



ELEVATE

AT  Windermere

Success starts with
the right support

elevatewindermere.ca.com

DIRECTOR OF CAREER DEVELOPMENT

LISA
LOZANO

Lisa Lozano is the Director of Career Development at Windermere Signature Properties where she leads the ELEVATE Coaching and Training Program. With a career in real estate dating back to 1997, Lisa has evolved from a successful agent to an accomplished real estate trainer and certified professional coach. In her current role, Lisa focuses on empowering both new and experienced agents with the skills and strategies they need to succeed. Through her proven coaching methods, Lisa focuses on empowering agents not only to master industry essentials but also to ELEVATE their business potential and create lasting and successful real estate careers.

ELEVATE unlocks potential and delivers real results

The ELEVATE training and coaching program is a live and in person course, spanning six weeks designed for real estate professionals at any stage of their career.

This unique and exclusive program transcends standard real estate training by prioritizing personal accountability, collaborative engagement, and experiential learning, all while cultivating a growth mindset—an essential quality in today's ever-evolving industry. This program not only imparts knowledge but also instills confidence by immersing agents in real-world simulations and empowering them to approach challenges with a forward-thinking outlook.



PROGRAM TOPICS

CONVERSATIONAL SKILLSET

You will learn to improve your current communication skills and learn new ones to help you initiate and maintain dialogue, adapt to situations, and engage effectively with other people within your business.

REAL ESTATE IN ACTION: HANDS ON SKILL BUILDING

Enhance your practical skills through interactive role play, simulating real-world situations like buyer/seller interactions, negotiation processes, and contract signing.

WEEKLY ACCOUNTABILITY SESSIONS

Weekly accountability sessions will provide you with a platform for goal setting, constructive feedback, and shared learning. These sessions foster motivation through celebrating wins and tackling challenges together while offering regular check-ins with accountability partners to boost commitment. You will also exchange strategies, refine business practices, and implement actionable suggestions from the group.

LISTING PROCESS & VALUE PROPOSITION

Master the art of prequalifying sellers with our comprehensive approach, including the Pre-Listing Interview, Pre-Listing Package, and proven Listing Process. Equip yourself with the tools and strategies needed to secure the listing every time!

BUYER PROCESS & VALUE PROPOSITION

Discover how to effortlessly and effectively prequalify buyers through gaining a deeper understanding of buyer psychology to keep your production high and streamline the sales process. Develop mastery in presenting and securing a Broker-Buyer Agreement with ease, setting the foundation for successful client relationships.

MINDSET MASTERY

Unlock your full potential by mastering mindset techniques that drive productivity, resilience, and confidence. Whether you're a seasoned agent looking to reignite your passion or a newer agent aiming to gain confidence, this class will equip you with the mental tools to thrive in your real estate career.



BUSINESS PLANNING WORKSHOP

Craft a personalized and comprehensive business plan, identifying your unique strengths, and goals with customizable templates to achieve YOUR version of success.

CONTRACTS

Gain the skills to confidently present the Residential Purchase Agreement, the Listing Agreement, and the Buyer-Broker Agreement to provide an exceptional client experience. These sessions equip you with practical insights and valuable “gold nuggets” to enhance your expertise and close transactions successfully. Understanding these essential contracts are key to elevating your professionalism and building trust with clients.

PSYCHOLOGY AND PERSUASION IN REAL ESTATE

Understand home buyer and seller psychology and use DISC profiles to communicate and connect effectively, building trust, and closing transactions with ease.

TOP OF MIND MARKETING: BUILDING LASTING CONNECTIONS

Stay unforgettable with marketing strategies designed to keep you at the forefront of clients’ minds. Learn how to leverage social media, branding, and personalized outreach to create meaningful relationships, generate referrals, and grow your real estate business.

NEGOTIATION STYLES & STRATEGIES

Discover the key negotiation styles, understand how to adapt your approach to different situations, and implement proven strategies to achieve successful outcomes. From navigating complex deals to fostering collaboration, this class equips you with the skills to confidently handle any negotiation and advocate effectively for your clients.

OPEN HOUSE STRATEGIES; BEFORE, DURING & AFTER

Unlock the full potential of your open houses by mastering strategies for every stage. This class focuses on effective prospecting techniques to engage the neighborhood before the event, ensuring maximum visibility and attendance. Learn how to create a welcoming experience during the open house and implement follow-up systems to turn connections into clients. Boost your business with proven methods that drive results.

SCRIPTS LIBRARY

You will have access to Windermere Signature Properties comprehensive collection of real estate scripts designed to enhance your professional tool kit. Our library features scripts that are mindfully crafted to help you navigate common scenarios and challenges in the real estate industry and elevate your client interactions.