



**WomanUP!**<sup>®</sup>  
Thursday, June 28

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**Emcee**

Courtney Poulos  
ACME Real Estate




**In a relationship with**  
*WomanUP!*  
Today  
see relationship



**#WomanUP IG: @WomanUPofficial**



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**Welcome!**



Joel Singer  
CEO, C.A.R.



**Who do you know that we should highlight?**

We are currently seeking to uncover hidden stories of fabulous women in brokerage leadership. Submit a leader whose story must be told!

[bit.ly/WomanUPconnect](http://bit.ly/WomanUPconnect)



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**Why I *WomanUP!***

Steve White  
C.A.R. President



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**The Stories We Tell Ourselves**

Leslie Appleton-Young  
SVP/Chief Economist, C.A.R.



## Key Points

1. The Power Of Words
2. The Imposter Syndrome
3. Let Failure Be Your Fuel



## I. The Power Of Words



## “I’ve Been Very Lucky”



## Voices: Negative Self-Talk

- *My voice is just my voice and sometimes I wonder why anyone would want to hear it*
- *I didn't think I knew enough to take on that role*
- *My biggest obstacle is my own self-doubt. Sometimes I star to question and ask myself, 'What am I doing?' 'Why am I out here on my own?'*



### Voices: Negative Self-Talk

- *I'll ask myself: am I fit to be a broker?*
- *Initially I felt insecure that I didn't know enough to handle the responsibilities of my position. My self-talk was limiting and prevented me from valuing my contribution to the company*
- *I wasn't sure I had what it took to serve in that capacity*



### Voices: Negative Self-Talk

- *When I first started out, no one took me seriously. I was told I was great at being a mom and throwing parties, and that I wouldn't last a year in this business.*
- *When I first obtained my broker's license, I didn't feel very confident.*
- *Turning off negative self-talk is the hardest thing I face each day.*



### Themes

- The power of self-talk
- Fear of disappointing
- Women tend to diminish their achievements
- Haunted by lack of college degree
- Imposter Syndrome



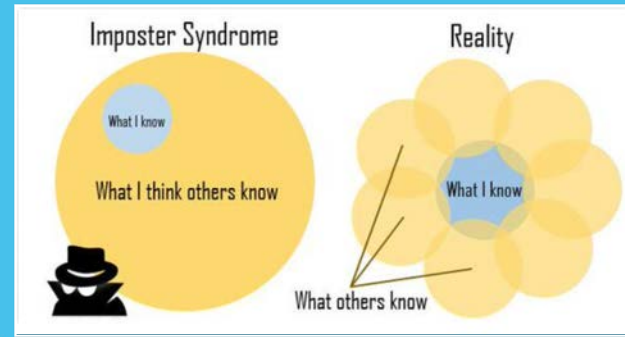
### 2: The Imposter Syndrome



If they only knew the real me...



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- PEOPLE WHO GET IMPOSTER SYNDROME
- OTHER PEOPLE WHO GET IMPOSTER SYNDROME
- LITERALLY EVERYONE ELSE (THEY ALSO GET IMPOSTER SYNDROME)

EVERYONE FEELS LIKE AN IMPOSTER SOMETIMES, AND THAT'S OKAY

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## Imposter Syndrome Test

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**1. I feel like I don't  
deserve any of the  
success I've attained.**



**2. Even if people praise my skills,  
I still don't think I am  
as accomplished  
as they think I am.**



**3. I may get rewards for  
my hard work, but I don't  
feel I have earned them.**



**4. I am afraid that people  
will soon realize that I am  
not as smart as I make  
myself out to be.**




**5. Most of the accomplishments I have were just a fluke.**



**6. I find it difficult to accept compliments.**



**7. I downplay my achievements because I don't think they are as amazing as people think they are.**



**Snap Out of It**



## Voices: Positive Self - Talk

*I received the same advice over and over. People kept telling me you shouldn't start your own company, that it probably won't work, that its not going to be successful and that we weren't going to make it. Every time I heard someone tell me that, I'd think, 'Just watch us. We'll be just fine.'*

*Pat Heller, Pacific Union LA*



## ACT

**A:** Accept that you feel anxious

**C:** Choose to see/view things the way you want them to be: "I am a competent professional and a capable person"

**T:** Take action to make things that way



## Our Voices: What to do?

- Self-doubt? We all have it
  - Own it
  - Acknowledge it
  - Express it/Tell someone
- Asking questions and exposing your vulnerability will make you stronger
- If you listen to what other people have to say, you won't accomplish anything



## Our Voices: What to do?

- Always remember, you can do it
- Women tend to be more critical of themselves. Just do it; you are qualified enough
- Avoid negative self-talk; surround yourself with people who make you feel good about yourself and your business





## Our voices: What to do?

- It's OK not to know it all
- Don't be afraid to tackle the task. You will find your way
- Time is our most important commodity and there simply isn't enough time for negativity. I surround myself with positive people. I go back to how I want people to remember me when I am 80 and I want to be sure people remember me for the right reasons.



## 3. Let Failure Be Your Fuel






## Abby Wambach






# My Story



## #1 I did not get my PhD.



## #2 I stayed in an unhappy marriage far too long.




## #3 I robbed my children of a happy childhood.




#4 I hate my body.


**SOULCYCLE**




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#5 I'll never find true happiness




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“Why would you want to look small?”

-Valerie Torelli, Torelli Realtors

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How Women Lead




Anne Framroze  
C.A.R.

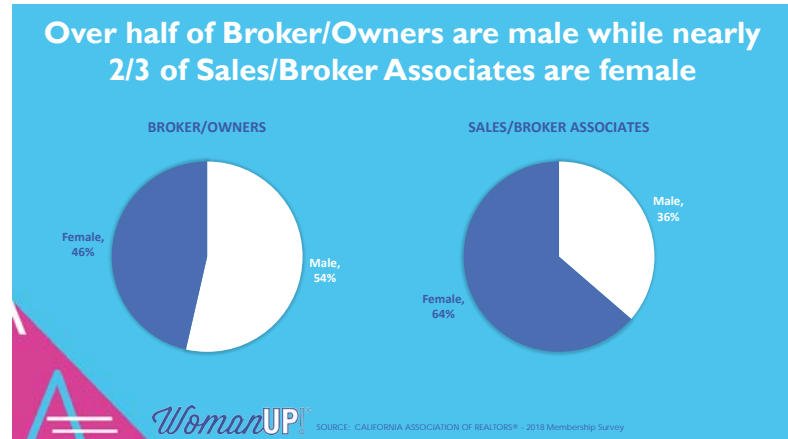
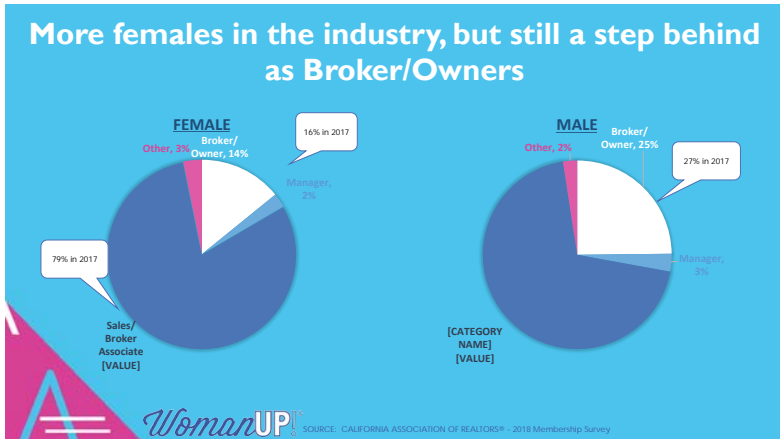
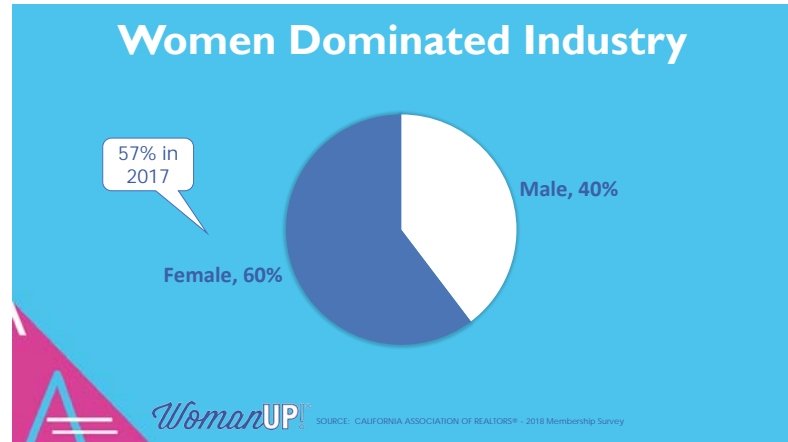
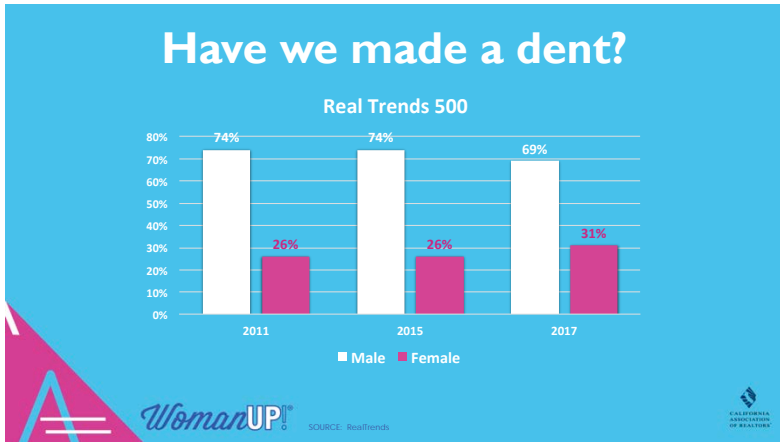
Bernice Ross  
BrokerageUP!

Leslie Appleton-Young  
C.A.R.

Sara Sutachan  
C.A.R.

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# How To *WomanUP!*<sup>®</sup>

# 15

STRATEGIES TO  
*WomanUP!*<sup>®</sup>  
YOUR WORK-LIFE.



# Leaders & Legends @ *WomanUP!*<sup>®</sup>



Bernice Ross  
BrokerageUP!



Sandra Sanders  
RE/MAX Estate Properties



Tami Bonnell  
EXIT Realty Corp International



... IS BLACKBELT





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# Owning It

Elizabeth Mendenhall  
NAR President



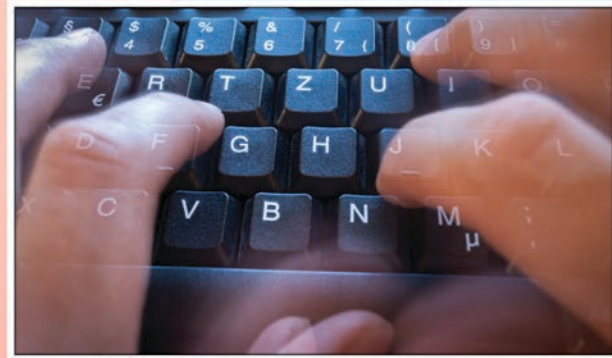
**ELIZABETH MENDENHALL**  
2018 NAR PRESIDENT  
NATIONAL ASSOCIATION OF REALTORS®

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**OWNING IT!**



**LAYERS OF LEADERSHIP**



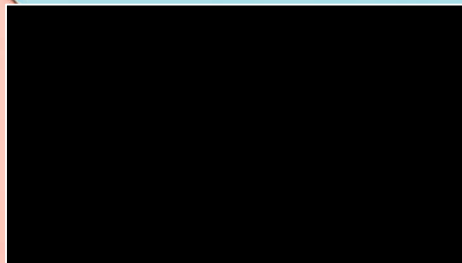




# “UNITED BREAKS GUITARS”

POSTED ON JULY 6, 2009—  
AMASSED 150,000 VIEWS  
WITHIN ONE DAY

18.1 MILLION VIEWS  
AND 125 THOUSAND  
LIKES AS OF JUNE 2018

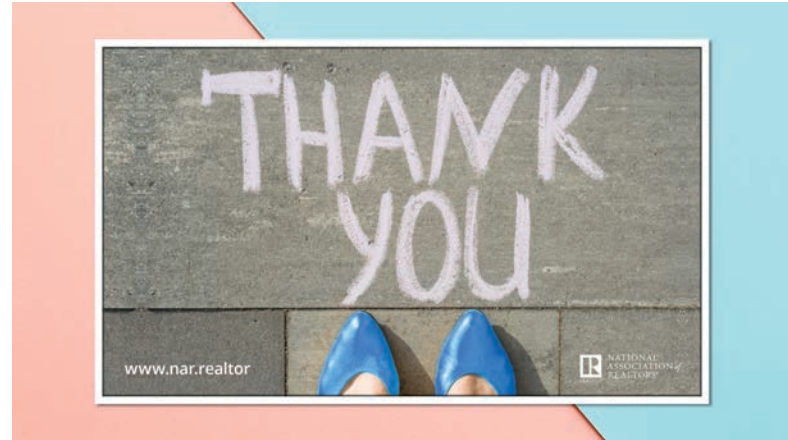
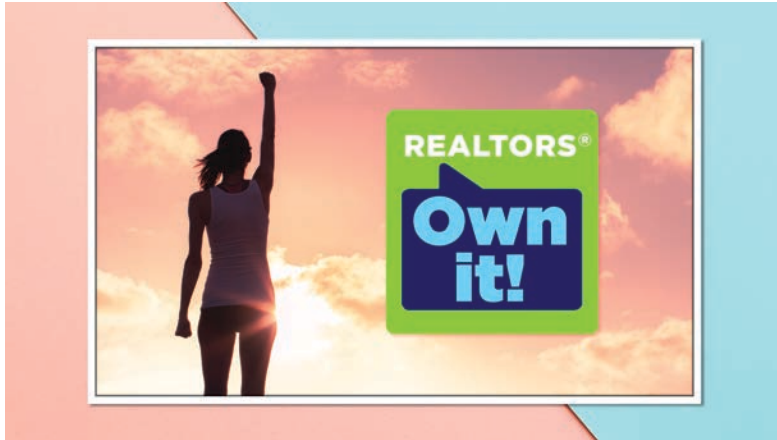


MANAGING  
PROTECTING  
DEFENDING  
YOUR REPUTATION









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**A Legacy  
Built to Last**

Pam O'Connor  
(Recently Retired)  
Leading Real Estate  
Companies of the World



"All woman are goddesses, and it's just a matter of letting that goddess-power shine - and if you don't try to be the biggest and baddest damn goddess you can be, you are selling yourself short."  
*Kimora Lee Simmons*

GODDESS  
AT WORK



LIFE LESSON 1:  
EMBRACE YOUR  
FEMININITY



"The woman's mission is not to enhance the masculine spirit, but to express the feminine; hers is not to preserve a man-made world, but to create a human world..."

*Margaret Thatcher*

Embrace Your Femininity

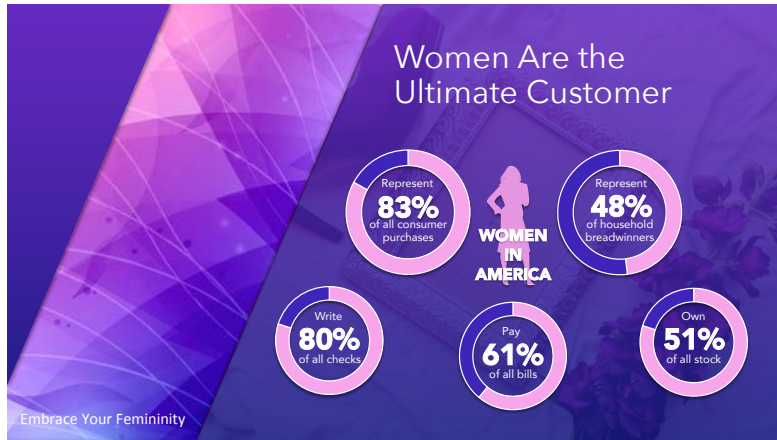


## Why Women Excel in Business

Women are...

- Opportunity experts
- Focused multitaskers
- Predisposed for humility
- Networking experts
- Relationship builders
- Artful communicators
- Emotionally intelligent
- Natural givers
- Prone to initiative and efficiency

Embrace Your Femininity

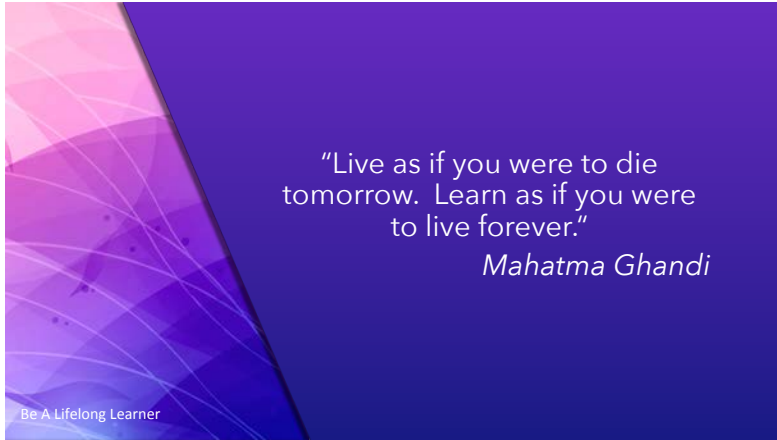


### Girlfriends & Men-tors

- Learn from those who've come before you, foster those coming behind you
- Girlfriends matter but don't be a segregationist
- We've come a long way since Mad Men

Embrace Your Femininity

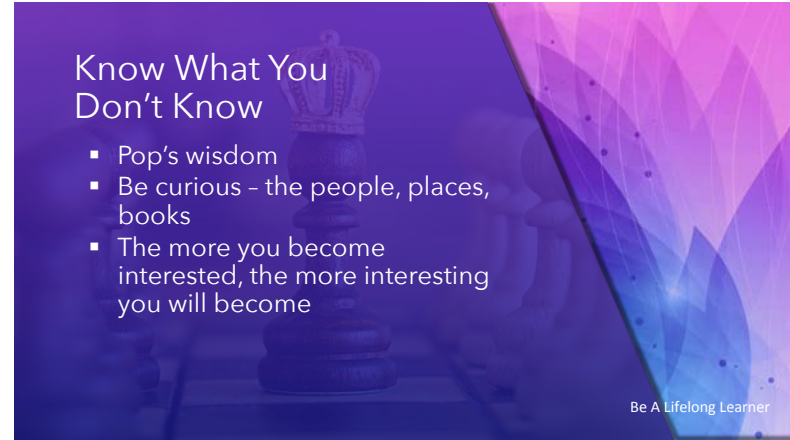




“Live as if you were to die tomorrow. Learn as if you were to live forever.”  
*Mahatma Gandhi*

Be A Lifelong Learner

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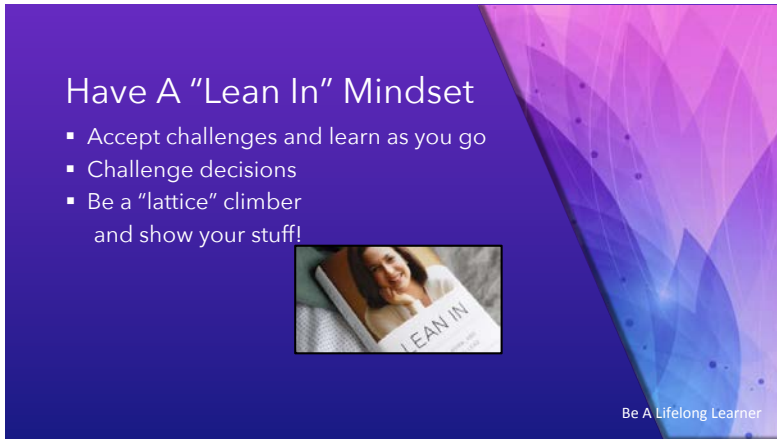


### Know What You Don't Know

- Pop's wisdom
- Be curious - the people, places, books
- The more you become interested, the more interesting you will become


Be A Lifelong Learner

This slide features a dark purple background with a decorative geometric pattern on the left. The background image shows a chess king piece on a chessboard. The text is in white.



### Have A "Lean In" Mindset

- Accept challenges and learn as you go
- Challenge decisions
- Be a "lattice" climber and show your stuff!



Be A Lifelong Learner

This slide features a dark purple background with a decorative geometric pattern on the right side. The text is in white. A small image of the book cover for 'Lean In' by Sheryl Sandberg is included.



LIFE LESSON 3:  
KNOW  
WHO YOU ARE

This slide features a dark purple background with a decorative geometric pattern on the left side. The background image shows a chess king piece on a chessboard. The text is in white.

“Know yourself. Don't accept your dog's admiration as conclusive evidence that you are wonderful.”  
*Ann Landers*

Know Who You Are

### Be Self-Aware & Introspective

- What do you like best and least about your life?
- What do you want to be sure to do before you die?
- What are you most grateful for?
- How could you improve? The more successful you become, the more important humility becomes

Know Who You Are



### Embrace Your CORE Value

- What is yours?
- It's the heart of your story and the reason others will follow you

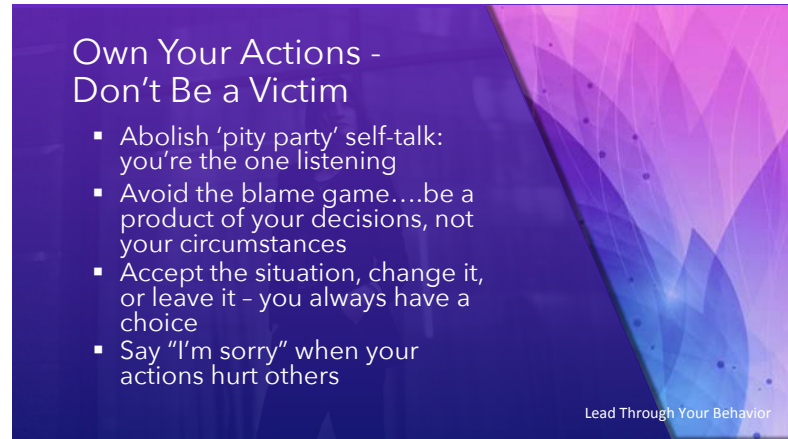
Know Who You Are

### Don't Worry About What You Can't Control

- Chicken Little syndrome
- Focus on YOUR actions, not others'



Know Who You Are






“At the end of your life, you will never regret not having passed one more test, not winning one more award, or closing one more deal. You will regret time not spent with a husband, a friend, a child or a parent.”

*Barbara Bush*

Make A Life, Not Just A Living

### Make Time for Life

- Stay connected with friends and family
- Pursue dreams beyond work
- Attach your oxygen mask first before the child's



Make A Life, Not Just A Living

### Be Passionate

- Love what you do and do what you love.



- “I love what I do, I'm really good at it, and I'd love to do it for you”
- Passion. Self-confidence. A giving heart.

Make A Life, Not Just A Living






### LIFE LESSONS

1. Embrace Your Femininity
2. Be a Lifelong Learner
3. Know Who You Are
4. Lead Through Your Behavior
5. Make a Life, Not Just A Living




Find the Goddess within you...and build YOUR legacy!


### Passing The Baton





Leslie Appleton-Young  
C.A.R.



Pam O'Connor  
Leading Real Estate  
Companies of the World



Stephanie Anton  
Luxury Portfolio  
International



### Leading By Example



Bernice Ross  
BrokerageUP!



Myra Nourmand  
Nourmand & Associates



Alexandra Tieu  
Movoto Real Estate





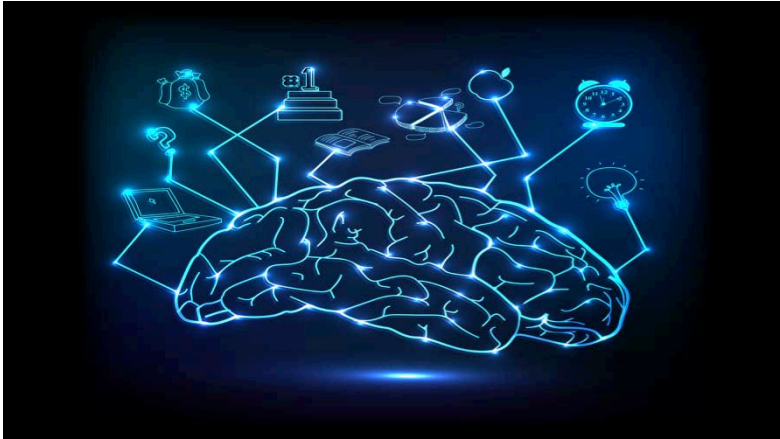
**How Women Can Succeed in Real Estate (Despite Having “Female Brains”)**

Valerie Alexander  
Goalkeeper



How W♀men  
Can Succeed  
in the W♂rkplace  
(Despite Having “Female Brains”)










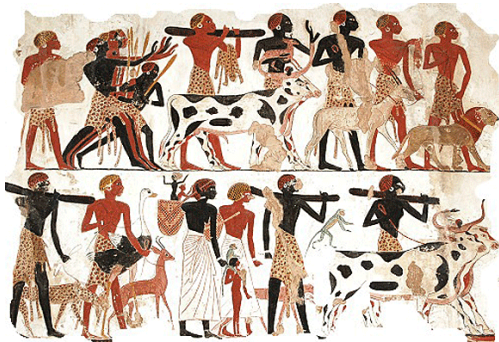
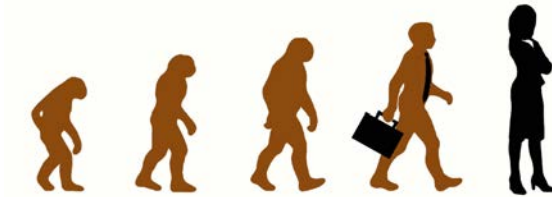




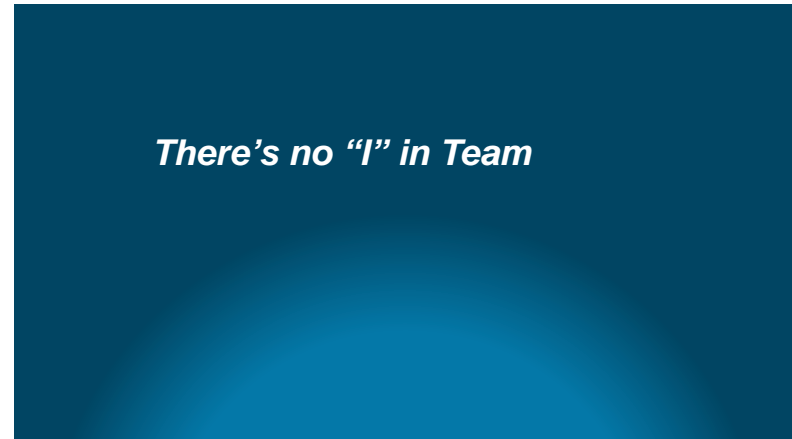
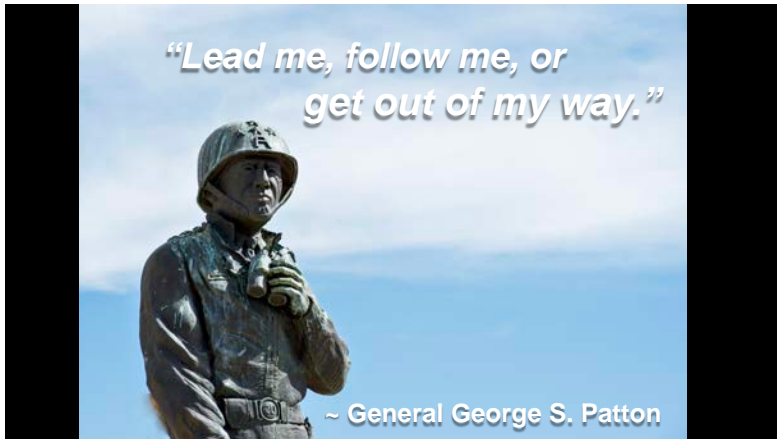
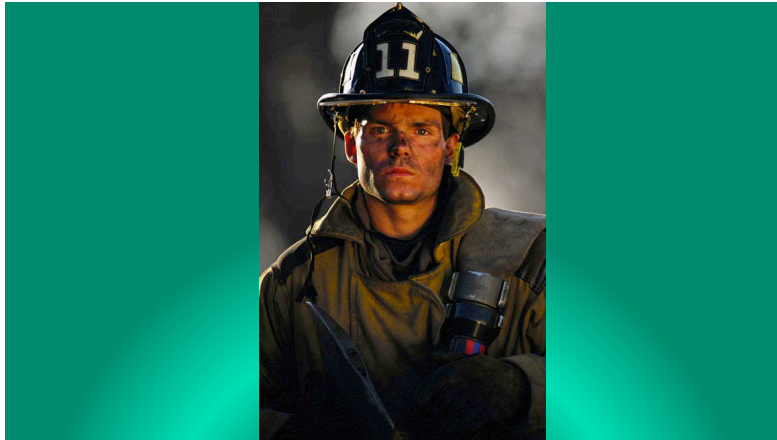


WHAT ARE YOU  THINKING









*There's no "I" in Team*

*There's also no "B-O-S-S"*

How Women  
Can Succeed  
in the Workplace  
(Despite Having "Female Brains")

Based on the Powerful, Practical and Entertaining  
Talk Given at Colleges, Conferences and Companies  
Across the Country

by Valerie Alexander

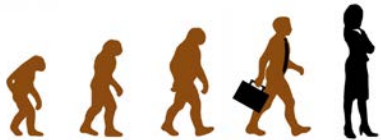
[www.SpeakHappiness.com](http://www.SpeakHappiness.com)

*Network, Mentor, Sponsor  
and  
Help Each Other Out.*

*Remind Yourself  
Every Day  
How Valuable You Are!*



How W♀men  
Can Succeed  
in the W♂rkplace  
(Despite Having "Female Brains")



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**Thank you for supporting the  
C.A.R.  
Scholarship &  
Education Fund**

A blue rectangular graphic with white text and a pink triangle in the bottom left corner. The text is centered and reads "Thank you for supporting the C.A.R. Scholarship & Education Fund". The word "WomanUP!" is written in a cursive font at the top left. There is a small logo in the bottom right corner.



*WomanUP!*



*WomanUP!*  
**RoundUP!**

Sara Sutachan  
C.A.R.

CALIFORNIA ASSOCIATION OF REALTORS®

The banner features a blue background with pink and teal geometric shapes. It includes a portrait of Sara Sutachan, the text 'WomanUP! RoundUP!', her name and title 'Sara Sutachan C.A.R.', and the California Association of Realtors logo.



CALIFORNIA ASSOCIATION OF REALTORS®

*WomanUP!*

The banner features a blue background with pink and teal geometric shapes. It includes the California Association of Realtors logo and the text 'WomanUP!'.