



Leigh  
BROWN

## Books

**Outrageous Authenticity™**

*You Are Your Best Sales Weapon*

**The Seven Deadly Sins of Sales™**

*and the Deceptively Simple Strategies to Solve Them*

## Signature Topics

**7 Deadly Sins of Sales™**

**The Four Pillars**

**Effective Leadership:  
More Than Being “Just the Boss”**

**Focus. Cultivation. And LEGACY.**

*“In order to be successful in sales, you have to do one thing before anything else, every single day, and that is to get the hell out of your own way. And what is the best way to do that? It’s to reconnect with your why.”*

*- Leigh Brown*

Leigh is a successful REALTOR®, forward-thinking CEO, and #1 best-selling author. She runs one of the top real estate teams in the country, is a kickin’ keynote speaker, and LOVES everything baseball.

Leigh has a gift for motivating people to become a better version of themselves. She has achieved at the highest levels, and has worked with the highest ranks in business today. Her career path allows her the experience to impact business growth both large and small and her inspirational speeches have been heard all over the United States and the globe – from Miami to Dubai!

From CEO’s of premier companies to REALTORS® just learning their way, Leigh’s experiences can impact any journey. Whether it be leadership structure for the new era of business or rock-solid sales techniques to blast through your goal, Leigh wants to help YOU!

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*“We were excited to have Leigh Brown, CRS, as our Keynote Speaker for NEFAR’s 3rd Annual REBARCamp Event kicking off our 2015 Education Season! The level of excitement and energy that she brought with her will be hard to surpass! Her no-nonsense, down to earth delivery style reaches all levels and all ages...and she tells it like it is, from real life experiences. Whether new to the real estate business, or a seasoned professional, her advice will lead you down the path to success!”*

~ Cindy Foley, Education Director, Northeast Florida Association of REALTORS®

*“Leigh Brown delivers! I asked her to give a leadership presentation that she had to create from scratch, and the result was an off the charts winner. Great information delivered in a refreshingly entertaining and humorous style, and the attendees loved it. Leigh was one of our best received speakers of the past few years, and I definitely would work with her again.”*

~ Steve Francks, CAE, RCE - CEO, Washington REALTORS®

*“Leigh Brown was right on target with our convention audience both at our opening session and our CE program. We received many compliments about the offerings and she was great to work with and a pleasure to have at our convention. Many thanks from OAR!”*

~ Tim Lockwood, Ohio Association of REALTORS®, VP Professional Development

*“Thanks for your exceptional delivery of today’s National Code of Ethics presentation! Being able to handle almost 3 hours of information is no small feat! Know that your time, efforts and talents are most appreciated!!! Like you, I would hope to see Ethics be a more important highlight of our Professional responsibilities. All too often I come across those who seem to be clueless or just rude and disrespectful. Cheers to a better Professional Respect!”*

~ Sue Ross-Chayes, Douglas Elliman, Beverly Hills, CA

*“Thank you so much for your enthusiastic speech at RE/Success Rocks 2017! As always, you delivered on both content and entertainment value! Wishing you continues success.”*

~ Ken Trotter, REALTOR®, Sotheby’s International Realty

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## AFFILIATIONS

2018	NC Housing Finance Agency, Board Member
2018	RPAC Fundraising Trustees Chair
2018	REALTOR® Relief Fund, Board of Advisors, Member
2017	Residential Real Estate Council National President
2017	NC REALTORS® PAC Chair
2013 - Present	CRS Board of Directors (National), Member
2013 - Present	NCAR Legislative Committee
2015 - 2016	CRRA Audit/Budget/Finance Committee
2015 - 2016	NAR RPAC Major Investor Council
2015	NC CRS President
2014 - 2016	REBIC Board of Governors
2013 - 2016	NCAR Board of Directors, Member
2013 - 2014	CRRA Government Affairs Committee, Member
2012 - 2015	NAR Federal Financing and Housing Policy Committee, Member
2012 - 2013	NAR Professional Standards Committee, Member

## DESIGNATIONS

ABR, CRS, CDEI, CDPE, CLHMS, epro, SRES, SFR, AHVD,  
Cips, MilRes

Member of AAREA, NAHREP, NAREB, NAGLREP

## AWARDS

2018	Real Estate Video Influencer by BombBomb
2017	Inman Real Estate Influencers
2015 - Present	Inman News 101
2014 - Present	REAL Trends Top 10 Team - North Carolina
2014 - Present	RE/MAX Top 100 Worldwide
2014 - Present	Wall Street Journal/REAL Trends U.S. Top 200 Team
2007 - Present	RE/MAX Platinum, Chairman, Diamond Club Recognition
2016	Inman Innovator Runner-Up
2015	RPAC Hall of Fame
2013	NC CRS of the Year
2011	RE/MAX Lifetime Achievement
2010	RE/MAX Hall of Fame

## EXPERIENCE

2003 - Present	RE/MAX Executive, Broker/Owner
2000 - 2003	RE/MAX Metro Realty, Broker





## EDUCATION

Instructor Development Workshop (IDW), NC Real Estate  
Commission, 2017

Licensed in Real Estate, South Carolina (#48608), 2001,  
North Carolina (#213785), 1997

BSBA, University of North Carolina at Chapel Hill, 1996

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Recurring speaker and webinar host for  
Residential Real Estate Council (national office)

Recurring speaker for  
National Association of REALTORS® (national office)

Recurring speaker for  
REALTORS® Political Action Committee (RPAC)

Residential Real Estate Council, Dubai

REALTORS® of the Palm Beaches and  
Greater Fort Lauderdale, Florida

Pacific West Association of REALTORS®, California

Greater Boston Real Estate Board

Vietnam Real Estate Association

The Womens Club of Richmond, VA

Ohio REALTORS®

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## — 2018 —

AREA Retreat (MA)  
Athens Association of REALTORS® (GA)  
Boise Regional REALTORS®  
Boston CRS  
Calgary Real Estate Board  
California Association of REALTORS®  
Charlottesville Area Association of REALTORS®  
Cincinnati Area Board of REALTORS®  
Citrus Valley Association of REALTORS®  
Cobb Association of REALTORS® (GA)  
Coldwell Banker (OH)  
Collin Co Association (TX)  
Colorado REALTOR® Summit  
Columbus (GA) Board of REALTORS®  
Crown Realty (KS)  
CRS Sell-A-Bration 2018  
CRS Dubai  
First Weber (WI)  
Florida REALTORS®  
Gainesville-Alachua County Association  
Georgia Association of REALTORS®

Greater Boston Real Estate Board  
Greater Louisville Association of REALTORS®  
Gulf Coast Association  
Hawaii Association of REALTORS®  
Houston WCR  
Huntsville Area Association of REALTORS®  
Idaho Falls Association of REALTORS®  
Iowa Association of REALTORS®  
Jacksonville Board of REALTORS® (NC)  
Kannapolis City Schools  
Maryland REALTORS®  
Metro Toledo Homes  
Mississippi REALTORS®  
Mobile Area Association  
National Assoc of REALTORS®, Broker's Edge  
National Assoc of REALTORS®, Region 11 & 12  
North Carolina REALTORS®  
Northeast Louisiana REALTORS®  
Northern Virginia Association of REALTORS®  
Ohio REALTORS®  
OKC Metro Association of REALTORS®

Orange Chatham Association of REALTORS®  
Pacific West Association of REALTORS®  
Pennsylvania REALTORS®  
REALTORS® Association of Lake & Sumter Counties  
REALTORS® of Palm Beach & Ft. Lauderdale  
RE/MAX Ames, IA  
RE/MAX Integra Boston  
RE/MAX New England  
Richmond Area REALTORS® (VA)  
Sacramento Association of REALTORS®  
St. Louis REALTORS®  
Tennessee Association of REALTORS®  
Utah REALTORS®  
Vail Board of REALTORS®  
Virginia REALTORS®  
WCR Capital Region  
White Mountain Association of REALTORS® (AZ)  
The Womens Club (VA)

## — 2017 —

55places.com  
Alaska Association of REALTORS®  
Amelia Island - Region 5  
Andorra CRS  
Arizona Association of REALTORS®  
Arizona WCR  
Baldwin County Board of REALTORS® (AL)  
Boise Regional REALTORS®  
British Columbia Real Estate Association  
Charleston (SC) REALTORS®  
Collinsville (IL) CRS  
CRS Sellabration  
CRS Tennessee  
Daytona Beach Area Association of REALTORS®  
Gaston Co Association of REALTORS®

Great Smoky Mountain WCR  
Greater Kalamazoo Association of REALTORS®  
Greater Louisville Association of REALTORS®  
Illinois REALTORS® Jackson Area (MI) Association of REALTORS®  
Jacksonville (NC) Board of Realtor  
Johnston Co NC  
Knoxville Area Association of REALTORS®  
Lake Havasu (AY) Association  
Lake Havasu WCR  
Long & Foster (UA)  
Long & Foster Recharge (Wash DC)  
Maryland Association of REALTORS®  
Massachusetts Association of REALTORS®  
Metro Centre Association of REALTORS® (NJ)  
Michigan REALTORS® NC REALTORS®

Nebraska Association of REALTORS®  
NE Tennessee Association  
New Hampshire Association of REALTORS®  
New Orleans Metro Association of REALTORS®  
Northern VA Association of REALTORS®  
Ottawa Real Estate Board  
Real Estate Success Rocks  
RE/MAX Northern Illinois  
Remerica of Michigan  
South Dakota Association of REALTORS®  
Tallahassee Board of REALTORS®  
Texas Association of REALTORS®  
Virginia REALTORS®  
Wisconsin CRS  
Wisconsin Association of REALTORS®  
Wyoming REALTORS®

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## 7 Deadly Sins of Sales™

*Create an atmosphere for success by identifying ways to grow and succeed in business.*

You've heard about the 7 classic deadly sins, but what are the 7 Deadly Sins of Sales™? (To be honest, there are actually 10 in this presentation and Leigh reserves the right to add more!) During this session, Leigh walks through some of the classic mistakes of salespeople and present multiple ideas for correction. The end result? A more professional sales business paired with the happiest clients on earth, which results in a highly successful business!

ONE OF LEIGH'S MOST POPULAR TOPICS! Now a #1 best-selling book!

- Gain multiple remedies for corrections of common mistakes.
- Learn how to become a more productive salesperson through intentional changes in behavior and interactions.
- Establish solid relationships with clients that are built on trust and professionalism.

### ADDITIONAL INFORMATION

Topic can be tailored to your event — one hour KEYNOTE, three hour CLASS, or CE eligible lesson.

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## The Four Pillars

*Create a foundation fit to uphold long-term success through actionable concepts.*

Have you ever seen a mobile home that is built on wheels? Would you consider adding a second story to it, if it had no solid foundation? Many folks in business add people and gadgets with NO PLAN and then are left wondering why success is fleeting. In this session, Leigh examines the FOUR PILLARS (Motivation, Technology, People, Recommendations) of a successful sales business and how to strengthen each area with actionable techniques and ideas which will result in long-term success.

- Learn how to build a solid team foundation which will create long-term success.
- Understand how to navigate team expansion seamlessly.
- Learn from an established business woman who has implemented processes that work and catapulted her team to success.

### ADDITIONAL INFORMATION

Topic can be tailored to your event — one hour KEYNOTE or three hour CLASS.

### VIDEO INTRODUCTION

<https://youtu.be/caFHqH9szNQ>

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## Effective Leadership: More Than Being “Just the Boss”

*Attention leaders! It is time to learn the difference between “reason” and “purpose” to become more effective leaders.*

Having trouble finding your next leader? Through this course, leaders will gain a better understanding of what it means to be an active leader and will be better equipped to handle difficult situations as they arise. Nothing can negatively impact a team’s performance like having an ineffective leader, it leads to an underperforming team, unsatisfied clients, and missed opportunities. Effective, confident, and capable leadership can transform an association. Let your team reach their full potential under improved, positive leadership.

- Gain a better understanding of what being an “effective” leader means.
- Identify who you are leading. Can you lead without being controlling?
- Create a cohesive, organized association through effective leadership.

### AUDIENCE

- Board of Directors
- State Elected Leadership
- Local Elected Leadership

### ADDITIONAL INFORMATION

Topic can be tailored to your event — one hour KEYNOTE or three hour CLASS.

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## Focus. Cultivation. And LEGACY.

*Nurture a legacy that is relevant, has roots, and will grow!*

“Legacy”. A word usually reserved for end-of-life solicitations and bulletins at the funeral home. Also, a word that can haunt us as we consider our own personal clock. We wind up saying “YES” to everything, losing focus and gaining exhaustion with every passing week.

What is our goal? Is there a desired end result? Our legacy may be something that’s not going to appear until that distant, unknown future – but it is developing in the seeds we plant now.

This topic will make you think:

- How do you find the focus?
- What seeds will you plant?
- How will you nurture and cultivate those seed?

### ADDITIONAL INFORMATION

You have the tools! Join Leigh to learn how to best use them in this one hour KEYNOTE.

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Leadership  
Keynote  
Class  
CE eligible\*




Full Topic Descriptions at: [leighbrown.com/speaking/speaker-topics](http://leighbrown.com/speaking/speaker-topics)

Topics can be tailored to your event — one hour KEYNOTE, three hour CLASS, or CE eligible lesson.

\* CE Eligible Upon Request

	●	●	●	<p><b>7 Deadly Sins of Sales™</b> Create an atmosphere for success by identifying ways to grow and succeed in business.</p>
	●	●		<p><b>The Four Pillars</b> Create a foundation fit to uphold long-term success through actionable concepts.</p>
●	●			<p><b>Effective Leadership: More Than Being “Just the Boss”</b> It is time to learn the difference between “reason” and “purpose” to become more effective leaders.</p>
●	●			<p><b>Focus. Cultivation. And LEGACY.</b> Nurture a legacy that is relevant, has roots, and will grow!</p>
●	●			<p><b>Bridging the GAP: Geography/Age/Personality</b> Build common ground in an effort to create more member value and relevance in your associations future.</p>
		●		<p><b>How to Defeat External Threats</b> Understanding, observing, and avoiding your business threats are the keys to your success!</p>
		●		<p><b>How to Make It in Real Estate</b> Trust in a business relationship is not given freely, it is earned through professionalism.</p>
●	●			<p><b>Igniting the Passion</b> No one likes to feel like their work day is constantly repeating itself, right?</p>
	●			<p><b>Outrageous Authenticity™</b> Embrace authenticity and make the sales process fun! (Imagine that!)</p>
		●	●	<p><b>10+ Ideas for Creating a Delightful Client Experience</b> Learn the 10+ ways Leigh crafts a delightful client experience.</p>
		●	●	<p><b>Substance Over Ego</b> Learn about data presentation that leads to the best outcomes for your clients.</p>
		●		<p><b>The Top 10 Things to Post on Social Media</b> Learn the important engagement details of the most powerful marketing tool available.</p>
		●		<p><b>Turn Down the Noise, Turn Up the Volume</b> Revamp your messaging to reach buyers and sellers in today’s market, get stronger, and level up!</p>
		●		<p><b>3W’s of Attracting New Listings</b> Get in front of potential sellers and why they should select YOU as their REALTOR® professional!</p>

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