



Julie Garton-Good  
"Real Estate Trends Visionary"

Julie's been called a "real estate trends visionary" dedicating the past three decades to helping real estate professionals improve the "American Dream" experience for consumers. The sole three-time recipient of the prestigious "International Real Estate Educator of the Year" award from the Real Estate Educators Association, Julie was also named on the National Association of Realtors® "Twenty-five Most Influential People in Real Estate" list.

She is the author of ten real estate books, the most recent "All About Mortgages: Insider Tips to Finance or Refinance Your Home in Today's Economy, 4th edition, published by Kaplan. Julie's penned a Pulitzer Prize Award-winning real estate column for the Miami Herald, and has appeared as a subject-matter expert on CNBC, CBS, NBC and numerous NPR and public television shows.

Passionate about education, Julie is the first real estate educator in North America to do research regarding what real estate consumers' want and what they're willing to pay for in the real estate process. The founding of the International Association of Real Estate Consultants® and designing the Consumer-Certified Real Estate Consultant® (C-CREC®) designation in 1999, culminated five years of research on the subject.

Julie's enthusiasm is contagious, embracing it in her platform presentations to encourage others to live their best, most empowered life.

*Here's what meeting planners and attendees have to say about Julie's presentations:*

"The feedback we received on evaluations from attendees was outstanding—perfect 5's and the comments included "excellent" and "great". Your successful presentation at this year's Annual Convention, as well as meeting of past years, shows how much Virginia's REALTORS® will welcome you back, again and again."

Lili Paulk  
Professional Development Specialist  
Virginia Association of REALTORS®



"Once again, Julie Garton-Good delivers...this time it was for the International Real Estate Educators Association's Annual Conference in Las Vegas in June 2011. Julie's presentation entitled *It's All About YOU, Reinvented!* inspired the crowd, and encouraged us all to think outside the box and to excel at our ambitions and dream big. You can't walk away from one of Julie's presentations without feeling yourself shift toward being a better professional and person."

Joe McClary  
REEA Executive Director



"Once again your superb presentation skills highlighted our 1998 Annual Convention! Nearly 500 participants attended your sessions and your ratings soared! Your knowledge, preparation, planning, and joy flow from you, creating a successful learning experience for everyone present!"

Sally Young  
Administrative Vice President  
Nevada Association of REALTORS®

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The three biggest concerns for real estate professionals today are: 1) how to differentiate yourself and become more consumer-centric; 2) ways to spot and take advantage of productive trends; and, (certainly not least), 3) how to improve the real estate professional's profitability and bottom line. Julie's programs focus on these three major areas, delivering meat-and-potatoes answers with techniques that are immediately applicable to the everyday world of real estate. Her programs are both powerful and empowering, with each presentation tailor-made to suit the needs of each individual client/audience.

The strength of Julie's platform presentations comes from more than three decades as a broker, award-winning educator, and author of ten real estate books. For her contributions to the industry, NAR named her as one of the "Twenty-five Most Influential People in Real Estate" in 2000. She's also the sole three-time recipient of the "International Real Estate Educator of the Year" award from the Real Estate Educators Association. Quality and consistency are Julie's trademarks with more than 90% of her presentations delivered for repeat and referral clients.

When your meetings call for cutting-edge information "delivered on the wings of enthusiasm", you'll be glad you chose Julie.

Contact: Susan Burr  
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Julie's excited to offer these cutting-edge presentations in 2012.

### **Profitability Topics:**

#### **“Show Me the Money: Work Smarter, Not Harder, to Scrap “FREE” and Get Paid What You’re Worth!”**

There's no doubt that "free" is killing our profession. This session will show you how to scrap free, determine the dollar value of the services you perform, and get paid for what you do, once and for all!

[Click here to learn more . . . .](#)

#### **“Show Me the Profit: Add New Profit Centers That Impact Your Bottom Line!”**

With real estate commissions stretched thin, it's an ideal time to think outside of the box and add stand-alone profit centers to your brokerage business to create cash flow and provide added-value services to real estate consumers.

[Click here to learn more . . . .](#)

### **Trends Topics:**

#### **“Trends 2012 and Beyond: New Approaches That Can Make or Break Your Business”**

While Julie Garton-Good doesn't have the definitive crystal ball for the future, she has done extensive consumer-focused research to determine which new business approaches should be on your radar in the coming years.

[Click here to learn more . . . .](#)

#### **“New Business Models: Coming to a Brokerage Near You!”**

They're popping up like flowers in spring — new business models in stand-alone formats, while others layer seamlessly on top of existing traditional brokerages. If you haven't investigated them, then this is your golden opportunity to do so! [Click here to learn more . . . .](#)

### **Consumer Centricity Topics:**

#### **“Consumer Evolution/REvolution: A Seminal Opportunity for Real Estate Professionals”**

The events of the past several years have real estate consumers disillusioned and discouraged, demanding a turn-around in real estate services, approaches, and getting their needs met. This course will show you exactly what savvy, reinvented consumers are looking for in the real estate purchase/sales process, and what they're willing to do to get it!

[Click here to learn more . . . .](#)

#### **“Professional R.E.S.P.E.C.T.: How to Earn It From Consumers in Five Simple Steps!”**

If you're not getting enough R.E.S.P.E.C.T. from your customers and clients, there IS something you can do about it. In fact, the changes are so subtle, yet effective, you can implement them, starting today! [Click here to learn more . . . .](#)

### **Train-the-Trainer Topics:**

#### **“Real Estate Educators Reinvented: Choices, Challenges, and Skill-Building for Your Critical Edge”**

Today's topsy-turvy real estate market requires all players to reinvent themselves, especially educators. What will the real estate education landscape look like and what courses will be necessary and vogue? What's the best way to design and deliver educational offerings to meet the needs of the emerging real estate professional? And last, but not least, what skills will educators need to develop to navigate this brand new world and embrace opportunities?

[Click here to learn more . . . .](#)

#### **From “Fine” to “Phenomenal”: Seven Surefire Steps to a World-Class Presentation**

In today's competitive climate, it's not enough to just be an average instructor. You owe it to yourself and your students to deliver a memorable, mesmerizing, tailor-made presentation each and every time . . . And here's how!

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