

# THE HEART OF REAL ESTATE

Discover the Inner Keys to Outer Success

*The Heart of Real Estate* will transform how you currently are doing business by learning clarification processes, proven tools & techniques that will change your perceptions, thoughts, beliefs and feelings.

How we will do this is:

- Create your intended reality & achieve mastery.
- Differentiate achievable goals from illusory “pipe dreams.”
- Look beyond the personality when communicating and negotiating.
- Learn the habits of SUPERSTARS.
- Master your inner dialogue so you can *deliver* passionate dialogues to your clients.
- Learn how taking baby steps consistently brings better results than taking giant steps occasionally.



Friday, November 13th

9:30am—1:30pm

BH/GLAAR Members \$75.00

Non-Members \$95.00

**LUNCH AND PARKING VALIDATION  
INCLUDED**

Register Online at [www.bhglaar.com](http://www.bhglaar.com)

Keynote Speaker: **Nick Segal**

President of Partners Trust Real Estate  
Brokerage

2012 BH/GLAAR REALTOR® of the Year

*“How to Present Yourself and Leave a  
Lasting Impression”*



Guest Speaker: **Elsa Nelson**

Founder, Nelson Shelton & Associates

*“Fulfilling & Surpassing Client’s  
Expectations”*



Additional Surprise Guest Speakers



**Victoria Feldman**

REALTOR, Empowerment Coach

Author and creator of the “Heart of Real Estate”, Victoria Feldman has over 27 years as an award-winning REALTOR, Business/Property Manager, Education Administrator and Empowerment Life Coach. Victoria earned her Certified Relocation Specialist (CRS) and has worked with Fortune 500 companies like IBM, Intel, HP, Vanguard, 20th Century-Fox, and Charles Schwab. Victoria offers empowerment coaching packages to new and seasoned agents seeking practical tools & techniques to increase their productivity while enjoying life to the fullest.