

About Carla Cross, CRB, MA

Carla Cross, President of Carla Cross and Company, is an international speaker, trainer, and coach for real estate. She specializes in 'career development', business planning, leadership, and instructor development.



What sets Carla apart is her unique approach to performance mastery. For the first three decades of her life, she was a performing and teaching musician—from jazz and classical to pop (BA/MA). She understands and communicates how to get great performance, how to break through barriers, and how to coach and motivate. She even uses the piano and flute in her keynotes to inform and entertain.

Awards

Carla is a practitioner, not just a theorist! Through her four+ decades in real estate sales, management, ownership, and training, she has won numerous national awards for sales, recruiting, coaching, and training:

- Top 1% in sales in her 500 agent company (including during one of the worst recessions ever!)
- Top manager in her 19 office company
- In the top 3 of regional directors, largest real estate franchise in the world
- Author, 8 books and 20 resources for leadership, agents, and trainers
- Honored as National Realtor Educator of the Year by the National Association of Realtors
- Featured speaker at 16 NAR conventions (on leadership/training)
- Master level CRB (Certified Real Estate Broker) instructor for 12 years, training real estate leadership internationally
- Author, training/coaching programs for CRB, Re/Max Eastern Canada, Re/Max Europe, Re/Max Israel, Royal LePage Canada, GMAC, Windermere Real Estate, Better Homes and Gardens, and Keller Williams Realty International (was also an international faculty member)
- Most endorsed and recommended training resources by CRS and CRB
- Named one of 50 most influential women in real estate
- Her newest book, *Launching Right in Real Estate*, was chosen as one of the best new business books of the year, by Axiom Business Book Awards.
- National Speakers' Association leadership: former president, award-winning NSA Pacific Northwest Chapter (NSA member for over 2 decades)

Real estate leaders trust Carla. Her four+ decades of top management experience, coupled with her background as a CRB instructor, give Carla credibility few other speakers can match. Her 9 internationally published books, including best-seller *Up and Running in 30 Days*, are used by thousands of prospective new real estate agents internationally to launch careers fast. Her newest book, *Launching Right in Real Estate: What They Won't Teach You in Pre-License School*, gives would-be real estate agents the real scoop on real estate as a career.

Professional presentations. As a longtime musical performer and National Speakers' Association member, Carla delivers polished, fast-paced, entertaining and meaty presentations, supported with professionally developed PowerPoint presentations and detailed outlines/handouts for attendees. Because of her stage presence, sense of humor and acknowledged expertise, Carla is a frequent media guest and has been published in major real estate publications over 300 times.

Reach Carla at carla@carlacross.com or 425-392-6914. See her topics and resources at <https://carla-cross.com>.