

## SAMPLE TOPICS

- **MINDSET MATTERS:** OVERCOMING SELF-DOUBT & FEAR IN REAL ESTATE
- **CONTENT THAT CONVERTS:** HOW TO USE SOCIAL MEDIA TO GET CLIENTS
- **TIKTOK & INSTAGRAM REELS FOR REALTORS** – GROWING YOUR BRAND WITH SHORT-FORM VIDEO
- **BUILDING A BRAND THAT SELLS** – HOW TO STAND OUT IN A CROWDED MARKET
- **CLIENT EXPERIENCE = MORE REFERRALS** – HOW TO CREATE RAVING FANS FOR YOUR BUSINESS
- **BURNOUT IS REAL:** HOW TO PROTECT YOUR ENERGY WHILE GROWING YOUR BUSINESS

## FEES + REFERENCES

CUSTOMIZED FOR YOUR EVENT & NEEDS  
REFERENCES AVAILABLE UPON REQUEST

## RECENT EVENTS

- **NARNXT- BOSTON- TEAMS- 2024**
  - TIKTOK MASTERY - 2024
- **GBAR- BRANDING- 2024**
- **AACAR- BUYER AGENT POWER- 2024**
- **MAR- BUILDING YOUR BUSINESS- 2024**
- **BHHS HERO- BRANDING- 2024**
- **NVAR- SOCIAL MEDIA - 2023**
- **NEARREALTORS- BRANDING 2023**
- **NARNXT- ORLANDO- BRANDING- 2022**

## LET'S CONNECT

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# LAUREN MATERA

### THE REAL ESTATE POWERHOUSE & SOCIAL MEDIA EXPERT

LAUREN MATERA, WIDELY KNOWN AS "ITSTHATREALESTATECHICK," IS A DYNAMIC FORCE IN THE REAL ESTATE INDUSTRY, BLENDING MARKET EXPERTISE WITH AN UNMATCHED ABILITY TO CONNECT WITH CLIENTS AND AGENTS ALIKE. AS A TOP-PRODUCING REALTOR, SPEAKER, AND SOCIAL MEDIA STRATEGIST, LAUREN HAS BUILT A THRIVING BRAND BY MASTERING THE ART OF AUTHENTICITY, DIGITAL MARKETING, AND RELATIONSHIP-DRIVEN SALES.

WITH YEARS OF HANDS-ON EXPERIENCE IN THE EVER-CHANGING REAL ESTATE MARKET, LAUREN HAS HELPED COUNTLESS BUYERS, SELLERS, AND FELLOW AGENTS NAVIGATE THE INDUSTRY WITH CONFIDENCE. HER APPROACH IS ROOTED IN EDUCATION, EMPOWERMENT, AND INNOVATION, MAKING HER A SOUGHT-AFTER SPEAKER AT INDUSTRY EVENTS, MASTERMINDS, AND BUSINESS GROWTH SUMMITS.

BEYOND CLOSING DEALS, LAUREN IS PASSIONATE ABOUT HELPING REAL ESTATE PROFESSIONALS SCALE THEIR BUSINESS, PROTECT THEIR MENTAL WELL-BEING, AND LEVERAGE SOCIAL MEDIA TO ATTRACT LEADS ORGANICALLY. SHE SHARES ACTIONABLE STRATEGIES ON PERSONAL BRANDING, CONTENT CREATION, AND MINDSET SHIFTS THAT DRIVE SUCCESS IN TODAY'S MARKET.

WHETHER SHE'S LEADING A HIGH-ENERGY KEYNOTE, HOSTING A WORKSHOP, OR SHARING HER INSIGHTS ONLINE, LAUREN'S NO-NONSENSE, RELATABLE STYLE RESONATES WITH AGENTS AT EVERY LEVEL. SHE BELIEVES THAT SUCCESS IN REAL ESTATE IS ABOUT MORE THAN JUST TRANSACTIONS—IT'S ABOUT BUILDING A SUSTAINABLE BUSINESS, CREATING IMPACT, AND STAYING AHEAD OF INDUSTRY TRENDS.

