, examples and guidance. The author has created a book that will help anyone who wants to become a successful broker. In fact, it should be required reading for any new broker coming into the business.

This was a fantastic read for a couple reasons. I loved how you interviewed all the professionals who you know are the best and wrote about what they did. You portrayed their backgrounds and asked them fantastic questions... As a kid who is about to graduate college, I swallowed up their advice and using it. I actually reached out to someone Rod featured, Tim Strange. We have got on Skype together and I learned a little bit more about which direction I should head coming out of college. I think he will end up becoming a good mentor. This book taught me a lot about being a broker and how to become successful doing so.

I opened a Sperry Van Ness Commercial Real Estate Office back in 2003. Rod helped lead Sperry Van Ness to become the fastest growing CRE organization in 2004. Rod Santomassimo inspired and challenged SVN Advisors to think outside the box. The market has changed so much since 2003 and brokers / advisors need every possible tool in their belt to insure future success. New agents and seasoned agents will takeaway lessons they can apply today. I had the pleasure of knowing several of the brokers profiled in "Commercial Real Estate Brokers Who Dominate". This book is worth every penny. Thank you Rod, for stoking my fire. I look forward to seeing you and thanking you in person soon. Best wishes for you and your readers in 2014. Leslie H Cox, CCIM

A must read for any broker at any stage in their career, manager, executive, industry related vendor, commercial property owner and those interested in what it takes to be successful in this business. Also a great read for those who think it is "so easy" to make a buck in real estate...you will be proven wrong. Fascinating with similar themes. There is no shortcut to success.

Besides luck there are 2 ways to achieve success. You can figure it out yourself, often through trial and error, or you can find someone else who has already accomplished what it is you are trying to accomplish and do what they did. Both require hard work, however, the second method is much easier and faster. *Brokers Who Dominate* is full of ideas and strategies of top producers in the commercial real estate industry. You can take these ideas and strategies and make them your own. Chances are you may even find yourself in one of the many broker stories in this book. And it is an enjoyable read.

This book is more about finding the reference points and at large practices top producers utilize to remain on top. This isn't a nuts and bolts instruction manual and I believe was never intended as such. The author does a terrific job in succinctly cutting to the root of the matter and delivering essential top performance insights from those in the industry who sit atop the brokerage business.

It's easy to get caught up in the day to day of industrial real estate brokerage. I've had a successful career but this book is exactly what I needed to push it to the next level.

Real life examples of successful brokers each with an interesting combination of challenges and skills and all sharing a strong strain of perseverance. Will keep this book close by and refer to it often...

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