Negotiation Under Pressure

Real Conversations. Real Scenarios. What Actually Works.

A practical guide to staying composed, structuring smarter offers, managing emotion, and using language that keeps difficult real estate negotiations moving.

Career College Group

Contents

Composure Is the Real Advantage

Every real estate transaction contains some pressure. An offer arrives lower than expected. Several buyers are competing for the same property. A closing date suddenly becomes a problem. A client becomes frustrated. Another agent sends an email that sounds more aggressive than it probably needed to be.

The pressure itself is not unusual. What matters is what happens after it appears.

It is easy to think of a strong negotiator as someone who pushes harder, speaks more forcefully, or refuses to give ground. In practice, those behaviours can make a difficult transaction even harder. A reactive agent may turn a low offer into an insult, a disagreement into a confrontation, or a temporary impasse into a deal that cannot be recovered.

A composed agent behaves differently. They slow the moment down. They gather information before deciding what something means. They separate the client's emotion from the structure of the deal. They look for variables that have not yet been discussed.

> Negotiation under pressure is not about eliminating pressure. It is about learning to work effectively inside it.

That is the purpose of this guide.

What You Will Learn

This guide focuses on four practical skills that become especially important when a real estate negotiation becomes difficult.

Stay Composed Under Pressure

Learn how to create enough space between the event and your response to avoid making an emotional decision on behalf of your client.

Structure Smarter Counters

Look beyond the purchase price and understand how deposits, closing dates, conditions, timing, and other terms can change the shape of a deal.

Manage the Emotional Layer

Recognize when frustration, attachment, fear, pride, or a breakdown in communication is becoming more important than the numerical disagreement itself.

Use Language That Keeps Options Open

Learn how calibrated questions, labels, trial closes, and forward-leaning phrases can continue a conversation without giving away your client's position.

These are not tricks or tactics designed to manipulate another person.

They are practical communication habits that help an agent think more clearly, gather better information, and represent a client effectively when the conversation becomes difficult.

Negotiation Is a Process, Not a Contest

One of the easiest ways to make a negotiation harder is to begin with the assumption that there must be a winner and a loser.

A **contest mindset** sees a fixed pie. If the buyer gains something, the seller must have lost it. If one side moves, the other side has won. That way of thinking encourages agents to defend positions, match ultimatums, and focus on whether the other side is "beating" them.

A **process mindset** asks a different question:

> What would the deal have to look like for both sides to be able to say yes?

That does not mean both sides receive everything they want. They usually will not.

It means recognizing that both sides have needs, both sides have information, and those needs are rarely identical.

A seller may value price most. Another seller may care deeply about a specific closing date. A buyer may have limited room on price but tremendous flexibility on conditions. One side may care about certainty while the other needs time.

The negotiation becomes more productive when the agent stops treating every variable as a point to win and starts looking for the shape of an agreement.

Key Takeaway: Your job is not to defeat the other side. Your job is to represent your client while finding out whether a workable deal exists.

The Four Levers of Negotiation Under Pressure

Most difficult real estate negotiations involve some combination of four things.

1. Handling Pressure

Pressure creates urgency, and urgency encourages reaction. Strong agents learn how to pause long enough to separate the facts of the deal from their first emotional response.

2. Structuring Counters

Price gets most of the attention, but price is rarely the only variable. Deposits, conditions, closing dates, irrevocability periods, and other terms can all create value.

3. Managing Emotions

Clients are making major financial and personal decisions. Sellers may be attached to their homes. Buyers may be afraid of losing a property. Agents may feel pressure from both sides. Ignoring that emotional layer does not make it disappear.

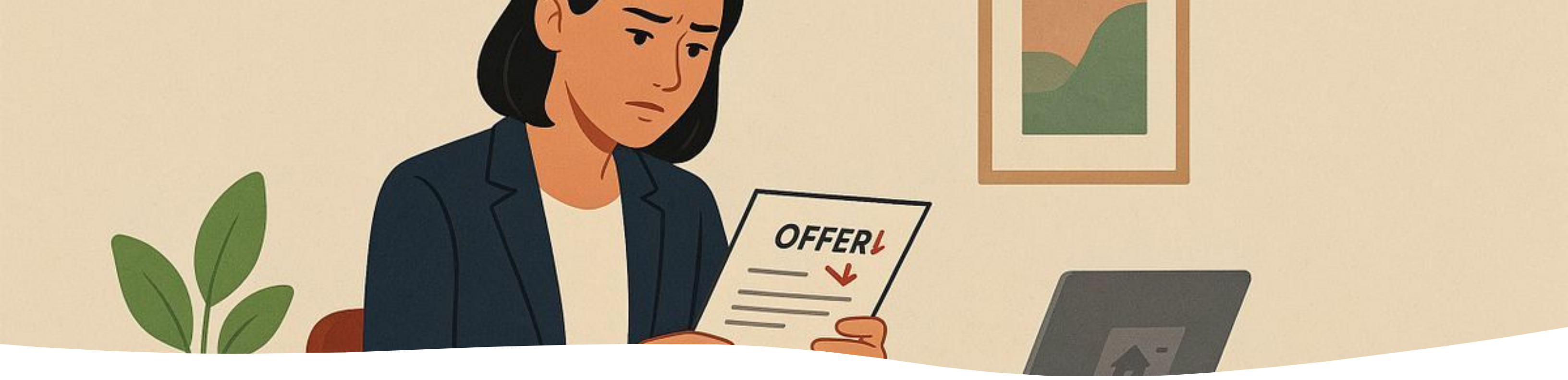
4. Clear Language

The words used during a negotiation matter. Some phrases create room for another conversation. Others create positions that become increasingly difficult to change.

These four areas work together.

A composed agent asks better questions. Better questions uncover more variables. More variables create better counters. Better counters reduce unnecessary conflict.

Key Takeaway: Good negotiation is rarely one dramatic move. It is a series of disciplined decisions.



Handling Pressure in a Live Negotiation

Imagine that you are representing a seller.

The property was priced aggressively and has now been sitting on the market for several weeks. Showings have slowed. The seller is becoming frustrated and beginning to wonder whether something is wrong.

Then an offer finally arrives.

It is low.

Very low.

The buyer has also given you a tight deadline to respond.

This is one of the moments when an agent's emotional control matters most. The temptation is to look at the price, decide the buyer is being unreasonable, and immediately call the seller with that interpretation.

But the offer contains more information than its price.

What is the deposit? What conditions are included? What is the proposed closing date? How long is the offer irrevocable? Are there terms that create certainty for the seller?

And perhaps most importantly: **why did the buyer choose this number?**

An offer is not simply something to accept or reject. It is information.

The first responsibility of the agent is to understand what has been placed in front of them before deciding how to respond.

The Lowball Offer: Same Offer, Two Outcomes

Two agents can receive exactly the same offer and create very different outcomes.

Agent A: React First

Agent A reads the price and immediately calls the seller.

"They're insulting us."

The seller was already disappointed by the lack of activity. Now the offer feels personal.

The counter reflects that emotion. The seller moves only slightly below asking and the message to the buyer is essentially: take it or leave it.

The buyer leaves it.

The listing remains on the market for several more weeks. Eventually the seller becomes even more motivated and accepts a lower price than might have been possible earlier.

Agent B: Learn First

Agent B reads the offer twice.

Instead of immediately calling the seller, the agent studies the deposit, conditions, closing date, and other terms. Then they call the buyer's agent.

Not to argue.

To learn.

That conversation provides context. Agent B can now call the seller with information and a strategy instead of simply delivering bad news.

The eventual counter may include movement on price, but it may also ask for a larger deposit, tighter conditions, or a different deadline.

Same offer. Same seller. The difference is what happened during the first few minutes.

Four Moves That Slow the Moment Down

Pressure makes speed feel important. Sometimes the better move is to deliberately slow yourself down.

1 The Five-Second Pause

You do not need to fill every silence. When you hear something unexpected, give yourself a few seconds before responding. The first sentence that enters your mind is often driven by emotion rather than strategy.

2 Agent Before Client

When appropriate, speak with the other agent before calling your client. Your client may be reacting to the situation personally. The other agent may be able to give you information that helps you frame the conversation more productively.

3 Ask Instead of Assume

A low price does not tell you why the buyer chose it. A difficult condition does not tell you why it matters. Ask questions before building a strategy around assumptions.

4 Notice Your Own State

Negotiators are not machines. Fatigue, stress, hunger, frustration, or pressure from another transaction can influence judgment. Before making an important call, ask yourself a simple question: **Am I reacting to this deal, or am I bringing something else into it?**

Key Takeaway: Composure is not passive. It creates the space required to make a better decision.

Calibrated Questions: Learn Before You React

Some questions are technically questions but do very little to advance a negotiation.

Consider:

> **"Can your buyers come up on price?"**

The other agent can answer with one word: "No." Very little has been learned.

Now try:

> **"How did your buyers land on this number?"**

The other agent has to explain. Perhaps the buyers are responding to a recent comparable. Perhaps they are concerned about repairs. Perhaps the number is simply an opening position and there is more flexibility than the written offer suggests.

The purpose of a calibrated question is to create explanation. Other useful examples include:

"What would need to be true for your sellers to accept this?"

"What is most important to your buyers besides price?"

"What is the hardest part of this deal from your side?"

"If we could not move on price, where else might we find common ground?"

None of these questions guarantees an agreement.

That is not the point.

Their value is that they help uncover information that was not visible in the original offer or counteroffer.

Key Takeaway: Better information creates better options.

Structuring Counters Beyond Price

Price is the easiest part of an offer to see, so it often becomes the centre of the negotiation.

But an offer is a package.

A seller may prefer $850,000 to $840,000, but that does not automatically mean the $850,000 offer is better.

What if the first offer has a small deposit, several conditions, and a closing date that creates a problem? What if the second offer provides a substantial deposit, greater certainty, and the exact closing date the seller wants?

Now the comparison is different.

Real estate transactions contain multiple variables, including:

Purchase price	**Deposit**	**Closing date**	**Financing conditions**
Inspection conditions	**Irrevocability**	**Included or excluded items**	**Other terms that affect certainty or convenience**

A thoughtful counter asks which variables matter most to each side.

This is particularly useful when one area has stopped moving.

If the seller will not reduce the price further, perhaps something else can change. If the buyer cannot change the closing date, perhaps another term can compensate for that limitation.

> The more variables you understand, the less likely you are to become trapped in a one-dimensional negotiation.

The Multiple-Offer Scenario

Imagine you represent a buyer who has found a property they love.

It is a seller's market. Several other offers are expected. Your client has a maximum budget, and you know simply telling them to "bid higher" cannot be your entire strategy.

Agent A

Agent A assumes price will decide everything.

"Go $50,000 over asking. There are a lot of offers. Hopefully it is enough."

No call is made to the listing agent. No additional information is gathered.

The offer contains a standard deposit, ordinary closing terms, and a financing condition.

Agent B

Agent B calls the listing agent before offer night.

During the conversation, the agent learns that the seller is downsizing and needs additional time before moving. That matters.

Instead of trying to win solely through price, Agent B builds a package around what the seller actually needs: a strong price, a larger deposit, a longer closing, fewer conditions.

The offer may not have the highest number on the first line, but it can still be the most attractive package.

Key Takeaway: Before asking how much more your client should offer, ask what else might matter to the other side.

The Whitby Bungalow

A real transaction illustrates how much the full package can matter.

The property was a detached bungalow in Whitby with an estimated value of approximately $650,000. Five offers were expected.

The buyer did not need financing.

Before preparing the offer, a conversation with the listing agent revealed an important detail: the seller was a senior moving to a care home.

Price was important, but timing and certainty mattered too.

The offer was structured at:

$630,000 purchase price	$200,000 deposit
30-day closing	One condition — inspection

Other offers came in around $670,000 and $650,000. On price alone, this offer ranked third.

After submitting it, the buyer's agent called the listing agent and explained why the package represented a safe, workable transaction for the seller.

The offer was accepted.

The lesson is not that price does not matter. Of course it matters.

The lesson is that **price exists inside a larger decision**. A seller is not selecting a number from a spreadsheet. They are selecting an entire transaction with a particular level of certainty, timing, risk, and convenience.

Key Takeaway: Find out what the other side values before assuming you know what will win.

Four Principles for Structuring Better Counters

1 Counter as a Package

Avoid changing only one line whenever several variables are available. Think about price, deposit, timing, conditions, and certainty together.

2 Substitute Variables

When one area cannot move, explore another. A buyer may have reached their price limit but be able to increase the deposit. A seller may not accept a lower price but may have flexibility on closing. The question becomes: **What can move if this cannot?**

3 Talk Before and After the Offer

The written offer communicates the terms. The conversation communicates the reasoning. Call before submitting when there is useful information to gather. Call afterward when explaining the structure may help the other agent understand why the offer works.

4 Be Careful With Walk-Away Language

"Final" should mean final. Every time an agent says "best and last" and then moves again, the words become less credible. You do not need to threaten the end of a negotiation simply to appear strong.

Key Takeaway: Preserve your credibility. Use firm language when the position is genuinely firm, not as a substitute for strategy.

Managing the Emotional Layer

Real estate is financial, but it is rarely emotionless.

A seller may have lived in a home for 25 years and attach meaning to the price. A buyer may already be imagining their family living in the property. A client who believes they are about to lose a deal may become far more rigid than they were an hour earlier.

Agents are affected too.

A long day, a difficult client, an aggressive email, or a deal that has already required hours of work can change how a person responds.

This matters because many negotiations that appear to be stuck on a number are actually stuck somewhere else.

Pride. Fear. Frustration. The need to feel heard. A feeling that the other side is being disrespectful.

Ignoring those factors does not make the negotiation more rational. It simply allows emotion to operate without being acknowledged.

The agent's role is not to become a therapist or to solve every feeling in the transaction.

It is to recognize when emotion is beginning to control the process and then help move the conversation back toward a solvable problem.

Key Takeaway: Sometimes the first step toward solving the numbers is reducing the emotional temperature around them.

The Closing-Date Deadlock

The deal had been moving well.

Then the closing date became a problem.

The seller needed 30 days. The buyer needed 60. Neither side appeared willing to move.

Emails became shorter and sharper. The other agent stopped answering calls as quickly. What began as a scheduling issue was becoming a conflict.

Reactive Approach

"The other side is being unreasonable. Hold firm."

That framing gives the client an opponent.

The email chain continues. Every written response makes the positions more public and harder to change.

Eventually the deal dies over the closing date.

Problem-Solving Approach

"Both sides are stuck on something solvable. Let me work it."

A phone call reveals the real issue. The buyer's existing property does not close until day 55. The buyer is not emotionally attached to a 60-day closing — they are trying to solve a financing gap.

Now the problem has a number attached to it. The cost of bridging the difference is approximately $4,500. That cost creates another possible negotiation.

Instead of arguing over 30 days versus 60 days, the parties can discuss how to solve the actual financial problem. The transaction moves forward.

Label Without Conceding

One of the simplest ways to reduce tension is to accurately name what appears to be happening.

For example:

> **"It sounds like your sellers feel really attached to that number."**

Notice what this statement does not do.

It does not say the sellers are correct. It does not say your client agrees. It does not promise to move.

It simply recognizes that the number carries emotional importance for the other side.

That distinction matters.

When people feel that their concern has been dismissed, they often repeat it more strongly. They explain again. They defend it. They dig in.

When the concern has been accurately acknowledged, the conversation may be able to move somewhere else.

You can use the same approach with other issues:

"It sounds like the closing date is creating most of the concern."

"It seems like certainty is more important here than squeezing out another few thousand dollars."

"It sounds like your buyers are worried about what happens if they remove that condition."

A label is not an agreement. It is evidence that you are listening closely enough to understand the real issue.

Key Takeaway: People are often more willing to explore alternatives after they feel understood.

Why the Phone Beats Email

Email is efficient. It creates a written record. It allows documents and information to move quickly.

But it is often a poor place to resolve an emotionally charged negotiation.

Email Can Harden

Tone is difficult to read. A neutral sentence may sound hostile. A short response may feel dismissive.

Once someone has stated a strong position in writing, moving away from it can feel like backing down.

Every reply can make the conflict slightly more formal.

A Phone Call Can De-Escalate

A live conversation restores information that email removes. You hear tone. You hear hesitation. You can ask a question immediately instead of interpreting a sentence for 20 minutes. You can pause. You can clarify. You may even discover that the other agent is far less upset than their email sounded.

There are situations where written communication is necessary, and important decisions still need to be properly documented.

But when communication begins deteriorating, sometimes the most productive move is also the simplest:

> **Pick up the phone.**

The other agent is a professional working through the same difficult transaction.

Treat them like a colleague and you are more likely to have a collaborative conversation.

Treat them like an enemy and the negotiation may begin to behave like a fight.

Clear Language That Moves Deals

Agents spend enormous amounts of time learning forms, contracts, market information, and sales processes.

Far less attention is often given to the actual words used during a difficult conversation.

Yet those words shape what happens next.

Consider two responses to the same problem.

"My client will never accept that."

The first sentence closes a door.

"Help me understand what is driving that number."

The second asks for information.

Or compare:

"Take it or leave it."

Both can represent a firm client position. But only one creates another path for the conversation.

"Here is what we could offer if your side could move on the closing date."

Both can represent a firm client position. But only one creates another path for the conversation.

Clear language does not mean being vague or avoiding difficult messages. Your client may genuinely be unwilling to move. A deal may genuinely have reached its limit.

The goal is simply to avoid ending the conversation before the underlying options have been explored.

Key Takeaway: Do not confuse aggressive language with strong representation. A calm sentence can protect your client just as effectively while preserving more options.

The "Final Offer" Trap

You receive a counteroffer.

At the bottom of the message, the other agent writes:

> **"This is our final offer."**

What happens next?

Agent A

"Then we're done. Our previous counter was final too."

Now both sides have publicly declared that no movement is possible.

Even if another solution exists, each agent has created a credibility problem if they try to explore it.

The negotiation ends.

Agent B

"I hear you. Let me share something that might change the math."

Agent B does not argue with the word "final." Instead, the agent introduces new information. Perhaps there is a comparable property that changes how the number should be viewed. Perhaps a different combination of price and terms can solve the issue.

The agent may then test the possibility: **"If we could get to X, could your sellers work with a 30-day closing?"**

Suddenly the supposedly final position becomes part of a new conversation.

Not every final offer is a bluff. Some really are final.

But there is rarely an advantage in helping the other side build a wall around a position before you know whether the wall is necessary.

The Trial Close

A trial close allows you to test the shape of an agreement before asking your client to formally commit to it.

The structure is simple:

> **"If we could do X, would Y work?"**

For example:

"If we could get you to $850,000, would your sellers take a 60-day closing?"

"If your buyers removed the financing condition, would your sellers reconsider the inspection condition?"

"If we could solve the bridge financing issue, could everyone close on day 30?"

The advantage is that you are not simply giving something away and hoping the other side responds.

You are connecting movement on one variable to movement on another.

That matters because concessions made in isolation can quickly become the new starting point.

A trial close helps determine whether there is an actual exchange available.

It also gives both agents something concrete to take back to their clients:

"If they did this, would you be prepared to do that?"

The question is conditional. No one has committed yet. But the possible deal begins to take shape.

Key Takeaway: Test the exchange before you give away the concession.

Words That Move Deals. Words That Kill Them.

The language of negotiation tends to lean in one of two directions. Some phrases assume there may still be a solution. Others announce that the solution is disappearing.

Forward-Leaning Language

"What would need to be true for this to work?"

"Help me understand..."

"Let me share something that might change the math."

"If we could get to X, would Y work?"

"What matters most to your side?"

"Here is what we can offer if..."

These phrases are useful because they invite information, alternatives, or conditional movement.

Deal-Killing Language

"Final offer."

"Take it or leave it."

"My client will never accept that."

"We're done here."

"This is our best and last."

"They need to be reasonable."

There may eventually be a moment when a deal truly is finished.

But do not arrive there accidentally because your language became more absolute than your client's actual position.

Practical Habit: Write down several forward-leaning phrases in language that sounds natural to you. Read them before a difficult call until they become part of the way you communicate.

Pressure Changes Your Decision-Making

One reason negotiation skills require practice is that people do not think exactly the same way under pressure.

When an offer expires in an hour, a client is upset, and another agent is waiting for an answer, the situation creates urgency.

Urgency narrows attention.

You may focus almost entirely on the number that bothered you and stop noticing the rest of the offer.

You may interpret a short email as disrespectful.

You may call your client before you have enough information to explain the situation properly.

You may say something absolute simply because you want the discomfort of the negotiation to end.

This is why small habits matter.

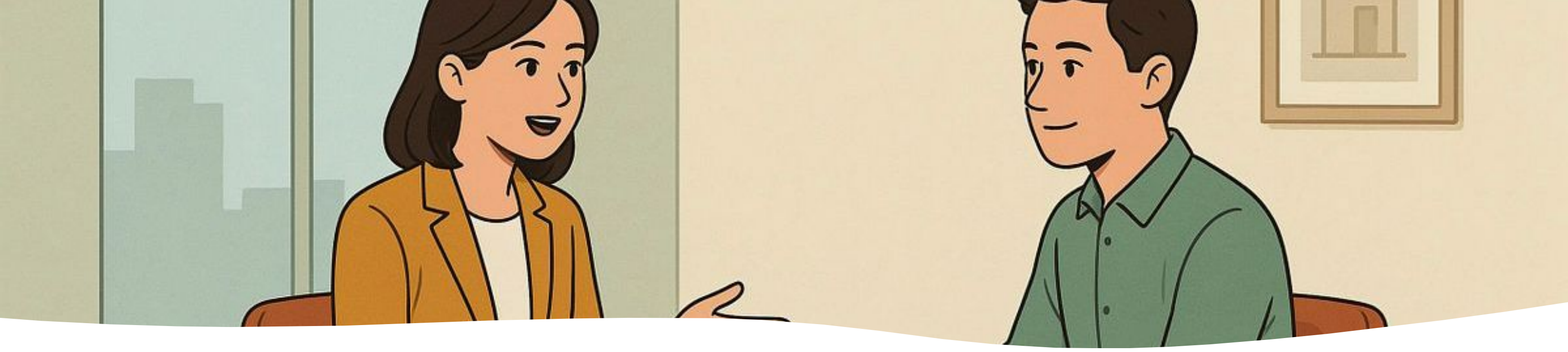
The five-second pause sounds almost too simple to be useful. It is useful precisely because it interrupts the automatic reaction.

A calibrated question does the same thing. Instead of defending a position immediately, you become curious about how the other side arrived there.

Calling the other agent before calling an emotional client creates another small interruption.

Each habit gives you a little more time and a little more information.

Key Takeaway: Under pressure, good process protects you from your own first reaction.



Practice Before the Stakes Are High

Negotiation skill is not something you either naturally possess or do not.

It can be practised.

The best time to practise is not when your client has hundreds of thousands of dollars attached to the outcome.

Start in ordinary situations.

Use a calibrated question during a conversation with a friend.

Instead of arguing with someone's frustration, try labeling it:

> **"It sounds like that part is what bothered you most."**

Notice whether the conversation changes.

Try a trial close while negotiating a small purchase:

> **"If I picked it up today, would that price work?"**

Practise the five-second pause during a phone call. Allow a little silence instead of immediately filling it.

Study experienced negotiators and listen less for clever lines than for the structure of their conversations.

How often do they ask instead of tell? How do they respond to pressure? How do they keep another person talking?

Chris Voss's *Never Split the Difference* is one resource discussed in the presentation and provides additional examples of calibrated questions, labeling, and related negotiation techniques.

> **Key Takeaway:** Skills used automatically under pressure are usually habits that were built when the pressure was low.

Your Negotiation Preparation Checklist

Some of the most important negotiation work happens before the difficult conversation begins.

Before making the call, take a moment to organize what you know.

Know Your Client's Priorities

What matters most? Price? Timing? Certainty? A particular condition? Which issues are preferences, and which are genuine limits?

Review the Entire Offer

Do not let one number dominate your attention. Look at the deposit, closing, conditions, deadlines, and any other relevant terms.

Identify the Unknowns

What information are you missing? Why did the other side choose this number? Which part of the deal matters most to them? What problem might they be trying to solve?

Prepare Questions

Write down two or three questions before the call. You are much more likely to ask a useful question if you have already thought about it.

Check Your Own State

Are you calm enough to make the call? If not, give yourself a few minutes if the timeline allows it.

> A prepared negotiation begins with clarity about what you know, what you do not know, and what you need to learn next.

Your Action Plan for This Week

Negotiation habits become useful when they become familiar. Choose a few specific actions and practise them during the next seven days.

Write Five Calibrated Questions

Create five questions you could realistically use with another real estate professional. Do not simply copy examples. Rewrite them in your own voice. Then say them out loud. A sentence that looks good on a page may not sound natural when you actually have to use it.

Build Your Forward-Leaning Phrase List

Choose several phrases that keep a conversation open. For example: "Help me understand..." / "What would need to happen for this to work?" / "If we could solve X, could your side move on Y?" Keep the list somewhere accessible.

Practise the Five-Second Pause

Choose one phone conversation and intentionally pause before responding to an unexpected statement. Five seconds can feel surprisingly long. That is part of the exercise. Notice whether the pause changes what you decide to say.

Your Action Plan — Continued

Label One Difficult Emotion

In a low-stakes conversation, acknowledge what the other person appears to be feeling without trying to correct it. "It sounds like that was frustrating." Notice the difference between recognition and agreement.

Study One Negotiation Conversation

Watch an interview, presentation, or negotiation example from an experienced negotiator. Spend 15 minutes paying attention to the questions, pauses, and language rather than simply the outcome.

Re-Run One Past Deal

Choose a transaction that became more difficult than expected. Replay the negotiation from the beginning. Where did the conversation change? What information was missing? Were you negotiating only price when other variables existed? Did email make the conflict worse? Did anyone use language that made movement more difficult? Most importantly: **What would you do differently now?**

Do not try to change every habit at once.

Choose one or two techniques and use them repeatedly until they begin to feel natural.

Key Takeaway: Improvement comes from reviewing real situations, practising deliberately, and carrying the lesson into the next conversation.

Composure Wins

Negotiation under pressure is not about becoming tougher.

It is not about having the perfect comeback.

It is not about being the person in the conversation who refuses to move.

The strongest advantage is often much quieter.

Composure allows you to read the offer twice instead of reacting to the first number you see.

It reminds you to call the other agent and gather information before telling your client what the situation means.

It helps you notice that price is only one variable.

It allows you to acknowledge emotion without becoming part of it.

It keeps you from answering "final offer" with another final offer simply because the language made you defensive.

And it gives you enough space to ask:

> **What would need to be true for this deal to work?**

None of these techniques guarantees that a transaction will close.

Some deals should not close. Sometimes the positions genuinely cannot be reconciled.

Successful negotiation is not measured by forcing every deal across the finish line.

It is measured by representing your client thoughtfully, understanding the available options, communicating clearly, and making sure a solvable transaction does not fail simply because pressure took control of the conversation.

> **Not aggression. Not toughness. Not who pushes harder.**

Composure wins.

About This Ebook

This guide is based on Career College Group's **Negotiation Under Pressure** presentation, delivered by Sameer Amini, Lead Facilitator for the Real Estate Program.

It is designed for current real estate students, future professionals preparing to enter the industry, and newer agents developing the communication and judgment required to work through difficult transactions.

The guide focuses on four practical areas:

Composure

Slow the moment down and avoid allowing an emotional reaction to become a negotiating strategy.

Structure

Look beyond price and understand how the complete package of terms can create a workable agreement.

Emotion

Recognize when frustration, fear, attachment, or a communication breakdown is preventing the parties from addressing the actual problem.

Language

Use questions, labels, conditional offers, and forward-leaning phrases that keep useful options available.

Watch the Webinar

This ebook is based on Career College Group's **Negotiation Under Pressure** webinar.

careercollegegroup.com/realestate/webinar-negotiation-under-pressure/

[Gamma: Add QR code linking to the webinar page]

About the Author

Sameer Amini

I started my real estate career about 12 years ago with a hands-on approach, learning everything I could about the industry, from the fine print in contracts to the people-first mindset needed to serve clients at a high level. Early on, I gained experience managing transactions, building relationships, and navigating the compliance side of the business. That foundation shaped how I lead today.

Over time, I moved into leadership roles, including Broker of Record and Director of Operations at several brokerages across Toronto. I've developed training programs, built systems for compliance and efficiency, and supported agents in both residential and commercial real estate. I have mentored and provided consultation to high producing teams, brokerage owners, and other industry professionals.

Today, I'm proud to serve as Director of Operations at The Agency, Brokerage, where we focus on luxury properties with values over $10,000,000+. I manage compliance, training, onboarding, and day-to-day operations, ensuring the office runs smoothly and agents have the support they need to succeed.

I bring a mix of operational strategy, technical knowledge, and a strong belief in mentorship to every project I take on. Whether it's improving systems, coaching agents, or leading compliance, I aim to raise the bar, one interaction at a time.

For nearly five years, I also mentored and trained learners and educators as a Facilitator at Humber College, helping shape Ontario's real estate education landscape. That journey has continued with my current role as Lead Facilitator at Career College Group, where I help deliver RECO's real estate program to new aspiring agents across the province.

> I am excited to help you on this journey — from mastering the course material to developing the mindset and skills needed to thrive in the field. Expect a learning experience that's interactive, practical, and focused on your growth.

Take the Next Step in Your Real Estate Training

Strong negotiation skills develop through knowledge, deliberate practice, and experience working through real situations.

The same is true of the other skills required to build a successful real estate career. Professional communication, client service, judgment, organization, and confidence all become stronger when they are supported by structured learning and practical preparation.

Career College Group provides RECO-approved real estate education designed to help learners progress through Ontario's real estate education pathway while building the knowledge and confidence needed for the profession.

To learn more about Career College Group's Real Estate Program, visit:

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Explore the program, available learning pathways, instructor support, and options for getting started.

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