



Introduction for Managers

The strategies you'll hear today don't come from theory. Carla Cross says they were proven in the 'school of hard knocks'! Her two decades of 'in the trenches' success includes

- managing 2 real estate offices, from 'in the red' to top profits, (one when rates were 18-20—that's a 'shifting' market!)
- creating a 30-course training program from the ground up for one of the largest real estate companies in the U. S., and
- turning a region for the fifth largest firm in the U. S. from 'just there' to one of 3 top regions out of 28.

For her accomplishments in real estate leadership, Carla has attained recognition as:

A US National Realtor Educator of the Year

A master level CRB instructor

Now, Carla devotes 100% of her time to her two businesses, Carla Cross Seminars and Carla Cross Coaching. She's become an internationally acknowledged expert on productivity and accountability. She's written and launched productivity-focused training programs for some of the largest franchises in the world, including Royal LePage, Re/Max Canada, Re/Max Europe, GMAC, and Better Homes and Gardens..

The author of 20 sales and management resources, she's proud more of her resources are quality tested and partnered by the Real Estate Managers' Brokerage Council (CRB) and CRS than any other speaker today.

Always creating something fresh and new, your presentation today couples the latest trends with the best recommendations. Please join me in a warm welcome for

Carla Cross!