

Commercial ExecutiveTM Magazine



2016
BROKERS of the YEAR

ABCs of CRE

Find out the 26 Reasons
to Celebrate 2016

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BROKERS



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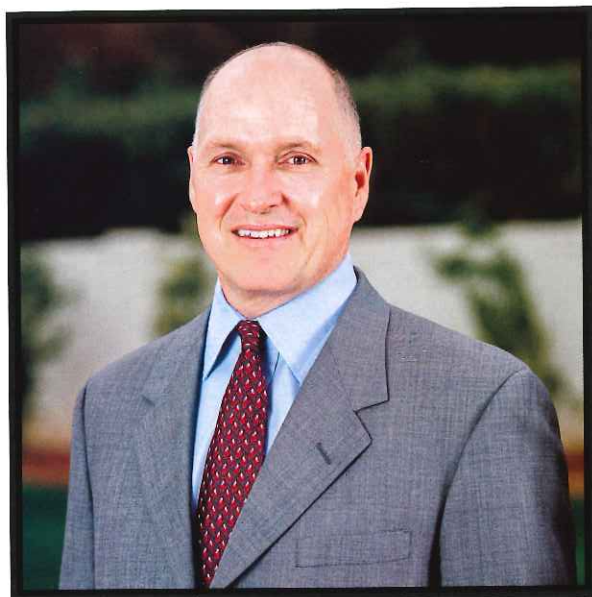


What holiday gift do you get the person who has everything?

Well, that's how we felt about deciding what questions to ask the person you've already learned so much about.

Here are some eclectic Q&As from the people you probably thought you already knew everything about.

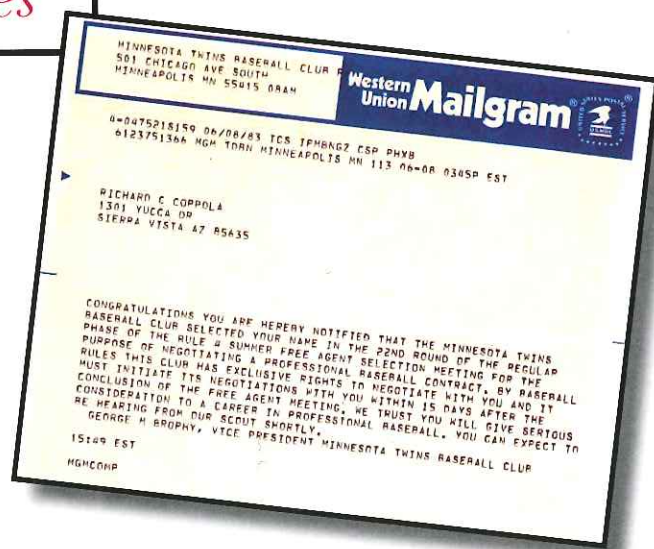
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Lee & Associates

1. First deal?

When I got drafted by the Minnesota Twins after college, as I signed with the team and also signed to be represented by Topps baseball cards (yes, the Topps). They made baseball cards for me. It was a great feeling. I signed with Topps for \$5. So I never cashed the check. :)

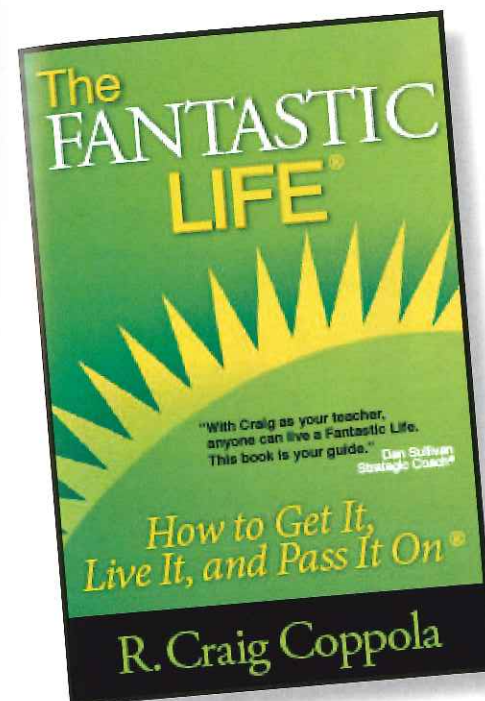


2. When was your "a-ha" moment in your career?

I always knew I would **OUTWORK** the majority of brokers in the business. The first year I won "Broker of the Year," I thought, I can **COMPETE** with anybody.

Broker of the Year recipient, Craig Coppola

has not only made it as a real estate superstar but has fulfilled many athletes' dreams by playing for a major league baseball organization out of college. If true success comes from being a well-rounded individual, then Craig has already reached it! In one of the four books he's written entitled, "The Fantastic Life" he humbly shares his wealth of knowledge in how to essentially be happy. And no, it's not just about closing deals, although with closing over 3,500 transactions in excess of \$3.5 billion, it's evident Craig sure knows a thing or two about being a top real estate advisor at Lee & Associates. ■



3. First major purchase after a deal?

I spent the first 14 months as a broker going to six classes in five cities to get my CCIM designation. Invest in yourself first.

4. What did you do to keep from getting discouraged when faced with rejection?

I still do this everyday... I tell myself that this is a numbers game. If you are in the market every day, you will have success... and failure. So make your calls!

5. What was the best piece of advice you've received in the business?

I've received so many lessons, so much wisdom from a number of mentors. This business is such a long-term relationship business. Understanding this is paramount to success.

6. In the words of Bob Mulhern of Colliers International: What's your "unfair" talent? Hidden talent?

I can see around corners. I see parts of transactions happening before they actually happen.

7. What is your holiday wish? Good health.