

WENDY RICHARDSON

REAL ESTATE COACH • AUTHOR • SPEAKER

PRESS KIT

Real Estate Experience.
Real Stories. Real Systems.

Inspiring real estate professionals to build resilient,
authentic businesses with systems that work.



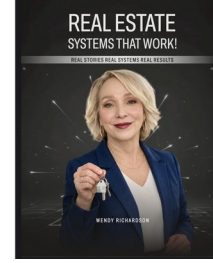
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ABOUT WENDY

Wendy Richardson is a seasoned real estate professional, author, coach and speaker with more than 18 years of experience in Canada and the United States. Three times she started over in a new real estate market - and three times she built a successful, top-producing business using relationships, resilience and repeatable systems.

Wendy is the author of REAL ESTATE SYSTEMS THAT WORK!, a practical and personal look at the industry through real-life stories, myths and truths, and proven strategies.

Before real estate, Wendy spent more than a decade as a professional speaker in Canada's health and wellness market, presenting at major conferences across Canada, including her signature keynote Stress and the Caveman. Today she brings that experience back to the stage with an energetic, relatable, humorous and refreshingly real style.



AUTHOR OF
REAL ESTATE
SYSTEMS
THAT WORK!

“You can experience setbacks, start over, adapt and still build an extraordinary business and life.”

SPEAKER PROFILE

Wendy's programs are designed for real estate conferences, brokerage events, leadership meetings, sales meetings, agent retreats, professional development programs, women's leadership events and business conferences.

- 18+ years in real estate
- 3 successful market start-overs
- 10+ years as a professional speaker
- Author, coach and entrepreneur
- Keynotes • concurrent sessions • workshops

KEYNOTE PRESENTATIONS

45-MINUTE MAIN STAGE PRESENTATIONS

RESILIENCE WROTE MY STORY

WHAT HAPPENS WHEN LIFE DOESN'T FOLLOW THE PLAN? YOU WRITE A NEW ONE.

Wendy takes audiences on an unforgettable journey through opportunity, reinvention, success, loss and starting over - with real estate often serving as her North Star. Her story includes profound personal loss, homelessness twice, failed marriages, immigration challenges, mission work in Guatemala and Zimbabwe, numerous moves and multiple career and business reinventions.

With humor, vulnerability and perspective, Wendy shares how every experience, skill, scar and story became part of the person and businesswoman she is today. Audiences leave understanding that resilience is not about avoiding adversity - it is about developing the courage, systems and mindset to keep moving forward when adversity arrives.

AUDIENCE TAKEAWAYS

- Build resilience when business or life doesn't go according to plan.
- Recognize strengths gained through adversity.
- Become more comfortable with change, reinvention and starting over.
- Use systems as anchors during uncertain times.
- Move forward with confidence, purpose and perspective.

REAL ESTATE CAVEMAN STYLE

FIGHT. FLIGHT. ADAPT. THRIVE.

Deep inside every sophisticated modern real estate professional is still a little bit of a caveman. The predators are no longer saber-toothed tigers and woolly mammoths. Today's predators are the low appraisal, the buyer with cold feet, the client who ghosts you, the lender who can't make the numbers work, the inspection report that feels like a horror novel - or the deal that falls apart two days before closing.

Drawing from her original Stress and the Caveman keynote, Wendy brings the concept into the wonderfully unpredictable world of real estate. Through humor, real-world stories and practical strategies, participants discover lessons in survival, adaptation and communication that help them remain the calm in the storm.

AUDIENCE TAKEAWAYS

- Recognize the fight-or-flight response before it takes control.
- Navigate stressful transactions with perspective.
- Move from scarcity thinking toward opportunity and abundance.
- Adapt effectively when circumstances suddenly change.
- Become the calm, confident professional clients need.

CONCURRENT CONFERENCE SESSIONS

Interactive sessions for real estate professionals at every stage of their careers. Sessions combine Wendy's real-world experience with practical exercises, strong messaging, action planning and accountability. Session guides can be provided.

THE HEART-MIND CONNECTION

Build a successful business without losing the heart behind it. Explore the connection between mindset, empathy, relationships, values and smart business practices - and create a business that can sustain the test of time.

REAL ESTATE CAVEMAN STYLE

Move from survival mode to thrive mode. Recognize stress reactions, develop strategies for staying calm and adaptable, and shift from scarcity to abundance when transactions become difficult.

DEVELOPING AN AUTHENTIC REAL ESTATE BUSINESS

Build the business that fits YOU. Step away from the noise, identify systems that align with your strengths and values, develop an execution strategy and evaluate the return on your time and money.

WHEN TO SAY YES TO EVERYTHING

What opportunity are you avoiding because you are afraid to try? Wendy challenges agents to explore YouTube, TikTok, podcasting and other opportunities as part of an intentional Social Media System.

SYSTEMS OVER SCRIPTS

Stop memorizing someone else's words and start building your own business. Explore repeatable systems for sphere of influence, open houses, farming, social media, buyers, sellers and business growth.

BRING WENDY TO YOUR NEXT EVENT

Wendy's presentations can be customized for real estate conferences, brokerage events, leadership meetings, sales meetings, agent retreats and professional development programs. Keynotes, concurrent sessions, workshops and book-based learning experiences are available.

**SPEAKING FEES AND PROGRAM PRICING VARY BASED ON EVENT FORMAT,
AUDIENCE SIZE, TRAVEL REQUIREMENTS AND CUSTOMIZATION.**

BOOK WENDY

Wendy Richardson

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REAL STORIES • REAL SYSTEMS • REAL RESULTS