



What People are Saying

This was the best training I have done so far as a real estate agent or manager. I rate this program a 5++ (out of 5). The most valuable idea I learned is how to implement effective new agent training, and how to implement veteran agent evaluation and coaching.

Jim Gainer, Manager
Greg Garrett Realty

Dear Carla,

Thank you for speaking for our sponsored event. We had a great turn-out—about 100 people! You really kept their attention, interest, and compelled them to move their offices to the next level. We got dozens of great comments from the presentation and the coaching follow-ups. Your subject matter was just what they needed to hear, too.

Sincerely, Scott Laing, A. V. P.—Sales Manager, Fidelity National Title Company, Los Angeles County

One of the best programs of the San Francisco NAR Expo was Carla Cross's "Agent Development System." Artist Philosopher William Blake said: "I must create a system or be enslaved by another man's." Carla presented an Agent Development System that works in ways that improve three of my most important goals: production, position and profit. Thank you, Carla!

Bruce Southstone, CRB, CRS, GRI
Real Estate Consulting/Training/Coaching
Santa Cruz, CA.

Hi Carla, Just A Quick Note To Thank You For A Very Enjoyable And Informative Workshop on Recruiting Yesterday. I Am Already Putting Some Of My Newly Learned Skills To Great Use.
Best Wishes, Shannon Hoff-Smith, Manager, Howard Hanna Real Estate

The evaluations are in from the CENTURY 21 Rally in Charlotte...& you were a huge success...Thank You !
Pete Hall
Century 21 First Choice, Regional Manager , Carolina Region

Dear Carla,

Thank you for taking the time to deliver your very informative talk to the local education directors--you were terrific! I'll look forward to receiving your new book (we just sold out of Up and Running in 30 Days--again)

Sincerely,

Judy Ransom, Local Education Director Chair, N. A. R.

Dear Carla,

Your Recruiting Program at N. A. R. 2004 Convention was tops. You are super, too. Your program has changed the way I will run my company. You have a lot of great ideas. Thanks!

Laurie Neiman, Broker/Owner, Marie Powell GMAC, Port Richey, Fl.



"I want to thank you for your two fabulous presentations at our 82nd Annual Convention & Trade Expo in Atlantic City last week. We heard nothing but rave reviews from our agents regarding your presentations—many citing them as the highlight of their convention experience this year."

**Maureen Murphy, CMP, Director of Professional Development,
New Jersey Association of Realtors, Edison, N. J.**



*Hello,
Thank you for a wonderful seminar event here in Sacramento, CA. You definitely have inspired me and Martin Mortgage Group, Inc, to reach to higher. I look forward to hearing from you and following your successful career.
Sincerely,*

David Martin, Martin Mortgage Group



*How nice to finally meet the legend in person. Your enthusiasm and speaking style kept my interest the entire time, it is evident that you love what you do. I'm also a creative person so I could relate easily to your comparison between business success and learning to play music. I walked away informed, inspired and looking forward to keeping you abreast of my progress. I purchased the package for new agents "Career Results Now" and I'm excited to dig right in. My motivation for buying was the simplicity and practicality of the material (s). Thank you for the complimentary copy of "Taking Your Career to the Next Level." May 2005 bring you continued success, vision, purpose and grace.
Sincerely,*

Sona Desmangles, MA



"Thank you for a wonderful session you presented at our September Managers Conference. Your style and enthusiasm set the course for the balance of the year in obtaining our recruiting goals."

**Alan L. Bigelow, CRB, CRS, GRI, Vice President, Baird & Warner Inc., Chicago, Ill.,
1997 President Real Estate Brokerage Managers Council**



*Hello Carla,
Thank you so much for taking the time to do your Seminar in Sacramento, CA. Your seminar was wonderful and just validated some of the things I tried to implement with my previous team. I look forward to more information from you and we did order about 5 of your packets while there today. I am also emailing you too for a CD you spoke of if we emailed you but I also wanted you to know you have a very warm and approachable nature to you and again, Thank you for taking the time to share with us.*

Colleen Van Gunda, Re/Max Gold



Thank you for delivering a top notch program at our recent real estate "Mastermind" event. We have already received many compliments from the more than 300 clients and prospects who attended. I would highly recommend you to anyone who wants to make a difference in the career growth of others. On behalf of our entire organization, thank you again for the entertaining and enlightening program.

Traci Bacchetti, Regional Marketing Director, Financial Title Company



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"My associates have given me rave reviews for "A Morning with Carla Cross". Nearly a year ago De Wolfe New England began using your book The Real Estate Agent's Business Planning Guide in our courses for business planning. We are delighted you took the extra effort to design your program to fit our year's company theme."

Sandra L. Hudson, Director of Associate Education, De Wolfe New England, Lexington, MA.



"We were impressed with your ability to roll with the punches and make the course such a success! Our brokers were extremely complimentary of you and your personal teaching style. We feel certain your name will come up again and again!"

Alan Gilbreach, Education Coordinator, San Mateo County Association of Realtors, San Mateo, California



"During the lunch break in your presentation and for weeks afterward, our Realtor members raved about your class. Your class was informative, lively, fun, and one of the best our members had attended in a long time."

Jeannette O. Banter, Executive Officer, Olympia-Thurston County Association of Realtors, Olympia, Washington



"Your seminar in December left the agents of my company willing and ready to design their own individual business plans. Everyone loved what you presented and how you presented it. Carla, your time with us has proven profitable beyond the measure of dollars. Thank you!"

Terry Jacobs, CRB, President, Sherman & Co., Realtors, Kerrville, Texas



"Getting the 'right' speaker was critical. We needed to see the big picture again. Carla Cross really connected with our agents with her caring style and excellent information. She did an outstanding job and we hope to have her back! You came in with a song and left with a standing ovation! Our agents are still talking about you! Thanks for coming all the way to gold ole Iowa. According to Dave Page, one of our owners, whose wife is a nationally-recognized educator, you were the best he's ever heard! Thanks!"

Dave Page, Joy Jones, Bruce Wingert, Owners, Oakridge Realtors, Cedar Falls, Iowa



"Thank you for a great job at our Coldwell Banker International Conference. I heard that your sessions were a huge success. I hope we have the opportunity to work together again in the future."

Patty Cullim, Education Department, Coldwell Banker International



"Thank you for the wonderful training in Houston last week. Everyone had a mind-altering experience about how to approach being "real" trainers—you are wonderful to have so effectively lead such a strong-willed group of people. We look forward to the total implementation of Advantage."

Warmly,

Mark Willis Regional Director Texas Central and South Regions, Keller Williams Realty

Carla Cross was a hit with our members! She was easy to work with, rolled with the punches, and had a great variety of topics to choose from. Carla made our event a true success!

Karla V. Murphy

Director of Education & Marketing

Greater Louisville Association of Realtors

Dear Carla,

"Thank you for Train the Trainer, it has had a significant impact on me, and it will on my market center. I am now extremely focused on quality... I have spent some time on your website and am working on a presentation to our ALC tomorrow regarding the Advantage Program. After spending time with you, looking over the Advantage Program, I would dearly love to implement it in our office. Look forward to hearing from you-your training was 1st class!"

Pat Szot, Manager, Dallas area Keller Williams Realty

Dear Carla,

"I learned more in those two days you taught Instructor Development Workshop than I learned the ten months I spent in my masters of education! Thank you.

Chris Angell, Asher Inc. Gig Harbor

On the prompting of one of our team leaders, Holly Perry in Flower Mound, Carla Cross recently traveled to our region to teach her IDW/Train the Trainer course to thirteen of our team leaders and one OP. I sat in for a couple of hours to observe. I have never seen our team leaders so pumped up, so captivated, and so ready to share! How often can such highly driven people stay in one room for two days solid? And yet, not only did they stay...they were moaning when it ended that it ended too soon!

I think many eyes were opened to a completely different way of training. One team leader commented, "Awesome! I learned more in this class than anything I've attended in a while." Every single attendee wants to have the class brought back so they can hone their new skills and so that more people in our region can attend. What a fantastic boost to our region's team spirit!

I think this comment from a team leader sums it all up... "The knowledge & skills are absolutely a must if we (KW) are going to continue to expand and heighten the level of training we do across the board. We need more fantastic trainers like Carla."

**Kathleen D. Pfister, Regional Operations Manager,
North Texas/New Mexico Region Keller Williams Realty**



I have had the pleasure of working with Carla for several years. During that entire time Carla has been creative, progressive and thorough. She has also been an outstanding source of ideas. Most important however, is that she understands the "wants and desires" of agents while having the ability to assist agents in confronting their "needs". For many agents, facing reality can often be a problem.

Carla is also consumer centric in her approach to the business. As our business evolves and the market tightens those agents that have the best interests of their clients at heart will be the ones that succeed. Undeniably, Carla has the ability to view our business from a perspective that many others cannot.

Carla is truly a leader. I always look forward to the next time that we meet and discuss how simple and complicated our business can be.

Gary Schnarr
Vice President, RE/MAX Ontario-Atlantic Canada

Carla

Wanted to take a moment to let you know how much I enjoyed the seminar at the VAR Management Council seminar last week. I noticed in the audience a lot of "seasoned" managers/recruiters all looking for fresh and interesting ideas. Some of those people have also shared with me that they did get something out of the seminar and can't wait for the next ones.

As far as myself, I have already used some of the ideas interviewing and they have proved to be beneficial. I have also told the other managers in our company that they should make it a point to attend the next 3 sessions. However, if they don't, I know I will be ahead of the game with recruiting. It's their loss.

Mary Kulesa
Managing Broker
ERA Real Estate Professionals
736A Thimble Shoals Blvd.
Newport News, VA 23606

Hi Carla just a note to tell you what a Great Job you did at our Yearly Kick off Meeting for our Agents. You kept their attention and taught them many Excellent skills. The Piano demonstration was Wonderful! Look forward to having you motivate them in the Future thanks

Michael Seay, Vice President and Director of Sales, W. C. and A. N. Miller

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