



## Michael Frame

Managing Broker CB Richard Ellis

*"We don't see things as they are; we see things as we are."  
Anais Nin*

Michael Frame's turning point is the event that helped instill in him the critical element of his success: his ability to see events and people from a series of perspectives, through as broad a lens as possible, and then apply the lessons learned to his own life.

When Michael was still in college, he had the unique opportunity to spend semesters abroad in any number of different countries. Wanting something that was truly unique, he opted to spend one of those semesters in Kenya, where he had what he describes as a truly life altering experience. He spent time there with families whom he described as truly disadvantaged, those without even enough to eat. Further, he was shocked to discover that little was thought to be strange about a man arriving nearly two hours late to a meeting! Instead of allowing himself to be frustrated by these matters, however, Michael sought to integrate them into his own way of thinking, to come to appreciate and admire the culture he was experiencing and to put what it had to offer to work in his own life. **This ability to draw value out of any situation he encounters and use it to color the way he views the world** is what has kept Michael on top of his game all these years and led him to the great success that he enjoys today.

His parents had instilled in him many important values such as a strong work ethic and the necessity of treating people kindly while relating to them in a personal way. Michael recalls being taught by his father to look everyone directly in the eye and to give a good, deal-closing handshake at only five years old.

During his first years of college, Michael worked at R. P. Meyers, a construction company, where he dug ditches during the day. This was a physically demanding job that had him drenched in sweat and dirt, but he valued the experience tremendously. He was able to interact with the other workers there, to fit in as one of them, and of course to learn from them.

***In line with his belief that the most important thing in business (indeed, in life) is seeing things from a broad perspective, Michael studied psychology in college, and it was during this time that he made his fondly remembered trip to Kenya. That was an experience he valued so much that he made a vow to travel the world in five years time, to visit as many countries as possible, and to learn as much from the world as it was willing to offer. He committed himself to this goal by telling friends, family, and even strangers that after college he was going to work for a company to save the necessary money to pay for the trip and achieve his goal. By the time five years had passed, he met his future wife Sue and kept true to his word by setting off on his trip around the globe with her.***

***Visiting innumerable locales throughout Europe, Asia, and the South Pacific, Michael was on the road an entire year, living out of a backpack. To this day, he credits the lessons he learned during this time as the singular key to his great success. In his own words, "If you had a trophy shelf in life of all the things you had accomplished, doing what I did then still has top shelf status".***

Returning at last from his travels and having learned as much about the world and humanity as he possibly could, Michael was at last ready to put his skills into practice. He worked for Xerox Learning Systems based in New England, training literally hundreds of people from all walks of life and from all areas of the country to hone their communication skills, which highlighted Michael's interest in helping them to reach higher levels of achievement.

In 1989 Michael wanted to move back to Rochester to raise his young family, even though it was a time when many people were moving out of the area. Bringing along his somewhat reluctant but supportive wife, Michael secured a job with Wilmorite, a real estate company in Rochester. He describes this experience as working by himself, stationed out of an empty office building in downtown that was furnished with little more than a phone and phone book. Here he was expected to make it work. Make it work, he did. Drawing upon his array of people skills and psychological knowledge, Michael set out building up a base of customers, often through door to door salesmanship, and soon had established himself as a successful player in the real estate industry.

After 6 years at Wilmorite, he was looking for a new challenge when he was hired into a real estate development company by Daniel Murphy. Daniel told him that although he was not the most qualified candidate on paper, he saw in Michael the potential to develop into exactly the kind of insightful employee they were desperate for. Eventually, they opened the CB Richard Ellis office in Rochester. Today, he continues to move in the directions that interest him by offering commercial real estate brokerage and consulting services.

Asked about his success, Michael firmly states that it is impossible to separate his professional life from his personal one. Nearly the entirety of his personal life has been devoted to the pursuit of knowledge of other people and cultures and Michael indicates that this single characteristic has made all of the difference in how he approaches professional matters; it's what allowed him to carve out his own niche. By adhering to the principles that he was

personally passionate about, Michael has been able to bring his personal philosophy to the field of real estate; he has this to say:

**“When working with others to help them to address their needs, most people ask questions that begin with *what*, rarely do they follow up with questions that start with *why*, that is to understand the importance of the *motivation* behind what they said, what they are thinking and what they are trying to accomplish”.**

Motivated by a sincere desire to understand and appreciate other people for what they have to offer, Michael has proven that personal philosophical beliefs and success in professional matters indeed go hand in hand, and that the human element of business should never, ever be overlooked because that’s the largest part of any issue in life.