

# 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

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

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# Judy LaDeur International

## RECRUITING & MANAGEMENT TOPICS

### Productivity and Profitability from your Rookie Agents

Covid, combined with the strong real estate market, is driving consumers into real estate in record breaking numbers. The good news is that Brokers have lots of new agents entering the industry. The challenge is that many of these agents will fail due without the proper training and direction. Brokers need a system to get agents productive in their first 30-60 days. With clear expectations, accountability, direction and action-oriented training, any agent can be productive in under 30 days. This program is based on the same proven strategies that Tony Robbins, Zig Zigler and Brian Tracy applied to their training, Now you can use these same techniques in your office. Judy had presented this program worldwide with amazing results, and it all starts in the interview process. If your goal is to recruit new agents in 2021, then this class is for you. Your Rookie Agents will soon be out-producing your existing agents!

#### Learn...

- What NOT to say in the interview
- Why most agents fail their first year
- Specific activities for the first 6 months of their career
- Why the first 5 days is so important
- The formula to get them productive in under 30 days
- 5 questions that you should ask every new agent, every day, for the first 30 days.

*Time: 60 – 90 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

### Nail It In the First Interview!

Many brokers feel that you must interview an agent several times before you can ask them to join. Those who follow Judy's system sign 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 signing up agents, or at least getting their commitment, in the first interview.

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

#### Learn...

- How to set up the interview
- 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 recruit 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 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!
- There are 3 levels when determining value. If you are not at the 3<sup>rd</sup> level in today's market, there is a good chance that you are not showing enough value. I will teach you this new technique designed for today's market.
- Learn how to be the Broker that THEY are talking about.

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

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# *Judy LaDeur International*

## **RECRUITING & MANAGEMENT TOPICS**

### **Achieving Mastery Performance**

In today's competitive market, it takes more than being the best Broker in town to recruit the best agents in town. You must be the best option for that agent, PLUS you need to prove your value, and that requires skill.

This ALL NEW 2 day Course will teach you a new technique which focuses on the real value of what you have to offer.

I believe that in the absence of value, money becomes the substitute.

Anyone can buy an agent, but it takes skill to recruit the best agents, based on the VALUE of your tools and services.

There are new business models popping up daily with innovative ideas. The top agents are being offered HUGE sign on bonuses, and very creative compensation plans. They have been labeled The DISRUPTERS in our market.

Regardless of what you call it, anything that prevents you from recruiting and retaining the best agents is NOT good.

This "hands-on" workshop that WAS CREATED for the market that we are seeing TODAY!

Learn how to be the DISRUPTER in YOUR market and drive your competition crazy!

\*This 2 day course is focused on recruiting existing agents from your competitors. You can expand this course to 3 days to include the recruitment of new agents.

\*COVID Friendly: This course is also offered on line to a limited number of participants. You can learn from the comfort of your office/ home.

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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

\*This event can be customized and spread over 30 days for additional accountability and results!

***To learn more about these or any of  
Judy's topics – call 630.222.3324***

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## SALES ASSOCIATE & BROKER TOPICS

### **Selling Is Much Easier When You Know HOW They Make Their Decisions!**

Most of us have our own “style” that we use when working with buyers, sellers, or even recruits. 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. Logical people are interested in technology and have done their own research prior to your arrival. Drivers will base their decision on money and facts.

I have studied behavior styles for over 40 years and I can't imagine selling real estate today, running an office, recruiting, training or retaining agents without understanding how to best relate to them. 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.

For Brokers: The class focuses on retention, recruiting and coaching your agents based on their behavior pattern.

For Agents: The class focuses on how to more effectively list and sell real estate PLUS how to enhance working relationships with the other agents in the marketplace.

#### **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 the 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

#### **In this session Brokers will learn:**

- How to determine if the agent is a logical or emotional decision maker
- What the emotional and logical agent needs to sign the contract
- What to present when working with the emotional agents
- How each of their recruits and agents make their decisions
- How to retain each of the behavior patterns
- How to coach each of the behavior patterns
- How to improve relations in every aspect of your life

*Time: This session required a minimum of 90 minutes, but can be expanded up to 3 hours.*

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## 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

**Please call for international pricing.**

**\*Please note that in person training sessions and conventions are on hold due to COVID restrictions and guidelines. Please call for availability.**

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

***Call 630.402.0898***

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