

## Professional Summary

Accomplished sales professional and instructor with over 30 years of experience in the real estate industry, maintaining an impressive 90% retention rate with clients, while specializing in training, coaching, and mentoring agents and brokers. Proven success in developing and delivering industry-leading courses that focus on business growth, communication, financial literacy, and sales productivity. Adept at facilitating both live and virtual training sessions, with a motivational style that drives organizational and individual learning outcomes. Extensive knowledge of adult learning principles, real estate sales, and innovative instructional design techniques.

## Professional Experience

Real Estate Agent, Coach, Mentor, and Trainer  
1994 – Present

- Developed and delivered over 250 specialized training courses, including First-Time Home Buyer classes and continuing education programs, empowering participants to achieve goals or increase productivity and drive business growth.
- Provided individualized coaching to hundreds of agents, using tailored strategies to overcome challenges and accelerate their success in a highly competitive industry.
- Designed comprehensive agent development programs focusing on business growth, marketing, and communication strategies, helping agents gain traction and build successful pipelines.
- Facilitated both virtual and in-person training, leveraging platforms such as Zoom to conduct weekly coaching sessions and ongoing training, increasing agent engagement and performance.
- Created a proprietary “High-Exposure Marketing for Agents” program, focusing on positioning agents as experts in their field through personal branding, public speaking, and content marketing.
- Coached agents on utilizing brand tools and systems to streamline processes and improve client acquisition.
- Maintained a metrics-driven approach, consistently monitoring progress and providing actionable feedback.
- Consulting and Strategic Partnerships: Served as a consultant for the Fannie Mae online First Time Home Buyer course, contributing to the development of educational content that has been used by tens of thousands of buyers. Worked with Mass Housing to promote their mortgage programs to Realtors.
- Worked with and for national and local nonprofits to promote mortgage programs and DAP Programs, increasing agent knowledge of financing options and financial literacy.
- Real Estate Brokerage Leadership: Played a key role in launching and building the local Real Estate Brokerage for NeighborWorks of America. Successfully managed the brokerage's growth, leading to increased market share and client satisfaction. Delivered educational courses on mortgage financing, homeownership, and financial literacy, equipping participants with critical knowledge.
- Board of Directors Involvement: Actively participated in various ‘workforce and community education’ focused boards, including the Brockton Housing Partnership and the Randolph Banking Collaborative, where she influenced strategic decisions that promoted financial literacy

and real estate education. Founding member of the 'Credit-for-Life' Fair, a (now) National education workshop delivered at the high school level to promote financial literacy.

Owner - Belmont City Press LLC (PR and Marketing Agency-Agent and Small Business Focused)

2019 – Present

- Designed and led training programs in communication, business development, and financial literacy for agents and business professionals.
- Delivered in-person and virtual workshops, such as 'Improv for Business Communications', 'First Time Homebuyers Education for Realtors', and 'High-Exposure marketing' to Agents and other industry professionals.
- Guided industry professionals through a unique become a 'Published Author in 21 Days' program, establishing them as thought leaders in their markets and differentiating them from competitors.
- Authored multiple publications on real estate sales and business development, which reached #1 in the US and Canada.
- Works with a wide variety of clients who excel in their fields including top-producing real estate agents, loan officers, authors, social media influencers with millions of followers, TEDx and TAG Talk speakers, former international hostages, poets, coaches, Ironman finishers, marathoners, high-endurance athletes, and Grammy-nominated musicians.
- Regularly featured in major media outlets such as AP News, NBC, FOX, ABC, The Boston Globe, and more, reinforcing credibility and visibility for professionals under her coaching.

### **Certifications and Expertise**

- Licensed Real Estate Agent since 1994.
- Certified in Credit Counseling and Budgeting, Money Management International and Consumer Credit Counseling Services.
- Sponsored delivery of continuing education programs for Realtors and loan officers.
- Advanced proficiency in Office 365, Zoom, and virtual learning platforms, etc.

### **Key Skills**

- Adult Learning Theory
- Virtual and Live Training Delivery
- Instructional Design and eLearning
- Business Growth and Development Strategies
- Real Estate Sales and Management
- Financial Literacy and Mortgage Financing
- High-Exposure Marketing for Agents
- Team Collaboration and Stakeholder Engagement
- Metrics-Driven Performance Management
- High Emotional Intelligence (EQ) and Coaching Mentality

### **Publications and Media Features**

- The Power of Not Yet: Unleashing Your Potential One Rejection at a Time -2024
- How Writing a Book Will Help You to Grow Your Real Estate Business -2022
- Writing a Book for Marketing Your Business -2022
- I'm Obsessed with Your Success (Real Estate) - 2019
- Featured expert in multiple publications including local, National, and International media (The Boston Globe, NBC, FOX, ABC, The Boston Examiner, AP News.

- Multiple #1 Publications in the US and Canada.