



MONICA NEUBAUER

The Maverick Motivator



PROGRAM
CATALOG



NOTE FROM MONICA

Welcome to lots of great of information! My program catalog has news you can use! As a national speaker, I am dedicated to providing the highest level of service to you, the meeting planner and delivering relevant programming that creates excitement and motivates the attendees. I do this by sharing my small business and real estate expertise in a rocking fun way with lots of energy! I teach attendees how to better solve problems with ideas and conversation around practical solutions. My goal is to help others communicate better and sell more homes.

Throughout all of my sessions, I focus on helping different personality types be more effective and stay true to their personal style. By doing this, I know attendees will give their clients a better experience. They also bring these benefits into their association and personal relationships.

Thanks for considering me. I look forward to working with you!

“

Monica is one of the best instructors that I have ever worked with. She is very timely with all the materials that are needed for any event. She is very easy to work with; her subject matter is timely and relevant, and our members absolutely love her. Monica does a great job interacting with the students.

**Christie Bevington, Education Director,
Nebraska REALTORS®**

Every class Monica teaches for us, including a recurring session for our annual Leadership Academy, gets raves reviews. As a fellow practitioner, Monica has real-world experiences to share, which makes her so relatable to our members. Monica's enthusiasm and passion keeps students engaged.

**Carol C. Seal, RCE, C2EX, e-PRO, CEO/Executive
Vice President, Greater Chattanooga REALTORS®**

”

WHY MONICA NEUBAUER

Benefits to working with Monica

- Provides a promo video for your marketing efforts
- Provides actionable steps and takeaways for attendees
- Adapts her presentation to the local situation and market
- Connection to the Center for REALTOR® Development Podcast by NAR as a member benefit
- Provides discounts on book purchases
- Delivers content rich resource materials
- Arrives 1 hour early for presentations
- Provides personal contact information to attendees for follow up questions
- Whether it is a keynote or educational program, Monica's core content is geared towards improving the audience's ability to problem solve, strategize and be more decisive about their careers and personal life
- Monica's extensive real estate background and experiences in multiple markets provides her with a broad base of knowledge from which to design programming that is locally relevant, impactful and memorable
- Laughter and positive reinforcement of concepts through personal reflection are a keystone of Monica's presentation style. Attendees appreciate her uplifting spirit with her Maverick flair



ABOUT MONICA NEUBAUER

As a Maverick Motivator, Monica Neubauer's mission is to help people grow in positive directions in their personal and professional lives. Her content driven programming is about entrepreneurial focus, intentional choices, decisive and strategic problem solving which she delivers in a highly engaging and fun format. A maverick is an independent-minded person who believes in the freedom to choose their own definition of success and Monica incorporates that philosophy in her programming as she motivates her audiences and clients to immediately apply what they learn.

Monica has traveled to 48 states and 20 countries. Because of her broad base of education and varied life experiences, she is committed to creating a highly interactive learning environment with engagement and stories so the audience leaves wanting more. Her topics include communication, modern selling practices, negotiation, problem solving and maintaining a healthy life balance throughout.

Monica Neubauer, a practicing and award-winning REALTOR® since 2002, brings relevant and current information into her educational programs. She is the author of *Straight Talk for Real Estate Success: 80 Tips for Structuring, Organizing, and Promoting Your Business*. She hosts the Center for REALTOR® Development Podcast for the National Association of REALTORS® and has been featured in REALTOR® Magazine, The Residential Specialist Magazine, The Tennessean Newspaper, RISMedia and various state publications. She speaks regularly at local and national events. She is known for her ability to facilitate in-depth

open conversations with industry leaders. She has earned multiple real estate certifications and is always looking for new things to learn and to bring to her audiences.

Monica Neubauer's personal mission is to live life "Funtentionally" – always paying attention to what is and isn't working and making the necessary changes for a successful life. She encourages people she connects with to acknowledge where they are, where they want to be and to make intentional choices about their use of time, money and relationships.



ASSOCIATIONS

- National Association of REALTORS®
- National Speakers Association
- TN REALTORS®
- Williamson County Association of REALTORS®

AWARDS AND RECOGNITIONS

- 2020 CRS of the Year - TN
- 2019 RIS Media Influencer Award
- 2017 Presidential Achievement Award – TN RRC
- 2015 REALTOR® of the Year with the Williamson County Association of REALTORS® in Brentwood, TN
- 2014 Senior Real Estate Specialist (SRES) Outstanding Service Award from the National Association of REALTORS®

DESIGNATIONS / CERTIFICATIONS

- Accredited Buyers Representative (ABR)
- At Home with Diversity (AHWD)
- Certified Residential Specialist (CRS)
- EPro
- Graduate REALTORS® Institute (GRI)
- Real Estate Negotiation Expert (RENE)
- Senior Real Estate Specialist (SRES)
- Sellers Representative Specialist (SRS)

Great course material and an absolutely outstanding facilitator in Monica Neubauer. She knows her subject matter and is very personable. She interjected a lot of personal notes on different subjects and this certainly added to her credibility.

Edward P. O'Brien, Lindsey & Associates, Inc.,
Fayetteville, Arkansas



“Monica is a joy to work with! She is prompt in her response, gladly provides video for course promotion and we have members who specifically request her and attend all her classes! Monica brings wonderful energy and communicates her knowledge in an easy to understand presentation so attendees can implement her teachings immediately! I highly recommend Monica Neubauer for your real estate education needs.”

**Michelle K. Davis, Director of Education & Dispute Resolutions,
REALTOR® Association of the Sioux Empire, Inc.**

“

I just spent two amazing days with Monica Neubauer down here in Houston, Texas with CRS. If you're ever interested in doing a CRS class, make sure you go and hear Monica's. She is fantastic, energetic and just an amazing instructor. Monica Neubauer, CRS – fantastic.

**Maurice Taylor, Former President of the
Arkansas REALTORS® Association, Alderman**

Having just completed the SRES course you taught to our Irongate agents here in Dayton, I wanted you to know how much we all appreciated your teaching skills, your subject knowledge and your enthusiastic passion for this important segment of the real estate market. Your sincerity and concern for the “mature” in our society made the class seem both timely and relevant.

**Steve Brown, 2014 President,
National Association of REALTORS®**

”

“Monica Neubauer is a fan favorite of mine and my members. She does her homework on the applicable state licensing laws and the market she is teaching in. Monica has a fabulous level of energy and engagement in her courses that keeps the student's attention while gaining the valuable knowledge she is sharing. When asked, she always comes through with items requested to help in promoting the course, being my partner in the success of the courses we hold. She is top notch in dedication and passion, making her someone you don't want to miss out on working with.”

Cindi L Siggs, RCE, e-PRO®, Professional Development Director & Professional Standards Administrator



PROGRAM DESCRIPTIONS

GENERAL SESSION KEYNOTES

Open the Conversation

From Isolation to Integration

Our cultural norms and expectations are shifting rapidly and how we adapt to these changes will profoundly dictate our personal and professional futures. Monica Neubauer will share with you the value in listening well to others and learning with the goal of improving relationships and balance with people. Joy comes when you can hear and when you can truly be heard. You can move from feeling isolated to feeling integrated when conversations flow and care for one another wins. Your choices will grow hope with proactive communication and realistic perspectives can elevate dreams to reality for yourself and your clients.

Session Length: 1 Hour Workshop version, "Maximizing Your Choice Funnel," is also available.

Change IS the New Normal

A revolution in culture and industry is happening at an exponential level. Technology is influencing every aspect of life and bringing a barrage of new ideas and concepts to the real estate industry. Change is a fast-moving train with no signs of slowing down, threatening to impact your effectiveness and profitability if you are complacent. Join Monica Neubauer as she shows you how successful professionals recognize real estate as a relationship business where people help people. She'll help you develop a proactive attitude of growth and adaptability to balance "real time" living with the research, education, and social media for your evolving business model.

Session Length: 1 Hour

Funtentional Living

Creating Calm Out of Chaos

Are you a victim of random life experiences? Or is your mindset one of celebrating the moments and decisions that fill your time with laughter and a sense of well-being? The answer lies in the choices you make and the reactions you have to circumstances and other people. Join Monica Neubauer as she shows you how the cost of decision making relates to creating a successful and balanced life and business strategy. You will learn how to live your life with intention by evaluating options and resources and then applying decisions with gusto. Take control of your life with reflection, decisiveness, and fun.

Session Length: 1 Hour Workshop version, "Maximizing Your Choice Funnel," is also available.

"Often people attempt to live their lives backwards; they try to HAVE more things, or more money, in order to DO more of what they want so they will BE happier. The way it actually works is the reverse. You must first BE who you really are, then DO what you need to do, in order to HAVE what you want."

Margaret Young



Living in Permission

Priorities, Boundaries and Systems, Oh My!

As we grow into adults, we are constantly bombarded with rules about what we can and can't do until we agree to conform to societal norms. But what if you are a maverick who wants the freedom to be yourself? You long to rally against indoctrination in order to define your own sense of success. In this session, you will learn how to identify YOUR priorities and meaningful boundaries. You'll discover how to develop the appropriate systems and mindset to achieve your goals. Release guilt and live in Permission!

Session Length: 1 Hour Workshop version, "Maximizing Your Choice Funnel," is also available.

EDUCATIONAL PROGRAMS

Build a Better Business Structure

Plan for Income, Expenses, Prospecting and Growth

Helping clients purchase a property is a huge responsibility. A professionally run business helps you create a business of value and, more importantly, helps you think and act with predictable order and competence to serve your clients well. Defined, efficient systems to manage finances and lead generation prepare you to deliver desirable services and exceptional communication. Join Monica Neubauer as she provides you with the structure to help you own and run your own business as a real estate professional.

Session Lengths: 2 Hours Workshop for 4 Hours is also available.

Fair Housing is Relevant

An increasingly diverse population in the United States means that we can have and do more business when we help everyone. This engaging program helps agents understand more broadly where the problems exist to increase awareness and how to practically help more people with better systems. The takeaways are relevant and specific in order to help agents take proactive steps to ensure housing stays fair for everyone.

Session Lengths: 3 Hours

Getting the Seller's Attention!

Multiple Offer Strategies for Buyers

Your buyer offered on three houses, was not given a chance to counter, and is exhausted from going through this repeatedly. How can you put together a competitive package that will give your buyer the best chance to purchase the house they want? There is a system for that! Get a list of actionable items to strengthen your buyer's offer, grab the seller's attention, and make your offer the only one the seller wants to convert to a contract.

Session Length: 1 Hour



Is Going Solo the Best Option?

The Value of Joining or Starting a Team

Are you considering starting or joining a real estate team? Depending on your personal goals, there are definite pros and cons to consider regarding the team experience. Ultimately, a successful team ensures their clients receive the best service possible by implementing systems and aligning responsibilities so transactions can close smoothly. Monica Neubauer will provide you with information regarding communication, team splits, and leadership responsibilities. She presents both the benefits and challenges for brokers, team leaders, agents and their clients so you can make the right professional decision. If done correctly, being part of a team could dramatically improve your value proposition.

Session Lengths: 1 Hour, 2 hours

Keeping Your Business on Track in Crisis

Recent worldwide events have created an environment of uncertainty, especially as it relates to doing business. Establishing communications and operational strategies under circumstances where the baseline shifts can be daunting. Join Monica Neubauer as she helps you analyze your priorities, strengthen the systems you already have in place, and adapt efficiently to new situations. You are more in control than you know. Believe it.

Session Length: 1 Hour

Navigating the New Construction Process with Ease

Providing Value from Start to Finish

Today's buyers are more aware than ever about viable housing options, including new construction. Understanding how new construction is a viable and desirable part of the inventory available to buyers is powerful. In this program, you will learn how to work effectively with builders and their representatives as well as how to educate your buyers regarding the process. You'll find out how to manage buyer expectations, stay focused on their best interests, and be part of a collaborative team helping the buyer. Get the details you need to know to confidently serve today's buyer with all the available options.

Session Length: 1 Hour, 3 Hours, 4 Hours

Negotiate with Confidence and Creativity

Negotiation happens throughout a real estate transaction: from the first contact to the closing. Successful negotiation takes perspective, attention to detail, and a sensitivity to situational nuances. If you want great results, you need to know how to objectively set the stage for open communication. In this program you'll discover how to better understand motivations, identify the client's key points, and employ wide-open thinking with creativity for outstanding results.

Session Length: 1 Hour, 3 Hours



Pricing in a Shifting Market

As a real estate professional, the consumer considers you to be a subject matter expert when it comes to pricing a property for sale. A successful transaction requires a correlation in the list price, the contract price and the appraisal value. You must be able to show the clients and appraisers real data to back up what they see in the marketplace. Find out how “Show, Don’t Tell” can help you explain why certain properties sell for more money than others. And what do appraisers need to help them with the appraisal – DATA! Get the data tools you need to prepare qualified property valuations, no matter what market you are experiencing.

Session Length: 1 Hour, 2 Hours, 3 Hours

Seller and Agent Collaboration

Teamwork for the Win

Savvy consumers expect their real estate professional to offer more market knowledge and experience than what they can uncover themselves online. Sellers want help with pricing the home, marketing the home, and managing the timeline. Are you prepared to give them realistic data that maximizes the sale of the property, regardless of its condition? Do you use Zillow and HGTV to everyone’s benefit? Get tools to not only secure listings but to get them sold. Set up your seller for success; learn how to develop a collaborative relationship where everyone wins.

Session Length: 3 Hours

Setting the Stage for Buyer Success

Get buyers from “interested” to the closing table with great systems designed to ensure a smooth, enjoyable buying experience every time. You’ll review the entire process: asking good questions at the first appointment, educating buyers about state agency laws and good representation, showing qualified buyers the right properties, and leading the buyers to a decision. You’ll leave this session with new tools to boost your confidence in every transaction. As an added bonus, we’ll even review some of the finer points of contract preparation that smooth the path to success in a busy market.

Session Length: 1 Hour, 3 Hours

Speak So They Can Hear You

Generational Communication in Today’s Marketplace

Have you ever felt tuned out by others? Five different generations make up our adult population; making meaningful connections more challenging and nuanced. This session is designed to help you understand the differences in generational and personal communication styles and to teach you how to connect with another’s perspective. Does a good phone conversation make sense in this situation? Is an email or text okay to deliver these details? Will a face-to-face meeting be most effective right now? Join Monica Neubauer in exploring the everyday communication decisions that reflect whether or not others can hear what you have to say.

Session Length: 1 Hour



Speak Up and Be Heard

New Communication for a New Marketplace

All the noise in our culture makes it hard to know when to tune in and when to tune out. Monica Neubauer will teach you the way that today's clients want to learn and communicate. She will also provide proactive communication tools that can deliver clarity and direction easily in any transaction. Learn which marketing communications have the highest impact and how to turn a podcast, blog or video blog idea into a reality.

Session Length: 3 Hours

Speak Up and Be Heard

Approaching Communication Proactively

All the noise in our culture makes it hard to know when to tune in and when to tune out. There are things our clients need to hear us say in the midst of that noise. Monica Neubauer will teach you the way that today's clients want to learn and communicate. She will also provide proactive communication tools that can deliver clarity and direction in any transaction.

Session Length: 1 Hour

The Seller's Advocate

Exceptional Customer Service

Excellent customer service and communication are at the core of every successful sale. But also important is the final price of the house and the terms of the sale. What does the seller need to get the house sold and feel like you represented them well? Monica Neubauer will bring you a short list of important tasks and areas of focus that will help your sellers know that you are doing your best for them, even during the toughest of transactions.

Session Length: 1 Hour

The 21st Century Seller

Putting the Pieces Together

Consumers know more about the real estate process than ever, yet, sellers still need agents to explain and join them through the process. Putting all the pieces together to develop and execute a sales plan to maximize price and sell in a timely manner is a big job. Join Monica Neubauer as she provides a realistic way to approach the process with appropriate delegation and planning. Systems help everyone win.

Session Length: 1 Hour

"We're not on our journey to save the world but to save ourselves. But in doing that you save the world. The influence of a vital person vitalizes."

Joseph Campbell



Yes, You Can Sell!

The Art of Salesmanship and Transaction Management

Becoming a real estate licensee can be intimidating. If you have been struggling with understanding your role, it is time to learn the art of salesmanship and transaction management. Monica will provide you with a logical perspective regarding prospecting and leading buyers and sellers to a decision. First sell yourself, then sell houses. Learn from Monica, a top real estate producer, and discover ways to implement solid sales techniques into a systematic, effective real estate selling process.

Session Lengths: 1 Hour, 3 Hours

Your Personal Touch in a Digital World

Connecting Through Technology

We want everything, and we want it NOW. Are you stressed trying to live up to the consumer's need for information at all hours of the day? Join Monica Neubauer as she provides you with a road map on how you can connect in a digital world proactively and with boundaries. Learn how to communicate more effectively with clients and other agents by implementing online systems meant for busy people. Monica will show you how to use technological resources in a manageable, affordable way to provide options for your clients so they can get what they want and need on their schedule – AND YOURS!

Session Length: 1 Hour, 3 Hours, 4 Hours

Your Personal Touch in a Virtual World

Connecting Through Social Media

Social media is everywhere. Consumers are exchanging ideas through social media more than ever before. So, how do you make social media work for you? Join Monica Neubauer as she provides you a road map to putting your individual touch on your social media presence that is personal and effective. Agents will learn ways to specifically connect and be intentional with topics that are interesting and helpful.

Session Length: 1 Hour



*"The privilege of a lifetime is being who you are."
Joseph Campbell*

ASSOCIATION AND BROKERAGE MANAGEMENT

Insighting Leadership with Collaboration and Solutions

Effective leadership requires 360-degree vision: to empower your group, you must not only understand the personalities and skill sets of those you work with, you must understand your own. Through self awareness, you can help others grow. This eye-opening and engaging session reveals how behavioral models and key insights into relationships can be made actionable on any team.

Join Monica Neubauer to examine

- the basics of managing an effective meeting;
- the keystones of organization and respect;
- the power of creating a vision statement;
- what steps to take to address and counter fear;
- how divergent groups can cooperate;
- and, why every gift has a place at the leadership table.

AFFILIATES

The 3 C's of Agent Relationships

Communication, Collaboration and Closing

The real estate professional is the only person who walks with the buyer or seller through every part of the transaction – consultation, searching, contracting, financing, inspecting, closing, and sometimes even the moving. How can you work with other professionals to benefit your mutual clients as well as help to keep the process focused and moving forward? Communication is crucial! Monica Neubauer will explore how agents and vendors can be a powerful team for real estate consumers in this fast-moving marketplace. This program has versions for lenders, appraisers and closing companies to help fine-tune their level of service as well as their bottom line.

Session Length: 1 hour, 2 hours

"I will greet this day with love in my heart. And how will I do this? Henceforth will I look on all things with love and be born again. I will love the sun for it warms my bones; yet I will love the rain for it cleanses my spirit. I will love the light for it shows me the way; yet I will love the darkness for it shows me the stars. I will welcome happiness as it enlarges my heart; yet I will endure sadness for it opens my soul."

Og Mandino



DESIGNATION COURSES

- ABR - Accredited Buyer's Representative - 2 days
- At Home with Diversity - 1 day
- Buyers by Generation: Success in Every Segment - 1 day
- CRS
 - » Technology and Plans for Success - 1 day
 - » Digital Marketing: Establishing a Digital Brand - 1 day
 - » 7 Things Successful Agents Do Different: A Proven Business System - 1 day
 - » Converting Leads into Closings - 1 day
 - » Mastering Your Time to Achieve Your Goals - 1 day
 - » Win-Win Negotiation Techniques - 1 day
 - » Transforming Difficult Situations into Profitable Deals - 1 day
 - » Effective Buyer Strategies - 2 days
 - » Technologies to Advance Your Business - 2 days
- EPRO - 2 days
- New Home Construction and Buyer Representation - 1 day
- Pricing Strategies: Mastering the CMA - 1 day
- RENE - Real Estate Negotiation Expert - 2 days
- SRS - Seller Representative Specialist - 2 days
- SRES - Senior Real Estate Specialist - 2 days

"Change creates an environment where you are not an expert. If you don't like the feeling of incompetence, you will fight the feeling of change. Getting comfortable with feelings of incompetence is one of the most important things you can do."

Seth Godin





CLIENT LIST

- Akron Cleveland Association of REALTORS®
- Alabama Association of REALTORS®
- Alaska Residential Real Estate Council
- Arkansas REALTORS®
- Bahamas Real Estate Association
- Birmingham Association of REALTORS®
- California Residential Real Estate Council
- Central West Tennessee Association of REALTORS®
- Clarksville Association of REALTORS®
- Dell Webb Community in Spring Hill, TN
- Eastern Middle Tennessee Association of REALTORS®
- ERA National
- Florida REALTORS®
- Great Smoky Mountains Association of REALTORS®
- Greater Albuquerque Association of REALTORS®
- Greater Chattanooga Association of REALTORS®
- Greater Kalamazoo Association of REALTORS®
- Greater Nashville REALTORS®
- Greater Springfield Women's Council of REALTORS®
- Greater Tulsa Association of REALTORS®
- Illinois Association of REALTORS®
- Indiana Association of REALTORS®
- Iowa City Area Association of REALTORS®
- Iron Gate REALTORS® of Dayton, OH
- Kanawha Valley Board of REALTORS®
- Knoxville Area Association of REALTORS®
- Memphis Area Association of REALTORS®
- Middle Tennessee Association of REALTORS®
- Missoula Organization of REALTORS®
- Montana Association of REALTORS®
- Monster
- Nashville TN Women's Council of REALTORS®
- National Association of REALTORS®
- Nebraska REALTORS® Association
- New York State Association of REALTORS®
- North Carolina Residential Real Estate Council
- Northwest Montana Association of REALTORS®
- Otsego-Delaware Association of REALTORS®
- Parks Realty
- Prescott Area Association of REALTORS®
- Real Estate Partners Chattanooga
- REALTORS® Association of Lake and Sumter Counties
- REALTORS® Association of the Sioux Empire
- REALTORS® of Central Colorado
- REALTORS® of South Central Kansas
- Residential Real Estate Council
- Shoals Area Association of REALTORS®
- Southwest Riverside County Association of REALTORS®
- Sumner Association of REALTORS®
- Tennessee REALTORS®
- Tennessee Residential Real Estate Council
- Texas Residential Real Estate Council
- Triple Play (NY, NJ, PA)
- Utah County Association of REALTORS®
- Vail Board of REALTORS®
- Vermont Association of REALTORS®
- Virginia Association of REALTORS®
- Virginia State Association of REALTORS®
- Warren County Association of REALTORS®
- Westhaven Home Builders
- Williamson County Association of REALTORS®
- Wisconsin REALTORS® Association
- Wichita Association of REALTORS®
- Women's Council of REALTORS® - Utah State, Northern Utah, & Utah County Chapters





MONICA NEUBAUER

The Maverick Motivator

Maverick Motivations

Monica@MonicaNeubauer.com

(615) 568-8384

www.MonicaNeubauer.com

www.CRDPodcast.com

Travels from Nashville, TN

*Monica can be found on LinkedIn,
YouTube, Instagram and Facebook.*

Feel free to stalk her there.

