



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!

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*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®**

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## 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



## MEET MONICA NEUBAUER

Monica Neubauer is an international speaker and an award-winning real estate agent. As a life-long entrepreneur, she and her husband of 35 years, Mark, have launched 5 businesses and know how important communication is to the success of any endeavor - personal and professional. Monica is the host of 2 podcasts, the National Association of REALTORS Center for REALTOR Development Podcast and An Open Conversation with Mark and Monica.

Monica is a Certified Speaking Professional® with the National Speakers Association and the 2023 Educator of the Year for the TN REALTORS®.

Monica's insights have impacted thousands through national media including The Residential Specialist Magazine, Realtor Magazine, and multiple podcasts like The Joe Fearless podcast. She is the author of Straight Talk for Real Estate Success - 80 Tips for Organizing, Structuring, and Promoting your Business and a contributor to the book Own the Microphone.

As an expert in the DISC Profile method, Monica transforms relationships through targeted communication. She's a sought-after speaker on topics like communication, negotiation, entrepreneurial burnout, "Fun-tentional" Living as well as Real Estate Business Strategy and Leadership.

Monica is an adventurer in every sense of the word. Her experiences include being a television actress, an international traveler, and a bold entrepreneur in real estate and retail fashion. Monica is a recovering judgementalist, having learned to overcome bias and embrace diversity

while living in over a dozen countries and traveling extensively in many others. By studying the cultural differences that exist within the human experience she's become a Maverick Motivator on a mission to help people grow in positive directions in their personal and professional lives.



## ASSOCIATIONS

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

## AWARDS AND RECOGNITIONS

- 2023 Certified Speaking Professional® with National Speakers Association
- 2023 Educator of the Year for the TN REALTORS®
- 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)
- Certified International Property Specialist (CIPS)



*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.**

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*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®**

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*“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

### AI Communication: Tech and Humanity to Improve Customer Service

AI is a business tool we'll all be implementing. The future is now. Lean into curiosity. Are we implementing AI in ways that improve our workload, and improve our customer's experience in the transaction? Use it or not, remember, our humanity is the best quality we bring to a transaction. AI should be used to improve communication, not replace it. Agents need to know when using AI is useful and when it may be creating something wrong, illegal, or unethical. All communication, in every form, is the responsibility of the agent. This session covers the fantastic benefits of using AI while reminding us of the importance of our humanity.

*Session Length: 1 hour*

### Communication, Collaboration, and Close – Listen for Connection

YOU are the connector in the real estate transaction. Agents are at the beginning with the initial planning with the client, and in ongoing work with the vendors and other agents through the whole transaction to the close and beyond. Does your communication and collaboration improve your business and the client's experience? An ability to listen and guide the environment will help you be the real estate professional they return to again and again!

*Session Length: 1 hour*

### Change IS the New Normal

A revolution in culture and industry is happening at an exponential level. Technology and culture are influencing every aspect of life and bringing a barrage of new ideas and concepts to the real estate industry. Develop a proactive attitude towards growth and adaptability to balance "real time" living with the changes in our businesses.

*Session Length: 1 hour*

### Funtentional Living!

#### Take Control to Live the Life You Choose

Do you feel life is happening too fast and it is mostly out of your control? Or have you established a mindset that celebrates your decisions and fills your life with laughter and a sense of well-being? Ultimately, it is about the choices you make in how you react to circumstances or other people. Join Monica as she shows you the cost of decision-making and how it relates to creating a successful 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. And live life Funtentionally!

*Session Length: 1 hour*



## WORKSHOPS AND EDUCATIONAL PROGRAMS

### The A-La-Carte Agent: Compensation Strategies

Do you have only one business model? Agents can do many services for their clients and charge accordingly. This class discusses various kinds of fees for a sale, a rental, home preparation, and paperwork management. What would you charge for 10 house showings? If a buyer or seller asks you to do certain tasks, but not all, how would you respond? As the public begins to think more a-la-carte for services, how will you respond?

*Session Length: 1 hour*

### Business Building Strategies: 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: 1, 2, 3 hours*

### Confident Buyers Agents LEAP! Into Successful Client Relationships

Buyers Agency is more important than ever. Agents need a clear plan for laying out their business model to their clients. Clear expectations lead to better transactions. Monica will provide lists and guidance with the LEAP method for On boarding Clients. This is an easy framework for understanding client motivations, articulating your services, obtaining an agreement, and taking the next steps toward helping that buyer purchase the right home.

*Session Lengths: 1-3 hours*

### Elevating the Real Estate Experience: VIP Service for Every Client

Every day we see more ways that technology is entering the real estate space and doing many of the jobs we do for our clients. As the consumer buys and sells real estate will they choose the technology route or will they choose to work with you, the human? Choose to be the amazing agent that provides an experience to your clients with the human touches that they want, need and deserve when hiring you. This class will give you practical, easy-to-implement tools for connecting on a more personal way with clients so they will want to use you always.

*Session Length: 1 hour*





## Enhancing Customer Service in Real Estate with AI-Powered Virtual Assistants

Artificial Intelligence, or AI, is being adapted for practical uses in every industry. It has affordable and quick options to help real estate professionals communicate better with their clients and the public. AI is an amazing tool to help real estate agents do the myriad of varied tasks needed in the business better and faster. Learn how to use the 2 most popular applications, ChatGPT and Canva, to save time and create interesting descriptions, email templates and marketing tools. (The 2-3 hour version includes ethics considerations for AI)

*Session Lengths: 1, 2 or 3 hours*

## Enjoy Real Estate Again! 8 Tips to Overcome Burnout

Recent years and hectic markets have worn us out! While congratulations are due for persevering for your family and clients, continuing to exist in an exhausted, spent state just isn't sustainable! Monica will give you 8 or more real tips for dealing with the brain fog, stress and exhaustion trying to take you under. She is always considering and implementing practical tools in her life that she wants to share with you.

You'll get action steps to help you ...

- Find a healthy way through the mental and emotional space you are in.
- Cultivate a physical atmosphere that is encourages peace.
- Take steps to get back into a community of friends and colleagues.

*1+ hour; workshop 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 to help agents take proactive steps to ensure housing stays fair for everyone.

*Session Length: 3 hours*

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*"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



## Financials for Agents: Setting Up Your Financials and Improving Tax Deductions

Are your finances in order? Do you have a separate checking account for your business? Are you paying your taxes quarterly? This session will give you important tips for organizing your finances so you always have the money in your business account to pay the costs that come with owning a business. Find out how to set up your accounts for easy accounting and tax reporting. Understand why successful business owners who have separate accounts and watch their tax deductions and payments always “know their numbers.”

*Session Lengths: 3, 4 hours*

## 5 Ways to Communicate Your Business Model – What value do you bring the client?

When hiring a service-based business, a client needs to know exactly what work is being done for them and what services they are paying for. Agents need to know what they do and explain it clearly to the public and then have a system for doing it. This class helps agents see what they do or don't do so they can reevaluate their business model to specifically charge what is needful for the task based on the work they are going to do. Agents will be able to clearly explain their business to the prospects in the marketplace – setting clear expectations for everyone.

*Session Length: 1 hour*

## The Languages of Appreciation in the Workplace

To empower an organization, you must empower its people. Learn how to enhance your role as a relationship manager in your organization by demonstrating appreciation in ways that maximize the impact for each individual. The art of appreciation is the key to transforming any work culture from mediocrity and burnout to productivity and results. Discover how to implement this ‘people come first’ language of appreciation approach and watch your success soar!

*1-2 hours*

## Working the Luxury Market: What you Need to Know

Serving luxury clients can be interesting and lucrative. Luxury sellers have high expectations and it can take time to close a transaction. Luxury buyers can be repeat clients that start with you at all price ranges. In this introduction to working with High Net Worth Individuals, we will look at the products they buy, what they expect from their agents and where to meet them.

*Session Lengths: 3-4 hours*



## Multiple Offer Strategies that Work!

### Helping Buyers and Sellers Navigate this Market

We can potentially be in a multiple offer situation for the best houses in any market. Buyers need to get the house and sellers need guidance. Are you honoring your fiduciary responsibility to your clients by preparing and presenting offers in ways that put them in the best light? There are good tools to help buyers make stronger offers. And we want to protect our sellers, who are considering many options, by leading them in clear, ethical, and legal directions. Get checklists and takeaways to strengthen your client's position in this fast-paced session. This class shows great presentation tools for any client situation.

*Session Lengths: 3, 4 hours*

## Navigating the New Construction Process with “Ease”: Providing Value from Start to Finish

Today's buyers are more aware than ever of viable housing options, including new construction. Understanding how new construction a viable and desirable part of the inventory is 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. Available Customized for Northeast Clients: “Navigating the New Construction and Rehab Process with Ease”

*Lengths: 1, 2, 3 or 4 hours*

## Personality Selling: Speak their Language for Better Expectations

Communicate better with people based on their general personality and communication tendencies to help them feel more comfortable in the transaction. If we can tailor our materials and presentations to their communication style, we will have greater success in forming a cohesive team and helping them make a decision. This enables agents to proactively help their client based on their needs and perceptions.

- Recognize clients' general personality traits and adapt to their styles.
- Get better results with clients by using tools better communication tools
- Discover YOUR communication style so you can understand why you struggle to communicate with some personality types.

*Session Lengths: 1-3 hours*



## Podcasting: Let Your Voice Be Heard

Do you have a lot to say but haven't found a way to express yourself professionally? Consider an audio podcast program that will allow you to reach the public and showcase your local experience and knowledge. Monica Neubauer, experienced podcaster for the National Association of REALTORS®, can help you take your podcast idea and make it a reality. This session will give you the essential elements for designing and implementing a podcast--including a startup checklist! Let your voice be heard and have your audience benefit from your expertise.

*Session Lengths: 1 or 2 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, 2, 3 hours*

## ReThink the Way You Negotiate

Negotiation skills are one of the most desired by home buyers and sellers when hiring a REALTOR. Our culture values the skill, but we don't easily cultivate that skill. Get a clearer set of directives about how to easily negotiate for yourself and your clients. There are systems for better negotiating skills and you will learn to ReThink how you enter these conversations. Improving your craft will improve your negotiation skills. Join Monica to learn some key elements of getting more of what you want and need for you and your clients that you can apply immediately.

*Session Length: 1, 2 or 3 hours*



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

## ReThink the Words You Use

When you speak, is your audience hearing what you are saying or are they creating their own understanding based on words they have formed strong opinions about? Disrupt the way people hear your message by using a different sequence of words to express your point. Avoid cliché words that cause people to dismiss your instruction. Use words more intentionally. Use the language of your audience – consider generations, genders and cultures. Say more with less.

*Session Length: 1 hour*

## 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: 1, 2, 3, 4 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 a bonus, we'll even review some of the finer points of contract preparation that smooth the path to success in a busy market.

*Session Lengths: 1, 2 or 3 hours*

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*“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



## Speak So They Can Hear You

### Generational Communication in Today's Marketplace

Five Generations contribute to our working environment. Traditionalists, Boomers, Gen X, Y and Z are buyers, sellers and real estate agents. Each group has differences in language and communication styles that can make meaningful connections challenging and nuanced. Learn to understand how different groups view communication and connection so you can get your message across clearly. Phone, Email, Text – which form is best and in what situations? Join Monica to explore the everyday communication decisions that reflect whether or not others can hear what you have to say.

*Session Length: 1 hour*

## Using DiSC to Improve Communication, Build Relationships, and Promote Results – Team Building or Leadership Academy

When people understand how each of us is hardwired to communicate, we give each other more space to be the way we are. And we know who to ask to get things done according to what they do best. Using personality profiling in hiring and team building is one of the easiest ways to quickly understand people and help everyone move more quickly toward job satisfaction and good teamwork. This session is for a limited number of people who work together--association staff, leadership, real estate teams, etc. It includes an Everything DiSC Full Profile for all attendees. It is a Team Building Consultation with engagement by all the team members and leans into other areas for communication improvement, including generational and cultural differences.

*Session Length: 4 hours; Special Pricing Applies*

## 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 Length: 1 hour*

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*“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



## 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 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 Lengths: 2-3 hours*

## Team Building for Real Estate Teams or Offices, Association Staff, and Leadership Academy

### "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 also understand your own self. 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.

*2 – 6 hours; Modules Available*



## CLIENT LIST

- Alabama Association of REALTORS®
- Alaska Residential Real Estate Council
- Arkansas REALTORS®
- Bahamas Real Estate Association
- Birmingham Association of REALTORS®
- Bitterroot Valley Board of REALTORS®
- Boise Regional REALTORS®
- California Residential Real Estate Council
- Central West Tennessee Association of REALTORS®
- Clarksville Association of REALTORS®
- Coeur d'Alene Association of REALTORS®
- Dell Webb Community in Spring Hill, TN
- Eastern Middle Tennessee Association of REALTORS®
- ERA National
- Florida Association of REALTORS®
- Gallatin Association of REALTORS®
- Georgia Association of REALTORS®
- Great Falls Mountains Association of 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®
- Helena Association of REALTORS®
- Illinois Association of REALTORS®
- Indiana Association of REALTORS®
- Illinois Society of Professional Farm Managers and Rural Appraisers
- 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®
- MidState Title and Escrow
- Missoula Organization of REALTORS®
- Montana Association of REALTORS®
- Monster
- Nashville TN Women's Council of REALTORS®
- National Association of REALTORS®
- Nebraska Association of REALTORS®
- New York State Association of REALTORS®
- North Carolina Residential Real Estate Council
- North Dakota Association of REALTORS®
- 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
- RE/MAX Europe
- Residential Real Estate Council
- Shoals Area Association of REALTORS®
- South Dakota REALTORS®
- Southwest Riverside County Association of REALTORS®
- Sumner Association of REALTORS®
- Tennessee Association of REALTORS®
- Tennessee Residential Real Estate Council
- Texas Residential Real Estate Council
- Triple Play
- Vail Board of REALTORS®
- Vermont Association of REALTORS®
- Virginia Association of REALTORS®
- Warren County Association of REALTORS®
- Westhaven Home Builders
- Williamson County Association of REALTORS®
- Wisconsin Association of REALTORS®







MONICA NEUBAUER

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

*Feel free to stalk her there.*

