



# Introduction for Agents

What do practice rooms, Brahms sonatas, George Shearing, and jazz chops have to do with real estate success? According to our speaker, Carla Cross---everything! For the first 28 years of her life, Carla was a performing and teaching musician, earning her bachelor's degree in piano performance and her master's degree in music theory.

How did she get from music to real estate? Purely on accident! Carla started in real estate with “here’s your desk, here’s your phone” support (!). Fortunately, she found that her talents and skills honed in music carried her to high performance in sales (40 homes sold her first full year in the business!). By her *third* year, she had attained sales recognition as one of the top 1% of her 500 agent company.

Looking for a new challenge, Carla took over management in a real estate office ‘in the red’, during a major recession, taking it to #1 in her 19-office company. (She knows how to work in tough markets!)

Taking her sales and management successes international, Carla’s innovations gleaned from her ‘in the trenches’ experience have garnered her recognition and honors, including National Realtor Educator of the Year. Author of 6 internationally published books, CRB and CRS endorse more of her resources than any other trainer.

Get ready to hear practical, proven strategies on how to succeed at a high level — with maybe some music thrown in! Please help me welcome

**Carla Cross!!**