



# Media Appearances

Carla Cross, CRB, MA

## Articles Published in Real Estate Magazines

Connections WRC Magazine Fall 2006: Getting Past the Numbers: How to Create a Systems-based Business Plan 2006  
The Real Estate Professional: The Six Point Formula to Coach Your Agents, 2006  
The Real Estate Professional: Nine Characteristics Of All Successful and Proven Real Estate Agents, 1994  
The Real Estate Professional: Ten Most Common Sales Mistakes Made by Agents--and Ten Solutions, 1997  
The Real Estate Professional: Creating a Successful Senior Advisory Program, 1992  
The Real Estate Professional: Adding Sales Strategies to Your Recruiting Presentations, 1993  
Broker Agent Magazine: Ten Tips for Success, 1997  
San Diego Realtor: 9 Characteristics of all Successful and Proven Real Estate Agents, 1995  
Illinois Realtor: Six Steps to Build a Guaranteed "Goldmine Business", 1997  
The Real Estate Professional: Change Leaders are Needed to Guide our Industry, (part 1) 1998  
The Real Estate Professional: All New Agents Require a Sound Game Plan, Plus a Performance Coach, 1997  
The Real Estate Professional: "Change Leaders" Are Needed to Guide our Industry, 1998  
Real Estate Business: Coaching Produces a Winning Real Estate Team, 1998  
Real Estate Business: Success in 30 Days, 1997  
Real Estate Business: Winning ways for hiring top agents, 1992  
Illinois Realtor: Successful Salesperson, 1995  
Real Estate Business: Create the Comprehensive Training Program, 1990  
REIQ Journal (Queensland, Australia: Managing the Merger, the Priority is People, 1999  
Issues and Trends: Coaching for Success, July 1999  
Recruiting Pipeline: Two Training Trends for Increased Profits, January, 2000  
Florida Realtor: The Effective Selling Manager, February, 2000  
National Relocation Real Estate: The Effective Selling Manager, February 2000  
The Real Estate Professional: How You Can Have IT All While Doing It All, April 2000  
San Diego Realtor: The Effective Selling Manager, March 2000  
The Real Estate Professional: "Sixteen Qualifying Questions Today's Savvy Buyers are Likely to ask You", June, 2000  
California Assoc. of Realtors Magazine: "Systems for Success", June, 2000  
Marketing Minutes, a Quantum Mail.com production: "Is Your Process "Client-Centered", September, 2000  
Broker Agent Magazine: "The Ideal Agent", November, 2000  
Massachusetts Assoc. of Realtors Magazine: "Time to scope your business plan...", Nov. 2000  
National Relocation & Real Estate: "Up and Running in 30 Days" excerpt from 2<sup>nd</sup> ed. Sept. 2001  
Florida Realtor, "Get Inside the Heads of Five Top Trainers", Carla is featured with the cream of the crop! Oct. 2001  
Broker Agent OnLine Magazine: The Seven Sins of Recruiters, and how to Become a Saint, August, 2006  
Real Estate Business: Best Fresh Trends for 2007, Jan. 2007



- ~ Women's Council of Realtors: "Recession-Proof Your Business for a Stunning Year Ahead", Nov. 2001
- ~ Frontrunner Mortgage Officers' newsletter: featured writer for 20 issues in 2002
- ~ Austin Real Estate Executive: Featured columnist for each monthly issue in 2002
- ~ Women's Council of Realtors: "How to Beat Your Competition", Jan, 02
- ~ Women's Council of Realtors, Communique: "Does Your Marketing Make the Grade?" March 2002
- ~ Real Estate Executive, "Are You to Kill Your 'Sacred Cows'?", March 2002
- ~ Real Estate Executive, "Newer Agents: Are Your Expectations of Yourself Matched by Your Manager?", April, 2002
- ~ Real Estate Executive, "The Ten Biggest Mistakes Managers Make in Recruiting—and How to Avoid Them", April, 2002
- ~ Broker Agent News, "Work on the Business, not just in the Business", April, 2002
- ~ Illinois Realtor, "Training for Success", July 2001
- ~ Real Estate Professional; Regular column contributor (2002 to present)
- ~ Broker/Agent News: hard copy and web: Regular contributor (2001 to present)
- ~ Real Estate Executive: Regular contributor (2001 to present)
- ~ Broker/Agent Magazine: Regular contributor (2001 to present)
- ~ Women's Council of Realtors: Connections: "Setting Seller-Qualify Standards", April 2003
- ~ R. E. Real Estate Magazine, "If You Train: How to Avoid the Three Biggest Mistakes Trainers Make", March 2003
- ~ Real Estate Business: "Before You Choose a Training Program", May, 2003
- ~ Real Estate Professional: "RX for Higher Productivity", Sept/Oct., 2003

## Newsletter Articles Published (local, state, national)

- ~ Real Estate Broker Insider: Agent Advisors Boost Overall Productivity--1987
- ~ Management Issues and Trends: Newsletter Design for Effectiveness--1987
- ~ Real Estate Insider: Training Salespeole to Make Money Fast--1992
- ~ Seattle-King Co. Realtor: New Program Published to Assist New Agents--1995
- ~ Real Estate Broker Insider: Six Steps to Increasing Referrals, 1997
- ~ Real Estate Broker Insider: Take on the Role of Business Consultant to Help Your Agents Plan, 1997
- ~ Real Estate Broker Insider: Develop a Coaching Program to Improve Agents' Productivity and Profitability, 1998
- ~ America's Broker: New Agent Expectations Often Unrealistic, 1994
- ~ Beyond the Basics: Small Adjustments Pay Large Dividends, 1996
- ~ RealEstatement: Small Adjustments Pay Big Dividends, 1996
- ~ Beyond the Basics: Ten Tips to Success, 1997
- ~ The Recruiting Pipeline: Coaching Recruits to Have Raving Fans, 1996
- ~ Northwest RE Reporter: Six Steps to Building a Guaranteed "Goldmine Business", 1997
- ~ Ohio Realtor: Good office managers are coaches, not social workers, 1996
- ~ Seattle-King Co. Realtor: Time to Scope Your Business Plan, 1994
- ~ Management Issues/Trends: Create an Effective Coaching Program for Profitable Results, 1997
- ~ The Recruiting Pipeline: Current Trends on Recruiting Presentations, 1992
- ~ Seattle-King Co. Realtor: Advice Offered to Realtors New to the Business, 1994
- ~ Real Estate Insider: Recruitment: How Brokerage Managers Can Brush Up On Their Selling Skills, 1992
- ~ PNC-NSA: Profile, Carla Cross, 1995
- ~ Real Estate Insider: How to Spot, Select and Train Real Estate Careerists, 1993
- ~ Northwest Reporter: A New Idea in Adult Education, 1998
- ~ The Pennsylvania Realtor: Six steps for building an effective marketing plan, 1997
- ~ D. R. Reporter (N. Y. Realtor Assoc.): Steps for building an effective marketing plan for your business, 1998
- ~ Real Estate Broker Insider: Effective Leadership Strategies to Make Change Happen, 1997
- ~ Pennsylvania Realtor: Overcome the road blocks that slow you down, 1998
- ~ Management Issues and Trends: Building Team Loyalty Through a Senior Advisory Group, 1994
- ~ Real Estate Broker Insider: 5 Tips for Picking Winning Agents, 1998
- ~ Real Estate Broker Insider: Take Agents to the Next Level in their Career Development, 1998
- ~ Management Issues and Trends: Five Systems to Get Agents Productive Fast--2005



- ~ Real Estate Broker Insider: Help Your Agents Plan for a More Productive 1999, 1998
- ~ Real Estate Broker Insider: Coach Your New Agents to Success, 1998
- ~ Real Estate Perspectives: Choosing a Real Estate Agent, 1998
- ~ Massachusetts Assoc. of Realtors Newsletter: Marketing for Referrals, 1998
- ~ Real Estate Broker's Insider: How to Give Personalized Listing Presentations, 2001
- ~ Management Issues and Trends: Real Estate: "Team" Is No Longer a Four-Letter Word" Summer, 2001
- ~ Broker/Agent Online Magazine: "Who Needs a Business Plan?" Sept., 2001
- ~ Broker/Agent Online Magazine: Featured columnist for each issue 2001-2002
- ~ iSucceed.com: Regular contributor 1999 to present
- ~ The Recruiting Pipeline online newsletter: Regular contributor, 2002 to present
- ~ Management Issues and Trends: From a Broker Who's Been There: How to Manage in a Challenging Market, Winter, 2002
- ~ BrokerAgent News: Choosing the Right Company Structure for You, March/April 2002
- ~ Real Estate Broker's Insider: Win Listings with marketing plans, Feb., 2003
- ~ The Recruiting Pipeline: Regular Contributor (2000 to present)
- ~ Fronrunner Newsletter: Regular contributor (2001 to present)
- ~ Real Estate Broker's Insider: "Under-promise, Over-deliver", April, 2003
- ~ CRB Issues and Trends: Coaching, Mentoring, and Consulting, Spring, 2003
- ~ CRB Issues and Trends: Behavior that's Reward is Repeated: Training for Customer Satisfaction, for a Change, Summer, 2004

## Articles in Other Magazines/Reviews

- ~ Cosmopolitan: Careers in Real Estate, 1995
- ~ LA Times: Consumer Notebook: Be Picky When Choosing an Agent, excerpt from Cross's book, Buyer Beware, 1998
- ~ Professional Speaker: Putting "YOU" in the Topic, April 2000
- ~ Inc. Magazine, professional interview, May, 2001

## Radio/TV Appearances (local, state, national)

- ~ CNN (TV)
- ~ KOMO radio
- ~ KUGN radio
- ~ Real Estate (King, a 50,000 watt station in Seattle; several appearances)
- ~ Real Estate America (nationally-syndicated radio show)
- ~ MSNBC, Morningblend, as an expert on buying real estate, July 1999
- ~ CNBC (TV) Several appearances
- ~ KIRO TV
- ~ KVI radio

## Audio/Video Interviews

- ~ Fronrunner CD Interview Series (3 interviews)
- ~ Isucceed interview series (3 interviews)
- ~ CRB Training Series

