

Rotary  
Club of  
Charlotte



# THIS WEEK'S PROGRAM

December 7, 2021

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## Peter Frandano Founder, Frandano Inc.

### “Life Lessons”

By **Suzanne Bledsoe**

Pete Frandano, President of River Sound, Inc., a real estate consulting company, is a Charlotte native, loyal Tarheel, and endurance athlete. He has recently added “author” to his impressive list of credentials. When asked, however, he admits his favorite roles are those of “coach” and “dad.”

Pete shared that his book, Endurance Real Estate, was originally conceived as a chronicle of life for his two sons—a telling of lessons learned, “big aha” moments and a “how to” on dealing with life’s ups and downs. As he immersed himself in the writing process, he realized that his life story also provided an opportunity to help others in their own life journeys with actionable advice, hope and inspiration.

Pete shared two events in his life that gave him the impetus he needed to make changes that would allow him to focus on what was most important to him. In 2001, on Easter Sunday, his cousin, with whom he was very close, died unexpectedly. Six months later, on September 11, he was on an airplane originating in Boston, headed to Pittsburgh, when he learned the fate of other flights that day. These two events, so close together, caused him to think about how he envisioned his future—having the freedom to spend more time with his young family and the opportunity to pursue his entrepreneurial dreams of owning his own business. Shortly thereafter, he left the corporate world, moved his family and began a new career in commercial real estate. By the time he had achieved his goal of

owning his own business, the Great Recession was looking large and he lived through several long, lean years, before beginning to see signs of recovery. Ultimately, he built a successful commercial real estate enterprise and is recognized as a leader in the industry.

All of this has lead Pete on a parallel track: he has recently launched a consulting business focused on helping both seasoned and aspiring entrepreneurs and business owners realize their dreams. Listening to Pete's story is the best kind of motivation—a true story of someone who has worked hard, endured the ups and downs of both business and personal challenges, and found a way to accomplish the ultimate goal.

Endurance Real Estate – Add it to your reading list!

\*A recording of the program is available here: <https://vimeo.com/654994357>

Mr. Frandano's introduction begins at 14:25 minutes.