**BUSINESS SPEECH**

**FOR**

**LP FINN**

Hello everyone and welcome to the 2017 (**2018? Just checking**) Coach Realtors Sales Awards Dinner!! To the Coach leadership team, to our partners at Academy Mortgage Company and Coach Title Agency, to my family, (**Do you want to name them? If so**), \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and most of all to the Office Elite and Pinnacle Award winners, thank you all for being here, but most of all, thank you for your hard work, partnership, and enthusiasm.

It’s always a privilege to be in your company and to see how our combined talents and dedication serve our businesses, but tonight, of course, bears a special distinction. .... and it’s not just because I get to stand up in front of a lively crowd and “try some new material” (**Wait for the laugh**) ... although I have to say..... (**and stop- see if the audience chuckles a little more**) .... No. the **REAL** reason we’re here is to recognize a group of really talented and determined realtors. Each one of you has built a name for yourselves across Long Island as being among the best in our industry and tonight we commemorate that.

It takes skills, determination, confidence, a positive attitude, and more than a little “street smarts” to be a champion.... anywhere in life, and whether in business or sports, or entertainment... wherever... knowing you have what it takes relies on having that “**THING**”... that “**secret sauce**.” I don’t know how many of you here tonight are tennis enthusiasts, but I believe we can learn a lot from people who do what they do with **excellence**. Jennifer Capriati once said, “Dreams do come true if you keep believing in yourself. Anything is possible.” Boris Becker taught us, “ I love the winning and I can take the losing, but most of all I love to play.” And then there’s Andre Agassi who confessed, “ “Being number two sucks.” **(Wait for the laugh**). You can imagine the parallels to finding success in sports and in business. Have you ever watched a match and observed the attitude of the tennis great, Roger Federer? He’s the winner of **nineteen** grand slam championships. To watch him in action is a marvel as well as a metaphor. Usually around the end of the second set, Roger’s opponent has been put through his paces...that challenger is sweating. His chest is heaving. His heart is pounding almost visibly out of his chest. His eyes begin to take on a sunken look and that foe is usually gasping for what seems might be his last breath.... but Roger? He’s cool as a cucumber resting comfortably in a Meneghnini La Camus refrigerator (**I checked- these go for over $41,000.00. If the audience won’t relate you can say “Sub Zero Pro 48” and wait for the laugh**). Roger’s refreshed, hydrated, and barely a hair is out of place. The announcers are endlessly amazed at his constant cool and perpetual command of the court, and usually, Johnny Mac will say to the viewers, “How does he do it? He makes it look so easy!” The scenario also brings me back to a commercial campaign for a “personal hygiene” (**or you can say “deodorant”**) commercial that perpetually reminded us, “Never let them see you sweat.”

I have to say, standing up here tonight, I can relate to John McEnroe as I think to myself, “How **DO** you **DO IT**?” You have the skills and talent and drive to make this very challenging business look easy, and that’s a real gift... for all of us. I also have to say that your successes, set against a backdrop of challenges and changes, rules and regulations, is like trying to score while aiming at a perpetually moving target. You have to concentrate, keep your eye on the prize... which is the closure, keep all the other plates spinning, while being as “cool as cucumbers” to our clients, vendors, partners, attorneys, and prospective buyers. All I can think of is one word to describe you... **finesse**. You inspire with your skills and your willingness.

I also find it fitting that we are here, present within the patina of accomplishment, challenges, rebirth, and history (**I checked- is this taking place at Oheka? I am using that as my reference point**). This grand estate is the perfect metaphor for our time and place, and for real estate and the importance of building on heritage, experience, and resilience. If these walls could talk...!!! It was built by a titan of industry in the early 1900’s and in today’s market, it would still rank among one of the most expensive and expansive properties in the United States. These rooms have hosted the greats of business and society and Hollywood. The rich and famous have passed through these halls and danced on these floors. But as with many things that aspire to greatness, it has been exposed to fires... more than once... and vandalism.... and they even had to endure the wedding of Anthony Weiner... (**Wait for the laugh**).... but as a testament to its strength and purpose, it’s still here, serving as a context for celebration, inspiration, and resilience.

And just as glory and greatness have always had an irresistible attraction to this place, success tends to follow the people in this room that are being honored tonight. No matter the market conditions... no matter the strength and versatility of the competition, like Roger, each of you know how to step up and rise above each instance to do your best to outperform the “**also rans**.” Many of you had proven success before or outside of the real estate business... you were leaders on Wall Street, you achieved the highest levels of education.... with honors **(?**)... you were a captain in the NYPD... you worked for the nation’s leading newspaper... you taught at all levels from pre-school to college, and whether you realize it or not, each one of you continues to teach all of us every day. You’re community leaders and business owners. You’ve raised and inspired fine, loving families, and your aggregate experience could fill countless books. Each one of you has demonstrated that you understand the mission... whatever it might be.... you “got the message...” and you possess the inner drive and personal technology needed to be consistent, professional, top producers.

As you know, Whitney and I took a different path to this industry. We were born into it and real estate was and is and always has been our first career. We learned from the best and even at a very early age, we listened to our parents’ conversations about contracts, mortgages, listings, buyers, sellers, and of course... horrible attorneys (**Wait for the laugh**). Now Whitney and I have families of our own and we tell these same stories to them... and our therapists (**Wait for the laugh**). And now they’ll all know about you... welll....maybe not the **therapists**... (**Wait for the laugh**).

Before I continue with the **IMPORTANT** part of the evening, I want to share something else said by Andre Agassi, just as a reminder that art, and sport, imitate life. He said, “You’ll hear a lot of applause in your life, but none will mean more than the applause from your peers. I hope each one of you hears that at the end...”

Tonight we recognize excellence in sales in three categories:

* Branch Office Elite and Office Elite-these are the top ten percent of producing sales agents in each office.
* Companywide Pinnacle- the Pinnacle winners are the top three percent of the entire company
* ... And our biggest award of the evening - Top Listing Agent and Top Sales Agent and Sales team of the Year (**If you want to make joke you can say**).... or as we’d like to think... if you know any Eskimos in need of igloos, **THIS** is your team (**and wait for the laugh**).

(**Are any family members or significant others going to be present? You might want to acknowledge them**). I would also like to acknowledge the spouses, partners, and families of those we recognize tonight. The people we honor are great... and it is because of you and **for** you that they are, so that I want to thank you for your encouragement and support... it’s all integral to the functioning of the team. I also want to express my gratitude to the branch managers for everything **YOU** do. Please join me in a round of applause for our management team (**Applause**.) to Larry and Georgianna, thank you so much for your years of leadership and guidance.... oh. And the open bar.... (**Wait for the laugh**)

Thank you all... Here’s to an incredible, unprecedented success in 2018 and beyond!!!