



CALIFORNIA
ASSOCIATION
OF REALTORS®

WomanUP!®

Friday, June 29

WomanUP!®



Emcee

Courtney Poulos
ACME Real Estate

WomanUP!®



Welcome!

Jared Martin
C.A.R. President-Elect

WomanUP!®



Welcome!

Jeanne Radsick
2019 C.A.R. President-Elect



WomanUP!
WomanUP!
Your Support

Debra Trappen
debratrappen.com



my first
sassy
LIONESS
outfit + look



@debra11 #WomanUP



**we all
have a
story
(or 20)**

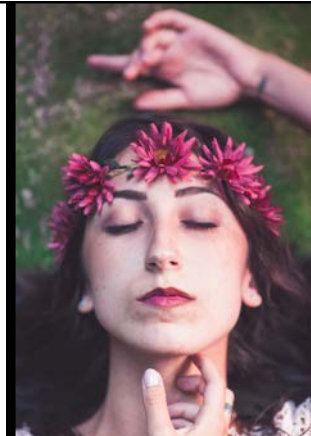
@debra11 #WomanUP

let's
collectively
choose to
thrive together!

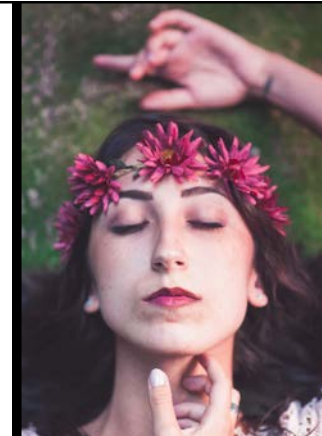


Leverage +
complement your
voice + vision

In alignment
with
your
values!



In alignment
with
your
values!





Open to hearing + speaking the truth!

Network with integrity. (no gossip)



Empower + encourage you to be your best, bravest self!

Serve + strengthen each other. always.





@debra11 #WomanUP

Support + be supported by your lionesses!

Have some work to do? Shame off you!



WHO are your lionesses?



@debra11 #WomanUP

- ✓ Leverage/complement your voice + vision?
- ✓ In alignment with your values?
- ✓ Open to hearing the truth?
- ✓ Network and communicate with integrity? (no gossip)
- ✓ Empower and encourage you to be your best, bravest self?
- ✓ Serve and strengthen each other?
- ✓ Support you as you support them?



@debra11 #WomanUP

WHO?



Let's all
thrive in the
front row
together!



Magnetic Leadership: When Tenacity, Femininity, and Authenticity Meet



Sherry Chris
Better Homes and Gardens
Real Estate

Debra Trappen
debratrappen.com

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WomanUP! Your Negotiation Strategies to Get What You Want



Terri Murphy
Terri Murphy Communications, Inc.

WomanUP!
CALIFORNIA ASSOCIATION OF REALTORS®

WomanUP!



Terri Murphy

Women & Negotiating

Getting it Right to Get What You Want

CALIFORNIA ASSOCIATION OF REALTORS®



By the author of the #1 Wall Street Journal and New York Times bestseller *The One Minute Entrepreneur*

The One Minute Negotiator


Simple Steps to Reach Better Agreements

More Success with Less Stress

Don Hutson and George Lucas
Read by Don Hutson

THE WALL STREET JOURNAL
The New York Times

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 Harvard Business Review

“Negotiating is an assertive, self interested initiative that **contradicts** the feminine stereotype of women as selfless caregivers and the social costs of contradicting this stereotype can be significant.”

Harvard Business Review 2014

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“NEGOTIAPHOBIA”

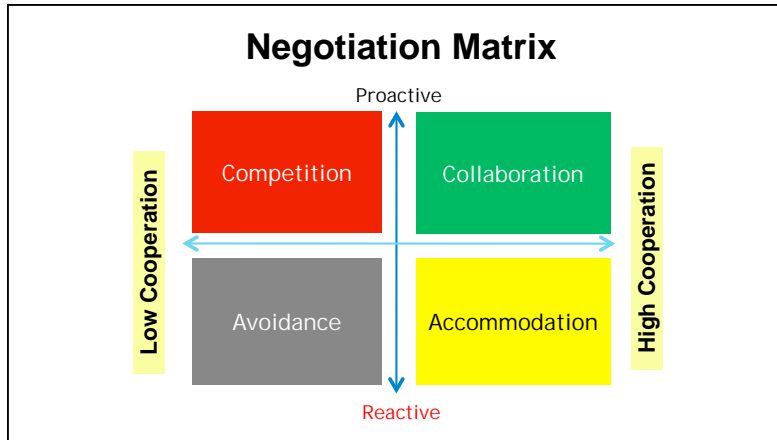
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“Negotiaphobia is a **FEAR** of negotiating, based on limited experience, discomfort with uncertainty and a **lack of skill.**”

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Collaboration





Identify CHIPS

Recognize & understand the chips in a deal for both sides.

- Red chips
- Blue chips
- Green chips

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Bonus Tip: Nibbling

Negotiations are **NOT DONE**
with a handshake!



To Download a Podcast
on Negotiations
bit.ly/TM-Womanup



GRAZIE!



WomanUP!®

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WomanUP!
**The She Said,
He Said.**

Valerie Garcia
valeriegarcia.com



SHE SAID, HE SAID
BRIDGING THE COMMUNICATION GAP

valeriegarcia.com



"I'm sorry..."

"I don't mean to be audacious, but..."

"It's totally ok if you hate this..."

"This is probably a stupid idea, but..."

I'm just a secretary. Just checking in. I just wanted to ask... Just a reminder... Just thinking... I was just wondering if... Just a stay at home mom. Just a little something I was working on. It's just an idea that I had. Just needed a minute of your time. Could I just interrupt for a second? I'm just here to listen.

JUST

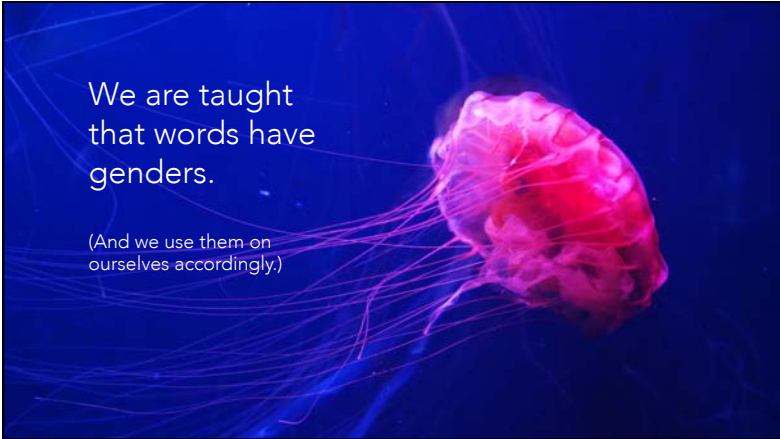
"I feel I need to soften my words. I don't want to come across as bitchy."

"I am afraid they will judge me, so I am subconsciously asking for them to be gentle with feedback."

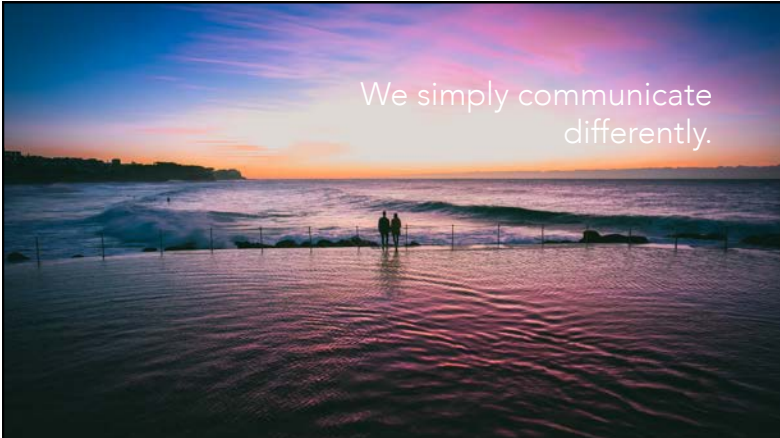
There are reasons we use the words that we do.



If your language and culture trains you to do _____, that's what you do.

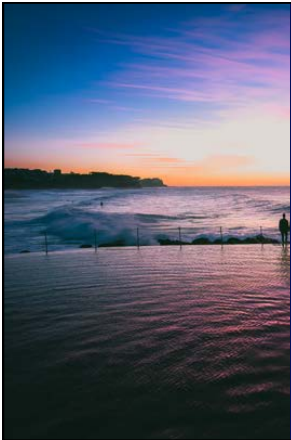


pretty	strong
cute	easygoing
shy	assertive
nagging	confident
bossy	handsome
nice	direct





Ladies are more likely to be taught to value niceness and politeness. They are more likely to be punished for being loud, competitive, or creating conflict.



Men are more likely to be taught to value competition & winning. They are more likely to be taught to avoid emotions.

THE GENDERLECT THEORY
by Deborah Tannen

connection | status

connection:
creating a deeper connection with others is the "win."

status:
whoever talks loudest and longest "wins."

connection:
stays on topic longer, passes the mic, asks questions and listens

status:
shifts the topics faster, tries to move to their own area of expertise

connection:
talks about relationships and emotions to create rapport & encourages others to do the same

status:
avoids emotions, prefers facts and opinions; tends to 'tell' others in a way that discourages interruption

connection:
tells stories where they are the victim, to create an emotional and empathetic connection

status:
tells stories where they are the hero, in order to show competence and problem solving

These two styles obviously collide.

It's difficult to connect with someone who is competing with you.

This overwhelmingly favors the competitive style.

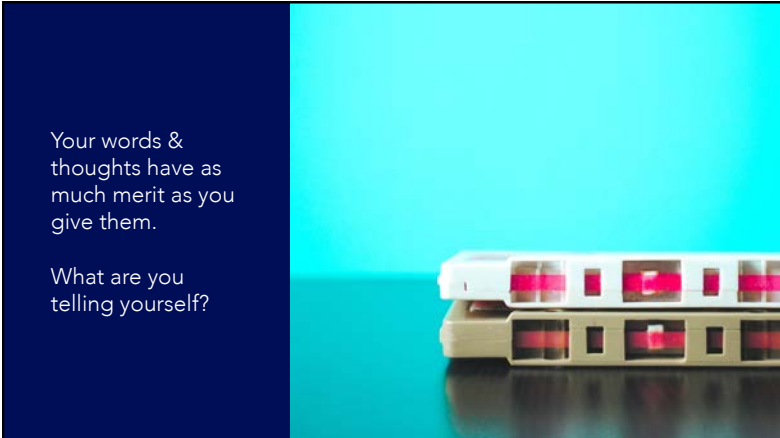
We tell ourselves that we can't stay true to ourselves **and** "win" at this game.

We are wrong.



Start with how you **think**.

That is how you'll **speak**.



When you are on stage, you belong there.

Disrupt the regular pattern, in the moment.
Stop waiting for the break, the mic, or the ask.

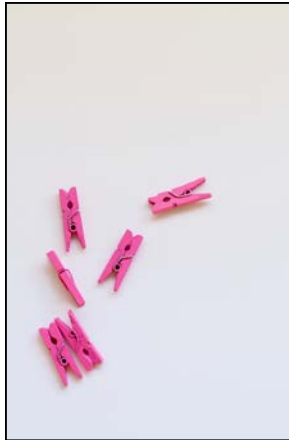


Well placed humor gets you bonus points and can disrupt the flow.




Make yourself the hero in your stories more often.





Don't hold the mic in your lap.
Know your pause words.
Sit / stand up straight.
Ask for help.



Don't start with self-deprecation.
Call your sisters on their minimizing words.
We rise together.

"In business, don't act like men.
Just be a really strong, badass woman.
You are valuable as who you are."

GABRIELLE REECE



In the end, it's not really about competing or connecting.
It's about
changing the script
we read to ourselves.

valeriegarcia.com

SHE SAID, HE SAID:
THE PANEL

A DEEPER DIVE INTO THE
WAYS WE COMMUNICATE
& PRESENT OUR IDEAS



Barareh Kamoei
Sandy Miller

WomanUP!® Your Communication



Valerie Garcia
valeriegarcia.com

Bahareh Kamoei
BBS Brokers Realty

Sandra Miller
Engel & Völkers Santa Monica

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WomanUP!® Your
Leadership Skills

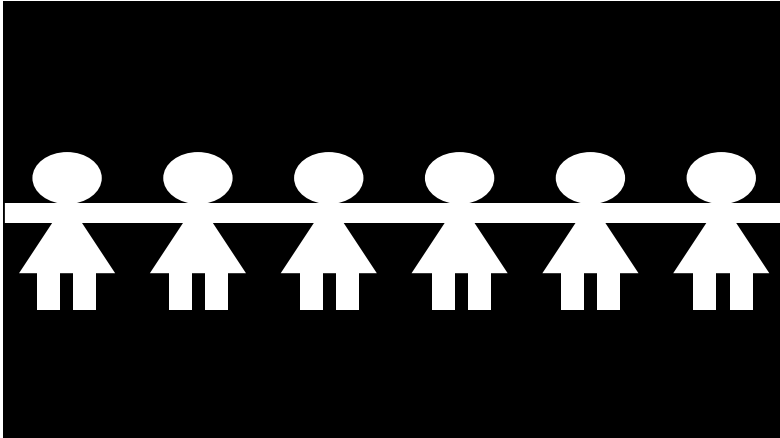
Laura Brady
Concierge Auctions

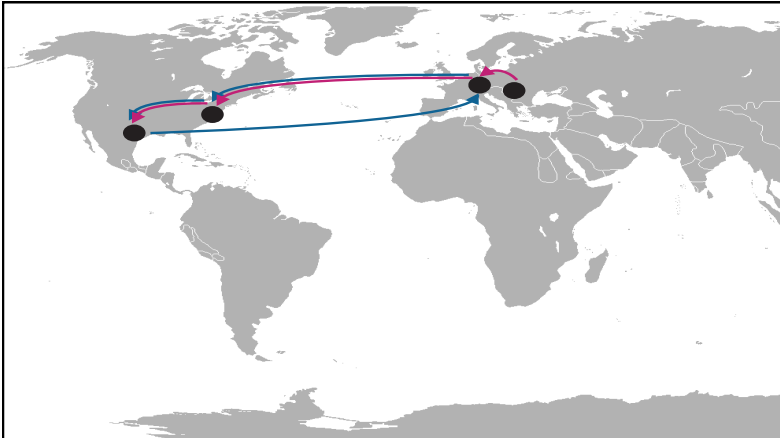
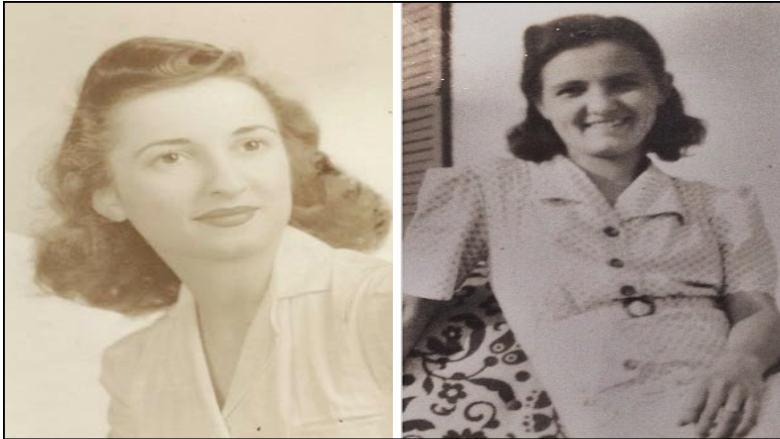


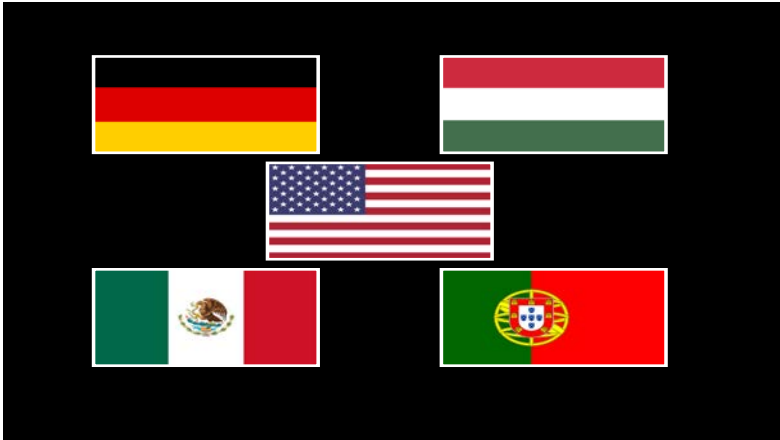
THE JOYS OF LEADERSHIP
3 Learnings in 10 Years



by Laura Brady









LEADER:

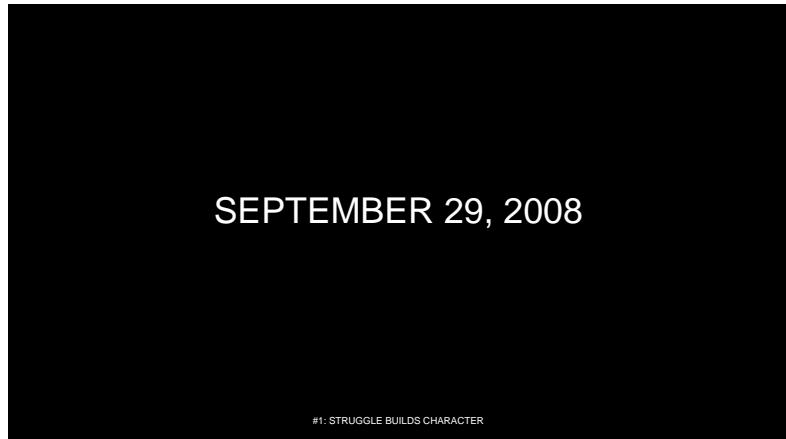
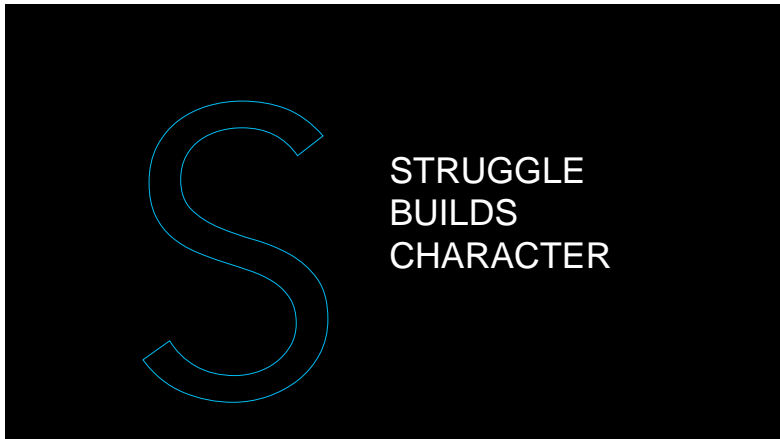
a person who leads or commands a group or organization.

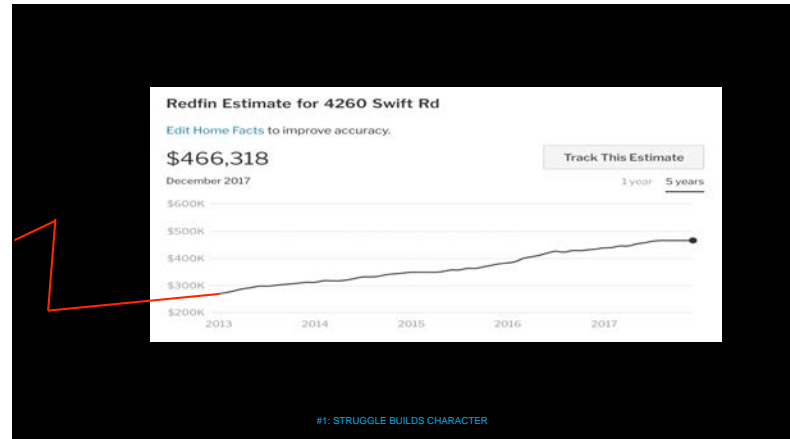
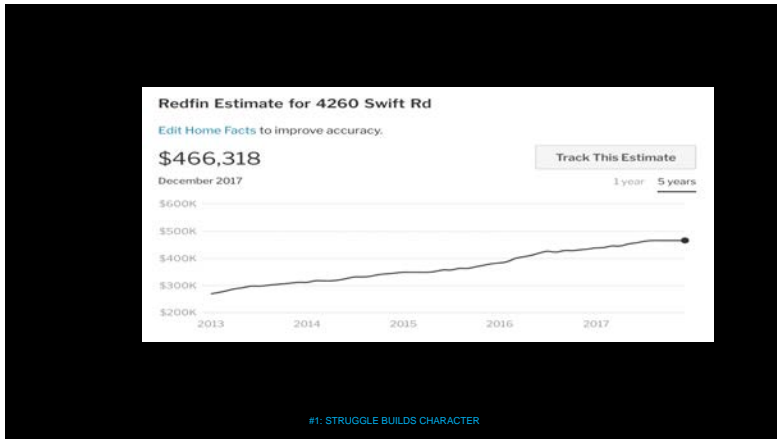
ENTREPRENEUR:

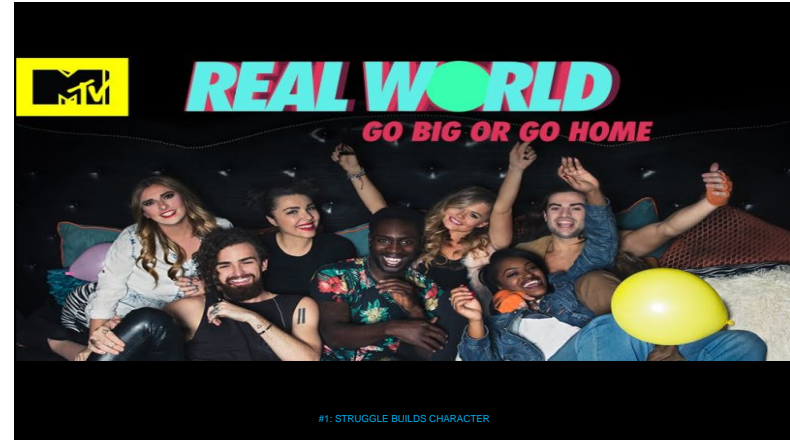
a person who organizes & manages any enterprise, especially a business, usually **with considerable initiative and risk.**

I WAS BORN FOR THIS.









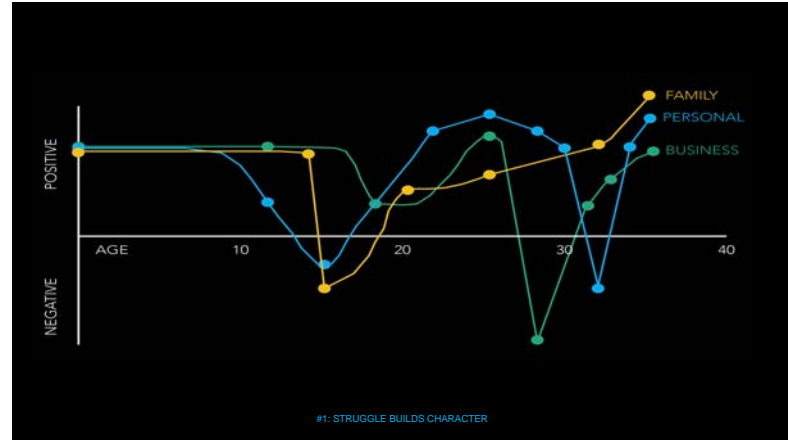
SELF CARE

#1: STRUGGLE BUILDS CHARACTER

INFERTILITY

#1: STRUGGLE BUILDS CHARACTER





FEELINGS ARE FLEETING.
DECISIONS ARE FOREVER.

#2: ATTITUDE IS EVERYTHING

SEPTEMBER 29, 2008

#2: ATTITUDE IS EVERYTHING



#2: ATTITUDE IS EVERYTHING

CORE VALUE:
COMPOSURE

#2: ATTITUDE IS EVERYTHING

WFIO

#2: ATTITUDE IS EVERYTHING

“We’re F*cked; It’s Over.”

#2: ATTITUDE IS EVERYTHING

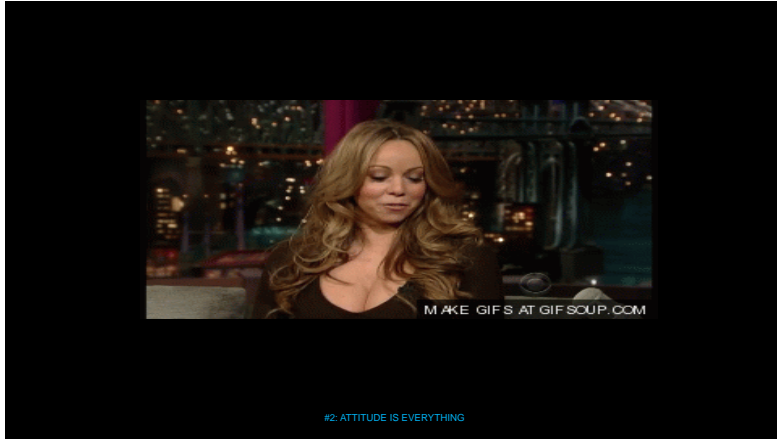


#2: ATTITUDE IS EVERYTHING

~~“We’re F*cked; It’s Over.”~~

“We’ll Figure It Out.”

#2: ATTITUDE IS EVERYTHING



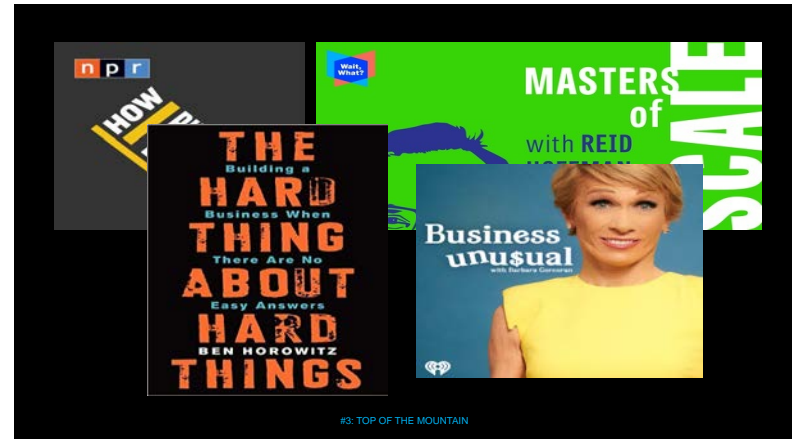


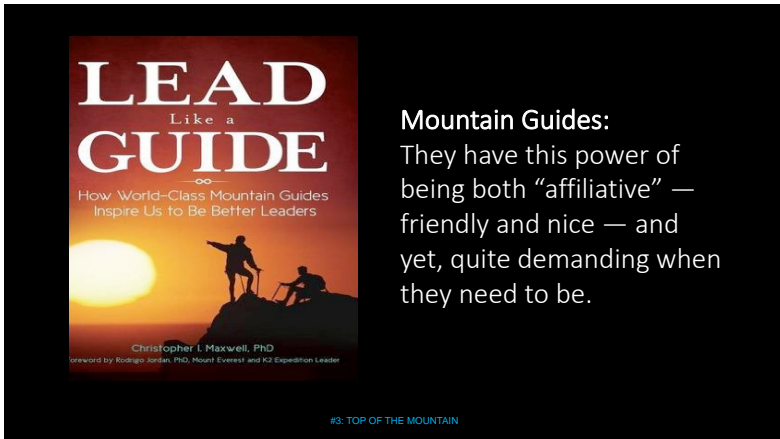
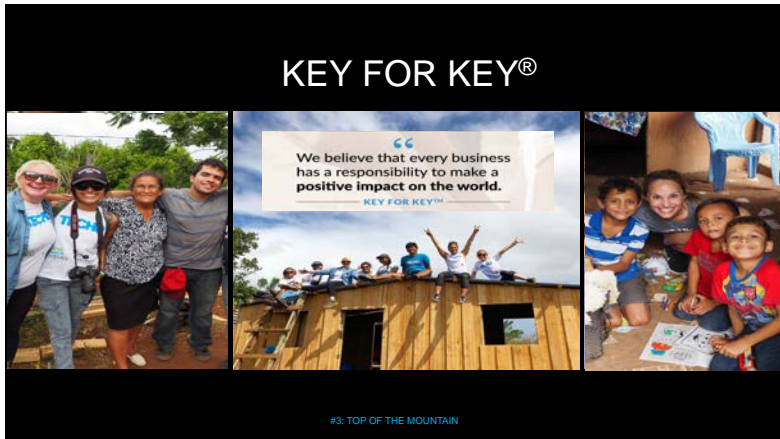
ALWAYS BE LEARNING

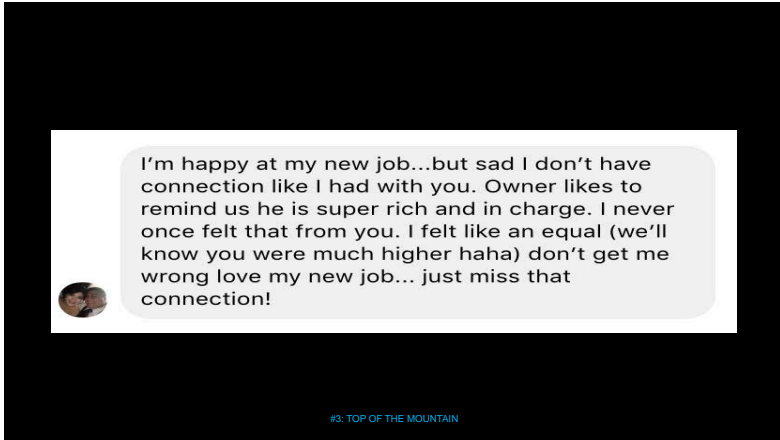
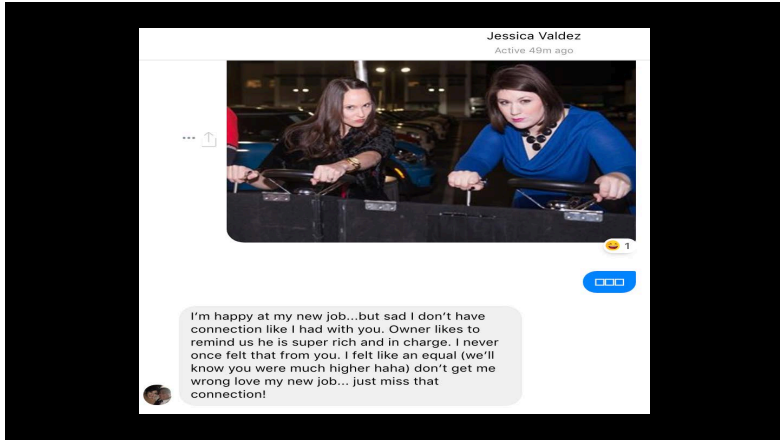
#3: TOP OF THE MOUNTAIN

AS SOON AS YOU STOP LEARNING, YOUR BUSINESS STOPS GROWING.

#3: TOP OF THE MOUNTAIN







Building Strong Leadership Skills



Laura Brady
Concierge Auctions

Tammy Newland-Shishido
Keller Williams Realty Shoreline

Stacy Carter
First Class Real Estate

Chris Kutzkey
John L. Scott

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Listening To Your Inner Leader: How To Fearlessly Open Your Own Firm



Tamara Suminski
Beach Real Estate Group

Barbara Betts
The Betts Realty Group

Sabrina Brown
Brown and Brown Real Estate

Carol Facciponti-Malcolm
Carousel Realty

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Making The Most Out Of Mentoring



Heather Ozur
The Ozur Group
Keller Williams

Natalie Iaquinto
Modern Broker

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WomanUP!







WomanUP! Your
Leader Within

Brent Thomson
Pacific Union International



True leaders don't create followers.
They create more leaders.

Finding The Power and Confidence In
Your Lane




Brent Thomson
Pacific Union
International

Lisa Schulz
HomeSmart Evergreen
Realty


Passion Broussard
Red Oak Realty

Pat Heller
Pacific Union
International

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Let it Fly

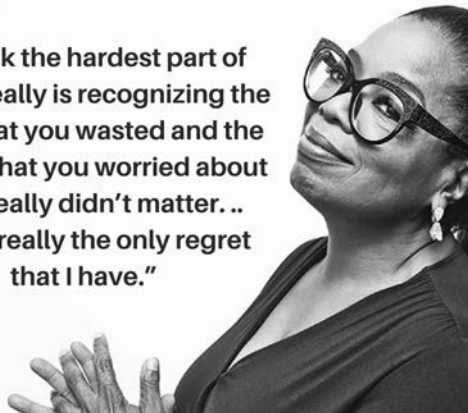
Caroline Pinal
Giveback Homes



**What advice would
you give to your
younger self?**

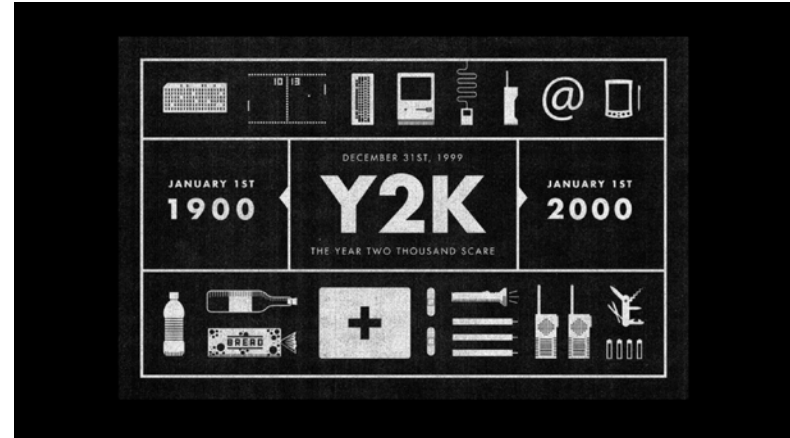
**Stop
worrying**

**"I think the hardest part of
aging really is recognizing the
time that you wasted and the
things that you worried about
that really didn't matter. ..
that's really the only regret
that I have."**

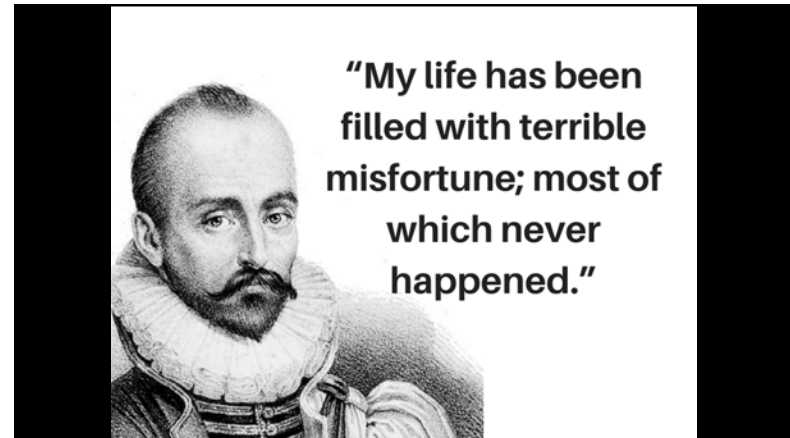


EVERYTHING

<https://www.youtube.com/watch?v=qzcO6DqG804>



**Top worries for people ages
25 to 44 are about finances and
housing**



**What are
you worried
about?**

**What would be
the opposite of
your worries?**


hakuna matata

[hakouna mataatah] *noun, Swahili*


a phrase meaning "no worries for the rest of your days";
a problem-free philosophy




**Igniting The Next Generation:
Mothers and Daughters**





Laura Monroe
Sequel




Susana Murphy
ALANTE Real Estate




Jennifer Branchini
Better Homes and
Gardens Tri-Valley
Realty




WomanUP! Your Family Business



Jeanne Radsick
2019 C.A.R.
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Jennifer Martin
Keller Williams Westland
Realty



Joanna Odabashian
Keller Williams Fresno

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**C.A.R.
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Sara Sutachan
C.A.R.

WomanUP!
RoundUP!

WomanUP! CALIFORNIA ASSOCIATION OF REALTORS

I AM

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