



Matthew J. Ferrara | President, CEO

For two decades, Matthew Ferrara has been a driving force for evolution in the real estate industry. His mission has been to revolutionize the business of real estate by empowering brokers to create mission-focused, consumer-centric companies that astound consumers and successful agent careers. Matthew's philosophy is simple: brokers and agents need to forget about the past, learn what makes the present marketplace work and follow the consumer directly into a successful future. Matthew's company pioneered an approach to business development that leverages their unique system of maximizing company strengths and market opportunities, while marginalizing weaknesses and outsmarting competitive threats. Combining leadership training, management coaching and modern sales and technology skills, Matthew Ferrara & Company is rewriting the book on how real estate is done today - and in the future.

Matthew's career has influenced many sectors of the real estate industry. As a teacher, he has delivered more than 2000 seminars internationally. As an author, his syndicated columns are published in dozens of blogs, magazines, newspapers and newsletters every week. As a market philosopher, he has shaped the strategies of some of America's most successful brokerages. He has earned the respect of his peers, having been recognized with the Educator of the Year and the Best Training Company Awards. As a leader in the "industrial revolution" of the real estate industry, Matthew has been both gadfly and inspiration to the top CEOs and innovative brokers in the business - creating change worldwide, one leader at a time.