

Judy LaDeur

About Judy

Judy LaDeur began her real estate career in 1975. In 1981, after a successful sales career, Judy joined the management team, where she developed her own recruiting and training systems. By 1984, she was the Director of Recruiting and Training for a large, 4-office firm in Chicago and was their #1 recruiter. It was at this time that Judy began training and working with other Brokers across the country in the areas of recruiting and retention of real estate agents.

In 1990, Judy was asked to join forces with Floyd Wickman and assist in the development of his Rapid-Fire Recruiting® Program. This was the beginning of a new career as a national speaker and trainer. In 1992, she started her own company. Today, Judy is one of the top recruiting experts in the world.

In addition to being a keynote speaker at many state and national conferences, Judy has often appeared on TV, radio and in various publications as an expert in recruiting real estate agents. In 2009, Judy was named one of the **Top 25 Most Influential Women in Real Estate**. Her recruiting courses are designed to develop skills and confidence.

As a consultant and trainer to the real estate industry, Judy has helped many companies dramatically increase their market position in just one year. Judy conducts her workshops with proven systems, techniques and “how to” information guaranteed to make a difference in your office.

**To book Judy today call ...
630.402.0898**



THE TOP TEN REASONS... Why You'll Want Judy to Speak to Your Real Estate Organization About Recruiting & Retention:

1. Judy is a leading management consultant and training expert experienced in real estate sales, recruiting and management
2. Judy keeps audiences engaged with laugh-out-loud humor, real-world experience and cutting edge content
3. Judy is well-informed on current developments and her presentations are up-to-date.
4. Judy's presentations are motivational, results-oriented and conducted with a high level of audience participation
5. Judy's presentations are flexible and easily customized to fit your group's specific needs and goals
6. Judy's presentations focus on “how to,” step-by-step instructions using real world examples and emphasizing practical applications
7. Judy is a “people person” who is fun to be with and enthusiastic about success
8. Judy is passionate about teaching and helping others learn and is noted for her superb delivery and presentation skills
9. Judy's presentations are successful because they are drawn from time-tested tools and proven techniques
10. Judy draws from a long history of learning from and teaching the best in the business and passes those lessons on to every audience

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RECRUITING & MANAGEMENT TOPICS

What it takes to get them, is what it takes to keep them!

Retention of good sales associates is easier than you think. Retention is not a matter of money, it's about creating an environment that people enjoy working in. By placing the same emphasis on retention that you do on recruiting, not only will your office become more profitable and a happier place to be, but your sales agents will help you recruit because they feel it's the best place to work!

Learn...

- How to develop one-on-one relationships with your sales associates
- The process for helping your agents work more effectively and with less stress
- How to show top producers you appreciate them
- How to watch out for and avoid "career busters"
- Why social events help improve morale and increase productivity
- Low cost ideas for recognition and rewards
- The role of family members in your retention strategy
- How to keep your competitors from recruiting your top producers

Time: 60 minutes

How to Overcome the Most Common Stalls & Objections

Brokers and agents alike are constantly searching for more effective ways to overcome objections and stalls. In this presentation, Judy gives examples of the most common stalls and objections and also explains why overcoming a stall will never lead to a decision. Her five-step process allows you to determine the underlying objection and effectively overcome it.

Learn...

- What causes stalls and objections
- How to address the candidate's concerns and show you care
- How to isolate the candidate's problem and offer solutions
- Specific dialogue for overcoming the most common objections and stalls
- How to master the closing process
- How to build value using your company's systems

Time: 90 minutes (can be expanded up to 3 hours with role playing)

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RECRUITING & MANAGEMENT TOPICS

How To Hire Experienced Agents In the First Interview

Many brokers feel that you must interview and agent several times before you can ask them to join. Those who follow Judy's system hire an average of 70% of their recruits the first time they meet them. There are several systems which must be in place, and of course, the timing must be right. But following the steps in this course, will allow you to starting hiring agents, or at least getting their commitment, in the first interview.

In this presentation, Judy LaDeur shows participants how to improve interviewing skills and hire an average of two experienced agents per month – consistently!

Learn...

- How to set up the interview to result in a hire
- What interview questions to ask and how to identify the candidate's "hot buttons"
- How to create a powerful recruiting presentation that focuses on the candidate's concerns
- How to hire them on the value you create
- How to present the details of your offer simply and quickly
- Five steps for successfully overcoming common stalls and objections
- How to build value and close for a decision

Time: 3 hours (can be expanded up to 6 hours to include closing skills with role playing exercises)

How to Survive & Thrive In The Midst of the "Disrupters"

Today's Brokerage model is being challenged by new start up models, rapidly changing technology, private funding, sign on bonuses and new options for consumers that have never seen before. These changes are hitting fast and hard, catching many Brokers, and agents, off guard. Disrupters disrupt that way things have always been done, but is that a terrible thing? Not always. It depends on how you respond to the disruption. Those who understand how to work in a market, filled with disruption, will come out the winners!

Learn...

- How to deliver a powerful, value based interview that will attract the best agents without writing them a check.
- When the success of your agents is connected to your tools and systems, you won't lose them!
- Who are the real disrupters in today's market?
- If you are not going up 3 levels, there is a good chance that you are not showing enough value. I will teach you this new technique designed for today's market.
- How to diffuse "the check". Our Brokers have their agents laughing at attempts to buy their loyalty, even with a \$50,000.00 check.

Time: 60-90 minutes (can be expanded up to 3 hours to include role play and skill development)

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RECRUITING & MANAGEMENT TOPICS

Value Based Recruiting

Recruiting in today's market means getting to the heart of 'what's in it for them' as consistently and effectively as possible. In this presentation, Judy shows you how to find your top 12 value propositions for your organization – then how to use that value to draw the agents you want into your organization. **Learn...**

- How to find the right agents for your office and how to create marketing materials that work!
- Specific dialogues to get face-to-face with 3 agents each week.
- How the 7 step interview process is designed to hire them on the first interview.
- This system will teach you how to hire agents based on the value of being with your office, at a competitive compensation plan. You should never have to buy good agents
- Word-for-word dialog designed to have them say "Yes, I want to join your team!" before you even get to the compensation!

Time: 90 minutes (can be expanded up to 3 hours to include specific work on the interview process)

The Professional Recruiting Course Five Sessions - Ten Weeks - Spaced Learning

In *The Professional Recruiting Course*, participating brokers and managers go through a series of five progressive workshops designed to teach them: 1) how to set up strong prospecting systems 2) how to develop strong interview and closing skills 3) how to build agent loyalty and improve retention and 4) the latest defensive strategies in recruiting warfare. **This intensive program focuses on:**

- **SKILL-BUILDING:** Each of the workshops gives our participants the opportunity to "practice" specific techniques and dialogues. Interactive class exercises teach participants how to integrate what they are learning into their individual management styles.
- **ACCOUNTABILITY:** Participants will be held accountable for specific assignments throughout the ten weeks. Their recruiting activities will be monitored.
- **MEASURABLE RESULTS:** A Certificate of Graduation will be given only to those participants who successfully complete assignments, which includes actually hiring a minimum of three licensed agents.

Over six thousand (6,000) graduates have averaged 7 or more hires during the workshop! Participants receive 30 hours of hands-on, how to instruction, Field assignments which require participants to implement , One-on-one personal consultation and assistance as needed and Systems that deliver results during the course and long after!

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One-on-One Boot Camp Training: An Exclusive Three Day Skill Building Event

The Recruiters' Boot Camp is a fun-filled, high-energy event designed to fine-tune and build recruiting skills for brokers, managers and recruiters.

We teach:

- 1) prospecting systems
- 2) dialogs
- 3) presentation skills and
- 4) closing techniques.

This hands-on program provides step-by-step instructions on implementing recruiting, retention and defensive strategies that have measurable results and practical value. It's also the perfect training ground for full-time recruiters who want to sharpen their skills and learn the latest recruiting techniques. The program is based on years of experience and field research and is presented using a hands on, interactive, how to approach to recruiting which includes:

- Proven systems for recruiting the agents you want
- One-on-one skill development and assessment with Judy LaDeur as well as your peers
- What works, in the world of recruiting, what doesn't and why
- Why social media is essential for today's broker
- The best-kept secrets of retention . What each of your agents want and need, and why
- A customized marketing strategy which is based on your tools and systems.
- Effective dialogue that gets you face-to-face with agents you want to hire
- Mastering the 7-step interview process makes it easy to hire top producers
- How to overcome the stalls and objections we hear from new and experienced agents
- Follow up techniques designed to stay in touch comfortably until they are ready
- The most common recruiting mistakes and how to avoid them
- We will teach you how to build value with your systems and tools so you don't have to 'buy' agents
- Each participant walks out with a complete customized recruiting system designed specifically for their office and marketplace

Customize this class and bring Judy to work with your team for just \$1,200.00 plus expenses.

***To learn more about these or any of
Judy's topics – call 630.402.0898***

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SALES ASSOCIATE TOPICS

How to Lower Your Stress and Dramatically Increase Your Income

Most of us have our own “style” that we use when working with buyers and sellers. But did you know that there are four distinct types of personalities? Each personality bases his or her decisions on different criteria and looks for different things? Emotional decision makers must “feel good” about you and what you have to say. They place less emphasis on money and facts. Logical decision makers look at the money and the facts. They do not need small talk in the presentation. They are very interested in technology and have usually done their own research prior to your arrival. I have studied behavior styles for over 30 years and I can’t imagine selling real estate today without understanding the specific needs of my clients and how to best relate to them. This was the #1 reason that I was consistently the #1 agent in my office. This is a fun and entertaining session that will change the way you look at everyone...not only in your business life, but in your personal life as well.

In this session, agents will learn:

- How to determine if the client is logical or emotional
- What the emotional and logical client needs to sign a contract
- What to look for when working with the emotional clients
- How each of their clients make their decisions
- How to improve relations in every aspect of your life

Selling Houses in Today’s Market: How to do it with only 1 showing, 80% of the time!

One of the toughest challenges that agents encounter with buyers, is overcoming their need to look at “everything” before choosing a home. Buyers want to look at 20-30 homes, and check out several communities. Sound familiar? This course will change the way you look at buyers and it will definitely change the way you work with buyers. Agents love this course! By simply making a few adjustments in your business, you can sell far more houses in less time!

In this session, you will learn:

- How to conduct a Buyers Consultation which gets them working with you to find their home.
- How to engage the buyer in the process
- How to know if they are going to buy the first time out, and how to make it easy for them.
- Showing techniques designed to reinforce their decision to buy their home, that day
- The secret to selecting the right homes for your buyers

Don’t let today’s market get you down! Learn the secrets that other top producers already know and have applied to keep their careers on track!

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Hottest New Broker and Agent Topic!

Build Your Business to Sell It and Learn How to Position Yourself to be the Agent of Choice in Your Market!

This Session can be for Brokers, Agents or both in the same audience! This is a great session to book for any convention or company meeting! It is THE Hot topic for Today's Market!

This is quickly becoming the most requested topic out there today and will remain at the top of the list for the next 5-10 years! Why? Recent NAR predictions state that over 50% of active real estate agents will exit the business over the next 5 – 10 years, most intending to simply walk away from the business they have spent years building. Of the agents that would like to sell their business most don't know how and without help would likely experience problems with tracking, second party referrals, collecting money or determining who is responsible for keeping the business going through marketing. Your agents do not need to walk away from their real estate business, and when you the broker help them sell it, you become the hero!

This course teaches agents or brokers **how to implement a system that will easily allow agents or brokers to sell or acquire a real estate business**, which is so important in today's market when so many baby boomers are planning their retirement. And it is NOT just for agents who are considering retirement in the next five years, it's a great opportunity for agents with five or less years in the industry who want a jump start by purchasing someone else's business, as well as agents who want to learn how to build their business the right way now, so that they can sell it for top dollar in the future. Top producers and teams are acquiring businesses from other top producers just to get their retirement plans back on track after the tough real estate recession they just encountered.

This is also a very important course for brokers. When agents walk away from their business, brokers lose market share and they lose profits! In the past, when brokers lost agents who were leaving the business, the thought was "There is nothing I can do about that!" Today, there is something you CAN do, and every broker should have this system in place. Not only it is a critical tool for retaining the business of agents who are leaving the business, it's a great retention tool. Your agents will want a company that will work with them to build and sell their business. It's also a great recruiting tool. When we called agents with other companies and said, "Would you be willing to come in and talk to us about how we can position your business to be sold for top dollar when you retire, and also help you find a buyer when the time is right? Most real estate businesses are being sold for \$100,000.00 or more!" 100% of the agents we talked to said "Yes!"

Looking for a speaker and a topic that is guaranteed to excite your audience? This is it!

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CUSTOMIZE YOUR NEXT EVENT...

Don't see what you're looking for? Judy is happy to customize the message to best match your needs at your next event. With high-energy, extraordinary content and real-world results – she ALWAYS delivers right on target!

Judy also provides:

- On-Site Coaching
- On-Site Consulting
- One-On-One Consultation and Training
- Assistance in Hiring and Training Recruiters
- And so much more!

THE RESULTS SPEAK FOR THEMSELVES:

"We have 6 offices, and 255 agents. Our agent count is in large part because of Judy Ladeur's recruiting program. Our recruiting was hit and miss and inconsistent. We contracted with Judy to train our managers to recruit the right way, and the results were amazing.. She not only teaches, but shows by example. She is amazing. Proof is in the pudding, as of April 15, we have a net agent gain of 17 year to date. If you want to double your agent count, call Judy NOW!"

-Steve Allcorn



INVESTMENT SCHEDULE

KEYNOTE or half-day (up to 3 hours): \$2,500 per day plus expenses.

Full Day (up to 6 hours): \$3,500 per day plus expenses

Talk to Judy Today About Making the Difference in YOUR Organization!

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Testimonials...

What brokers and recruiters around the globe have to say...

"There are many consultants who know the metrics of the brokerage business. There are a few who understand the human dynamics of clients and their firms. Judy LaDeur is among the handful throughout the industry who get both and has the experience across the years and hundreds of clients to really know where the keys to success will be for each individual client." -**Steve Murray, President, REAL Trends**

Judy is always smiling and full of energy and knows how to get brokers going into recruiting mode like no one else! -**Dario Castiglia, Regional Director Italy**

"Judy LaDeur has been the Mentor for our Management team since its inception. She is dynamic in her approach challenging even experienced management and ownership to new levels of achievement in recruiting, retention and business management. It has been a pleasure to work with Judy as she challenged us to even greater achievements. The proof of her approach is in the results. In our particular case, a new office in Mississauga now has over 75 experienced Realtors in just 7 month producing very strongly! After only four years in the business, our brokerage is now among the Top 20 brokerages in the Toronto Real Estate Board for sales transaction ends. Judy was an integral part of the development of our successful recruiting, retention and development program. Thank you, Judy for your assistance!" -**Darryl Mitchell, B.Sc.Agr. M.B.A., Manager Broker, Certified Mentor, International Real Estate Specialist**

"When I first heard about Judy, it was from my very best friend Gudrun Bjarnadottir, Broker Owner in Cannes France. I was told that Judy had the best approach to effective recruiting techniques. Olivier, my son met Judy at a conference and was immediately convinced that Judy had not only the experience but was on the top of her career. When someone reaches that level of expertise it can only bring success to the ones that will follow her advise and learn from her. I am so thrilled to say that there is no one as expert in the management skills, recruiting and coaching than Judy. She is the best, that is as simple as that." **Audree Mevellec, President & Co-Founder, International Real Estate Specialist**

"Judy does a wonderful job of teaching sales skills to the sales reluctant because she understands that what she is teaching is nothing but skills in human interaction that will benefit you in every relationship you have. She is teaching you how to find the need and offer solutions to fill those needs, to go beyond caring about agents but showing them how to achieve those things they truly desire by helping them come to the decision that is truly best for them." – **Jim Morgan Full Time Recruiter**

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Testimonials...

What brokers and recruiters around the globe have to say...

“One spring, faced with a ¾ empty office, bills, and the inability to get Experienced agents to talk to me, I called Judy LaDeur. My words? ‘Help me. If you can’t fix me, I’ll get out of the business.’ Two months later, I’m sitting in Chicago in a new program called ‘One-on-One with Judy LaDuer.’ I was intimidated, because I had no where to hide from Judy! For three days, she grilled me, taught me, helped me to discover what I didn’t know about myself. Judy showed me WHY I didn’t understand the interview process, how I made the same mistakes ALL THE OTHER BROKERS are doing, and how to present exactly what the potential agent needed to hear – so they would join my company. When I called Judy, we were the 34th company Wichita Kansas (by volume). As I right this, we’re now number 7, and (still rising) and just added our 3rd location. All this, and by my choice, I NEVER hire new agents. I find experienced agents that add to my bottom line without waiting to see who will make it, and who will quit before 6 months. Thanks Judy – I did what you told me to do, and you saved my business!” - **Greg Fox, Broker/Owner**

“We have had the pleasure of working with Judy in South Africa and the US over the last 15 years and have always liked her direct, methodical approach to recruiting and motivating people to prioritize recruiting . Over the years Judy has educated and inspired our people and we have in the process gained a friend and trusted advisor.” **Peter Gilmour, Chairman & Regional Owner**

"Judy's recruiting coaching and training skills are outstanding. Judy has delivered incredible value to me and all the other broker owners and recruiters she's works with. The depth of knowledge of real estate, building a profitable brokerage and recruiting solutions combined with her communication skills allows her to have an incredible impact. I would highly recommend engaging Judy to assist you with her coaching and training to help you build a more profitable brokerage or to sell your business. I'm so blessed to work with Judy professionally and even more blessed to call her my friend." - **Mike Schulte Recruiter**

“As a sales coach, trainer and recruiter, I am always looking for creative and exciting ways to engage candidates in the work that I love. Judy is a wonderful coach with a proven system that creates a better understanding of a recruits motivation. Her system is designed to allow a recruiter and coach to assist a potential employee in the decision making process in a very elective way. I have hired several new employees with tips I learned from her sessions. I thank Judy for adding new methods to my skills tool bag!” - **De Wilmore, Director of Career Development**

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