



DEBRA BETOLATTI

NATIONAL SPEAKER · EDUCATOR ·

Debra Betolatti

Georgia Real Estate Broker · GREEA 2025
Educator of the Year. Turning AI,
compliance, and leadership into standing-
room sessions agents actually use.

*Practical. Bilingual.
Unforgettable.*

BETONDEB.COM ENGLISH & SPANISH



Speaker Package

2026 · KEYNOTES · WORKSHOPS · CE

THE SHORT VERSION

Book a speaker who leaves the room *energized* — and leaves them with something they'll use Monday morning.

Thirty-two years in the business. Thousands of professionals trained. Two GREEA awards in two years. Debra brings the practicality of a broker, the polish of a keynote, and the warmth of someone your members will genuinely enjoy — in English or Spanish.

INSIDE THIS PROPOSAL

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02 Why Event Planners Book Debra

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10 Let's Connect



SPEAKING STYLE

- ◆ Energetic & high-tempo
- ◆ Interactive & hands-on
- ◆ Humorous & authentic
- ◆ Practical & immediately applicable
- ◆ Bilingual — English / Spanish

01 • ABOUT THE SPEAKER

The broker who makes the *hard stuff* stick.

Debra Betolatti is a Georgia Real Estate Broker, national speaker, educator, and AI trainer with 32 years in the business. In 2014, she was named GREEA's 2025 Educator of the Year.

She has trained thousands of agents, brokers, and leaders across the country on the stages of the REEA National Summit, Triple Play, GREEA, and REALTOR associations coast to coast. Her promise is simple: make it useful.

Named GREEA's Rookie Instructor of the Year in 2024 and Educator of the Year in 2025, Debra pairs deep command of AI, compliance, contracts, marketing, and leadership with the timing of a natural performer. Sessions move fast, land hard, and send people back to work with something they can implement immediately.

Fully bilingual in English and Spanish, she reaches audiences other speakers can't — and customizes every talk to the room in front of her. Approachable, funny, and refreshingly real, Debra is the rare educator people quote long after the badge comes off.

32

YEARS IN REAL ESTATE

1000s

PROFESSIONALS
TRAINED

2×

GREEA AWARD WINNER

EN/ES

BILINGUAL DELIVERY

02 · WHY EVENT PLANNERS BOOK DEBRA

Eight reasons the room *stays full*.

**Interactive Presentations**

Live polls, workshops, and hands-on exercises — never a lecture.

**Audience Participation**

Rooms lean in, speak up, and stay engaged from open to close.

**Actionable Takeaways**

Every session ends with tools attendees can use the next day.

**High Audience Ratings**

Consistently the top-rated session on the conference program.

**Real-World Experience**

32 years as a working broker — stories from the actual trenches.

**Current Industry Expertise**

AI, compliance, and market shifts — always up to the minute.

**Bilingual Delivery**

Full keynotes and workshops delivered in English or Spanish.

**Customized Presentations**

Tailored to your audience, theme, and outcomes — every time.



"The rare educator who's as entertaining as she is useful."

03 · SIGNATURE SPEAKING TOPICS

Fifteen talks. *Every one customized.*

01\u201308



AI & TECHNOLOGY

AI for Real Estate Professionals

Real tools, real prompts, and workflows agents can deploy today.



BUSINESS GROWTH

Future-Proof Your Business

Build a practice that thrives through every market shift.



COMPLIANCE

Contracts & Compliance

Navigate the fine print with confidence and protect every deal.



COMPLIANCE

Ethics That Actually Matter

Beyond the checkbox — ethics that build trust and reputation.



CULTURAL PROFICIENCY

Cultural Proficiency that Connects

Attract, nurture, and close with marketing that earns attention.



LEADERSHIP

Leadership That Inspires

Lead teams that perform, stay, and grow with you.



BUSINESS GROWTH

Pricing Like a Pro

Master pricing strategy and win the listing conversation.



BUSINESS GROWTH

Negotiation Strategies

Advocate harder, close cleaner, leave no value on the table.

03 · SIGNATURE SPEAKING TOPICS

Specialty, compliance & *bilingual*.

09\11201315



SPECIALTY

New Construction

Guide buyers and agents through the new-construction landscape.



COMPLIANCE

Broker Risk Management

Spot liability early and keep your brokerage protected.



AI & TECHNOLOGY

Technology That Saves Time

The stack and systems that give agents their hours back.



MARKETING

Building a Referral Business

Turn every closing into your next three clients.



SPECIALTY

Serving Multicultural Clients

Win trust and grow share across today's diverse markets.



LEADERSHIP

Women in Leadership

Confidence, visibility, and the path to the corner office.



BILINGÜE

Spanish Sessions Available

Full sessions delivered in fluent, native Spanish.



Don't see your exact theme?

Every topic is customized to your audience, and talks are regularly combined into half- or full-day workshops.

04 · CONTINUING EDUCATION

Approved for CE *where it counts.*

As a GREC Approved Instructor, many of Debra's sessions are approved for continuing education credit where applicable (Georgia) so your program delivers real value *and* real hours.



Broker CE
Credit for broker-level license renewal



Salesperson CE
Credit for salesperson license renewal



Custom Workshops
Built to your association's CE requirements

ENGAGEMENT FORMATS



Half-Day Workshop



Full-Day Intensive



Keynote



Breakout Sessions



Panel Moderator



Master of Ceremonies



CE approval varies by state and course. Debra's team will confirm eligibility and handle filing for your jurisdiction.

05 · CONFERENCE EXPERIENCE

Trusted on stages *across the country.*



State Associations

Statewide REALTOR® conventions & summits



Local Associations

Board & member education events



Brokerages

Company-wide training & kickoffs



Leadership Conferences

Executive & manager development



Educational Conferences

REEA National Summit & annual events



Industry Events

Triple Play & regional expos



Panels

Moderator & featured panelist



Corporate Training

Franchise & enterprise programs

SELECTED STAGES

REEA National Summit

Triple Play

GREEA

State REALTOR® Associations

Local Associations

Brokerage Kickoffs

Leadership Conferences

06 • WHAT AUDIENCES SAY

Standing ovations, *in two languages.*

"Debra had 300 agents on the edge of their seats — and taking notes the entire time. The highest-rated session on our program."

Education Chair • State REALTOR® Association



"She made compliance genuinely fun. Our members were still quoting her a month later."

Association Executive
Local REALTOR® Board



"Bilingual, brilliant, and impossible to look away from. Exactly who you want opening your event."

Regional Director
National Franchise Brand



"Practical from minute one. My agents implemented her AI workflow the same week."

Managing Broker
Independent Brokerage

07 · SPEAKING FORMATS

However your event *is built*.

**Keynotes**

Big-stage energy to open or close your event

**Breakout Sessions**

Focused, practical, hands-on deep-dives

**Virtual Events**

Camera-ready and interactive on any platform

**Executive Retreats**

Leadership content for smaller circles

**Agent Bootcamps**

Skills-intensive for producing agents

**General Sessions**

Whole-audience education with momentum

**Lunch & Learns**

High-value content in a tight window

**Hybrid Events**

Room and stream, equally engaged

**Leadership Training**

Develop managers and rising leaders

**Broker Summits**

Risk, growth, and the road ahead

Not sure which fits? Debra will help you choose.

BETONDEB.COM

08 · PROFESSIONAL CREDENTIALS

The letters *behind the name.*

 Georgia Real Estate Broker	 GREC Approved Instructor
 National Speaker	 AI Educator
 Bilingual English / Spanish	 Coach
 Trainer	 Conference Presenter

REALTOR® DESIGNATIONS & CERTIFICATIONS

◆ DREI	◆ GSI	◆ GRI	◆ ABR	◆ AHWD	◆ CIPS	◆ C2EX
◆ SRS	◆ CNE	◆ CBAE	◆ PMN			



Educator of the Year

GREEA · 2025



Rookie Instructor of the Year

GREEA · 2024

09 · FOR EVENT PLANNERS

Easy to book. *Easy to work with.*

**Available Nationwide**

Travels to your city — virtual anywhere

**English or Spanish**

Full delivery in either language

**Customized Presentations**

Tailored to your theme and outcomes

**Conference Consulting**

Program and agenda advisory available

**Speaker Travel Ready**

Simple logistics, professional rider

*Flexible, professional,
and genuinely easy.*

HOW BOOKING WORKS

01

Reach Out

Share your dates, audience, and goals.

02

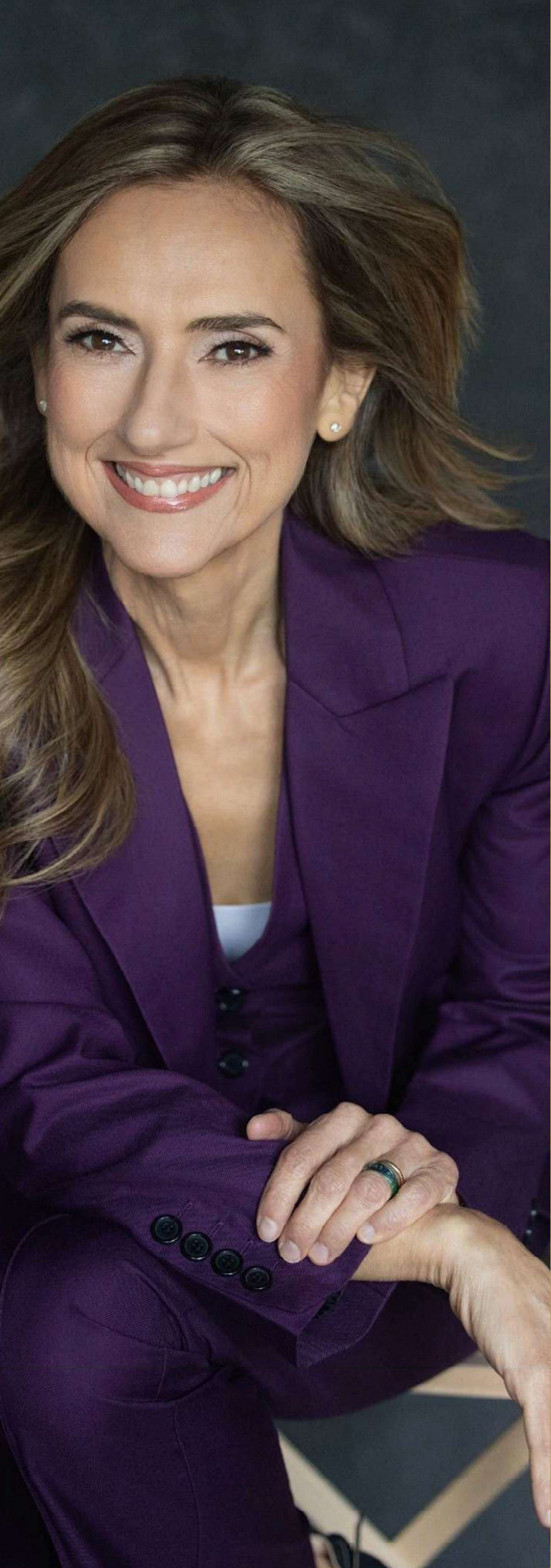
Customize

We shape topics and format to your event.

03

Confirm

Agreement, logistics, and CE filing handled.



Let's create an *unforgettable* event.

Available nationwide, in English or Spanish. Let's build the session your audience will be quoting long after the badges come off.

 betondeb.com

 info@betondeb.com

 678-206-8649

FOLLOW ALONG

 @betondeb

 Debra Betolatti

 Bet on Deb

 Bet on Deb



SCAN TO BOOK



32

YEARS IN RE

1000s

TRAINED

2×

GREEA AWARD

EN/ES

BILINGUAL

CREDENTIALS



Georgia Real Estate Broker



GREC Approved Instructor



AI Educator



Bilingual English / Spanish



GREEA Educator of the Year 2025

DREI

GSI

GRI

ABR

AHWD

CIPS

C2EX

SRS

CNE

CBAE

NATIONAL SPEAKER • EDUCATOR • AI TRAINER

Debra Betolatti

Real Estate Broker • National Speaker • Educator • AI Trainer

Real estate expertise with the energy of a keynote — and the practicality of Monday morning.

32 years as a working broker. Thousands trained. GREEA's 2025 Educator of the Year. Debra turns AI, compliance, leadership, and marketing into energetic, bilingual sessions your audience will actually use.

SIGNATURE TOPICS

AI for Real Estate

Contracts & Compliance

Fair Housing

Ethics That Matter

Marketing That Converts

Leadership That Inspires

Pricing Like a Pro

Negotiation

Broker Risk Management

Referral Business

Multicultural Clients

Women in Leadership

Spanish Sessions

WHY EVENT PLANNERS BOOK DEBRA



Interactive, hands-on sessions



Actionable takeaways



Top-rated on the program



Bilingual delivery

BOOK DEBRA



betondeb.com

info@betondeb.com

678-206-8649

FORMATS

Keynotes • General Sessions • Breakouts • Lunch & Learns • Virtual & Hybrid • Bootcamps • Broker Summits • CE-approved workshops

Media Kit

Debra Betolatti

Speaker • Educator • AI Trainer



FAST FACTS

- ◆ 32 years in real estate
- ◆ Georgia Real Estate Broker
- ◆ GREC Approved Instructor
- ◆ 10 REALTOR® designations
- ◆ GREEA Educator of the Year 2025
- ◆ GREEA Rookie Instructor 2024
- ◆ AI Educator & National Speaker
- ◆ Bilingual — English & Spanish

ONE-LINER

Georgia Broker, national speaker, and AI educator — GREEA's 2025 Educator of the Year — delivering practical, bilingual sessions on AI, compliance, leadership, and growth.

SHORT BIO (~60 WORDS)

Debra Betolatti is a Georgia Real Estate Broker, national speaker, educator, and AI trainer with 32 years in the business. Named GREEA's 2025 Educator of the Year, she turns complex topics — AI, compliance, leadership, and marketing — into energetic, practical sessions agents can use Monday morning. Bilingual in English and Spanish, Debra brings humor, authenticity, and high energy to every stage.

LONG BIO (~150 WORDS)

A Georgia real estate broker with 32 years in the business, Debra Betolatti has built her reputation on one promise: make it useful. She has trained thousands of agents, brokers, and leaders across the country — on the stages of the REEA National Summit, Triple Play, GREEA, and REALTOR® associations coast to coast.

Named GREEA's Rookie Instructor of the Year in 2024 and Educator of the Year in 2025, Debra pairs deep command of AI, compliance, contracts, marketing, and leadership with the timing of a natural performer. Sessions move fast, land hard, and send people back to work with something they can implement immediately.

Fully bilingual in English and Spanish, she connects with audiences other speakers can't reach — approachable, funny, and refreshingly real.

CONTACT

betondeb.com
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678-206-8649

Photography & *brand.*

APPROVED PHOTOGRAPHY (HI-RES ON REQUEST)



DESIGNATIONS & CERTIFICATIONS



BRAND COLORS

Editorial Blue
#17294C

Charcoal Ink
#1A1E28

Signature Gold
#C0A15C

Warm Paper
#FBFAF7

TYPOGRAPHY

Instrument Serif

HEADLINES & DISPLAY

Archivo

BODY, LABELS & UI

MEDIA INQUIRIES

info@betondeb.com • 678-206-8649

betondeb.com

Session Catalog

76 approved courses
12 national tracks • EN / ES



AI & TECHNOLOGY

AI & Technology

Practical AI systems, prompts, and time-saving tech — used smartly and compliantly.

8 sessions

CE ELIGIBLE



TRANSACTIONS

Contracts & Transactions

From offer to closing: agreements, disclosures, earnest money, and clean timelines.

12 sessions

CE ELIGIBLE



RISK

Compliance & Risk Management

Spot liability early, advertise correctly, and protect every deal and brokerage.

10 sessions

CE ELIGIBLE



STANDARDS

Ethics & Professional Standards

The Code of Ethics in the real world — reporting, risk, and reputation.

4 sessions

CE ELIGIBLE



LEADERSHIP

Broker Leadership & Supervision

Supervision, systems, and broker-level training that actually sticks.

8 sessions

CE ELIGIBLE



INCLUSION

Fair Housing & Inclusion

Fair housing, accommodations, and serving today's multicultural clients. Bias Override.

6 sessions

CE ELIGIBLE



MARKETING
Listings & Marketing

Win the listing, market it right, and stay compliant while you do it.

6 sessions CE ELIGIBLE



REPRESENTATION
Negotiation & Representation

Champion your client from the first offer to the final signature.

5 sessions CE ELIGIBLE



STRATEGY
Pricing & Market Strategy

Pricing, market analysis, and cutting through the noise and myths.

5 sessions CE ELIGIBLE



FINANCE
Financing & the Numbers

Mortgage basics, GSEs, and the finance behind every deal.

3 sessions CE ELIGIBLE



PROPERTY MGMT
Property Management & Leasing

Lawful leases, licensee landlords, and property-management fundamentals.

3 sessions CE ELIGIBLE



GROWTH
Client Care & Business Growth

Client experience, safety, referrals, and staying in the game long-term.

6 sessions CE ELIGIBLE



New-agent & instructor tracks

Plus new-agent onboarding, licensing prep, and instructor development — combined into half- and full-day workshops around your theme.

CE ELIGIBLE

Broker & Salesperson CE where applicable. Approvals vary by state; filing supported.

FORMATS

Keynote · Breakout · Workshop · Half & Full Day · Virtual · Hybrid

LANGUAGES

Every session delivered in English or Spanish.

Debra Betolatti

Real Estate Broker • National Speaker • Educator • AI Trainer



CONTACT

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 info@betondeb.com
 678-206-8649

LICENSES & DESIGNATIONS

- ◆ Georgia Real Estate Broker
- ◆ GREC Approved Instructor
- ◆ National Speaker & AI Educator
- ◆ Bilingual English / Spanish
- ◆ Coach • Trainer • Conference Presenter



AWARDS

Educator of the Year
GREEA • 2025

Rookie Instructor of the Year
GREEA • 2024

LANGUAGES

English — Native
Spanish — Native / Fluent

FORMATS

Keynote • General Session • Breakout •
Lunch & Learn • Virtual • Hybrid •
Workshop • Bootcamp • Panel • Emcee

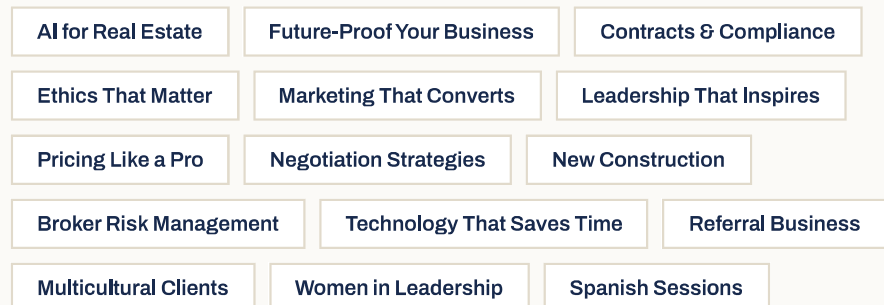
PROFESSIONAL SUMMARY

Georgia Real Estate Broker and national speaker with 32 years in residential real estate and a decade-plus in professional education. GREC Approved Instructor and GREEA's 2025 Educator of the Year, specializing in AI, compliance, leadership, marketing, and business growth. Known for energetic, interactive, immediately applicable sessions delivered fluently in English and Spanish.

SPEAKING EXPERIENCE

-  **State REALTOR® Associations** — Statewide conventions & education summits
-  **Local Associations & Boards** — Member education and CE events
-  **REEA National Summit** — Real Estate Educators Association
-  **Triple Play & Industry Expos** — Featured speaker & presenter
-  **Brokerages & Franchises** — Company-wide training and kickoffs
-  **Leadership Conferences** — Executive and manager development

SIGNATURE TOPICS



CONTINUING EDUCATION

GREC Approved Instructor. Many sessions approved for Broker and Salesperson CE where applicable. Custom CE workshops built to association requirements — half-day, full-day, and multi-session tracks.

Event Planner *Guide*

Everything you need
to book with confidence

Debra is easy to book, easy to work with, and genuinely invested in making your event a success — from first email to final standing ovation.

WHAT YOU CAN COUNT ON



Available Nationwide

Travels to your city; virtual anywhere



English or Spanish

Full delivery in either language



Fully Customized

Tailored to your theme and outcomes



Conference Consulting

Program and agenda advisory available



Simple Travel Logistics

Professional, low-maintenance rider



CE Where Applicable

GREC Approved Instructor handles filing

HOW BOOKING WORKS

- 01 Reach Out**
Share your dates, audience, and goals.
- 02 Customize**
We shape topic, format, and length to fit.
- 03 Confirm**
Agreement, logistics, and CE filing handled.
- 04 Deliver**
A polished, high-energy session your room remembers.

START HERE

Let's find your date.



info@betondeb.com



678-206-8649



betondeb.com

AV Requirements & Logistics

A short, standard rider. Debra's team confirms details with your AV crew ahead of time so the day runs clean.

ON-SITE AUDIO / VISUAL

- ✓ **Wireless Microphone** — Lavalier or over-ear preferred; handheld backup
- ✓ **Laptop Connection** — HDMI or USB-C from the podium/stage
- ✓ **Confidence Monitor** — Preferred for larger stages
- ✓ **Reliable Wi-Fi** — Required for live AI demonstrations
- ✓ **Projector & Screen** — 16:9, bright enough for a lit room
- ✓ **Slide Advancer** — Wireless clicker with laser pointer
- ✓ **House Sound** — Audio patched for in-deck video clips
- ✓ **Stage Water** — Room-temperature, out of audience sight

Virtual & Hybrid

Stable hard-wired internet, Zoom / Teams / Webex ready, camera-ready lighting, and a producer contact for run-of-show. Interactive polls and screen-share for live AI demos.

Room Setup

Theater or crescent-round preferred. Elevated stage or riser for larger rooms. Clear sightlines to the screen. Debra works the room — a wireless mic and space to move are ideal.



Debra's team will coordinate directly with your AV lead before event day.

[BETONDEB.COM](https://betondeb.com)

Speaker *Introduction*



Pronunciation: **DEB-rah Bet-oh-LAH-tee**

FULL INTRODUCTION (~30 SEC)

Our next speaker has spent *32 years* in real estate and trained thousands of professionals across the country — from state associations to national stages like the REEA Summit and Triple Play.

She's a Georgia Broker, a state approved instructor, and an AI trainer — known for high-energy sessions that send you back to work with *actionable takeaways* you can use right away.

Please put your hands together and give a warm welcome to **Debra Betolatti!**

SHORT VERSION (~10 SEC)

She's a broker, national educator, and AI trainer who strives to have you leave with practical, actionable takeaways. High-energy and hands-on — please welcome **Debra Betolatti!**



QUICK FACTS

- ◆ 32 years in real estate
- ◆ Georgia Real Estate Broker
- ◆ GREC Approved Instructor
- ◆ AI Educator & National Speaker
- ◆ Focused on actionable takeaways



Delivery tip: bring the energy up. Land the last line, then pause for applause as Debra takes the stage.

QUESTIONS?

betondeb.com

info@betondeb.com

678-206-8649