
ELIZABETH WARD

S P E A K E R · A U T H O R · S A L E S L E A D E R S H I P

S P E A K E R K I T

Winning culture. Durable performance. Profit you can measure in people.

Be Your Best Self

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About Liz

Three decades of teams that outsell their markets

ELIZABETH WARD



Liz Ward has been in the business since 1994. She spent her first eighteen years in brokerage as a top national producing agent, carrying more than 99 listings at a time while working four days a week. In 2012 she was hired as an executive manager to help grow a homebuilding division, and today serves as a partner alongside a team of leaders guiding sales across a multi-market corridor. She speaks nationally on winning culture, mindset, and life balance for corporate and real estate audiences.

The proof is in the production. The division closed 89 homes the year she arrived; this fiscal year it will close more than 1,300, with a team that has grown from 6 agents to over 60 high performers. Her core business practice: culture, accountability, trust, and relationships, with mindset and balance taught as seriously as any sales skill. She has spent her career bridging the new home sales industry and the co-brokerage world, proving both win bigger together. She is the creator of the Blueprint to Brilliance boot camp and author of Tragedy to Triumph, releasing in 2027.

THE THROUGH-LINE

Every topic in this kit drives the same three numbers for brokers, builders, and sales organizations across the industry: production per person, retention of the people who produce, and the leadership bench that protects both. Book the message your numbers need most.

99+ LISTINGS

TOP PRODUCING AGENT 1994-2012

89 → 1,300+

DIVISION CLOSINGS SINCE 2012

6 → 60+

HIGH-PERFORMING AGENTS



Be Your Best Self

Rates rise, affordability tightens, and some teams still win. Three decades of homebuilding sales leadership distilled into the culture mechanics behind those teams.

WHY THIS DRIVES PROFIT

- ◆ Every producing agent you lose walks out with a pipeline, a book of business, and months of recruiting and ramp-up cost. Culture is the cheapest retention program you will ever run.
- ◆ Accountability rhythms convert more of the leads you already pay for. That is production growth with zero added marketing spend.
- ◆ Winning culture recruits for you. Top producers move toward winners, and your best offices become magnets instead of revolving doors.
- ◆ Leaders stop firefighting drama and start driving numbers. Time is margin.

YOUR PEOPLE LEAVE WITH

- ◆ The culture diagnostic: what your team believes about the market, and how to change it
- ◆ Accountability rhythms that drive numbers without driving people out
- ◆ The retention playbook: why top producers stay, and what makes them leave

MADE FOR

Every broker, builder, and sales organization in the industry: leadership groups, sales meetings, annual kickoffs. Available as keynote, half-day workshop, or full-day intensive.

Built to Last

ELIZABETH WARD

Sustainable performance for real estate and new home sales professionals

The commission rollercoaster, the always-on clients, the quiet burnout cycle that ends more producing careers than any market downturn. Taught by someone who lived it at the top: a national producing agent who carried 99+ listings on a four-day week, then spent the next decade building teams that produce through every market cycle.

WHY THIS DRIVES PROFIT

- ◆ Burnout does not just hurt people. It ends producing careers, and every career saved keeps a book of business inside your walls.
- ◆ Pipeline discipline smooths the income rollercoaster, and agents who can breathe in a slow quarter do not quit in one.
- ◆ Boundaries done right raise the client experience while protecting the agent. Referrals go up while turnover goes down.
- ◆ A sustainable pace means more transactions per agent per year, every year. That is the compounding math of a durable roster.

YOUR PEOPLE LEAVE WITH

- ◆ The income rollercoaster: pipeline habits that smooth the peaks and valleys
- ◆ Boundaries that protect the agent without losing the client
- ◆ The personal sustainability plan: energy, schedule, and mindset built for the long game

MADE FOR

Brokerage agent sessions, new home sales teams, association events. Available as keynote, half-day workshop, or full-day intensive.

Coach Like a Leader

Turning managers into multipliers

ELIZABETH WARD

Companies promote their best producer and lose a great rep while gaining a struggling manager. This session closes that gap for good.

WHY THIS DRIVES PROFIT

- ◆ A promoted producer without coaching skills costs you twice: the production they stopped doing and the team they are not yet growing. Close the gap and both numbers move.
- ◆ The biggest revenue ceiling on any team is the middle sixty percent. A real coaching cadence lifts it, and the whole P and L follows.
- ◆ Accountability without fear cuts regrettable turnover. People leave bad managers, not hard goals.
- ◆ Managers who multiply let you scale production without buying headcount.

YOUR PEOPLE LEAVE WITH

- ◆ Skill versus will: diagnosing which one is actually missing, and how to coach each
- ◆ The producer-to-leader shift: what got them promoted will not make them great
- ◆ The one-on-one cadence that actually changes behavior
- ◆ Accountability without fear: hard conversations that build trust instead of turnover

MADE FOR

Sales managers, team leads, emerging-leader programs, every industry. Available as keynote, half-day workshop, or full-day intensive.

The Balance Advantage

Energy, balance, and the science of lasting performance

ELIZABETH WARD

High performers do not burn out from working hard. They burn out from running on empty. Life balance reframed as a performance strategy by an executive who rebuilt her own from the inside out.

WHY THIS DRIVES PROFIT

- ◆ Burnout is already a line on your P and L: absence, attrition, and quiet quota misses. Managing energy is managing money.
- ◆ Your top performers are the most expensive people to replace and the first ones burnout takes. Protecting them is asset protection.
- ◆ Energy-literate teams hold fourth-quarter pace all year instead of borrowing from January to pay for December.
- ◆ Wellness programs get ignored. Performance strategies get used. This is the version your people actually adopt.

YOUR PEOPLE LEAVE WITH

- ◆ The energy economy: where performance actually comes from
- ◆ The early warning signs of the crash, and the reset that works
- ◆ A personal balance framework your people will still be using next year

MADE FOR

Corporate leadership, HR and wellness programs, conferences. Available as keynote, half-day workshop, or full-day intensive.

The Way Back to Me

Midlife reinvention for high-achieving women

ELIZABETH WARD

She can lead everyone in the building and still feel like she is losing herself. The science, the story, and the way back, from a woman who has stood exactly there and done the work.

WHY THIS DRIVES PROFIT

- ◆ Your most experienced women carry institutional knowledge and client relationships money cannot rebuild. Losing them mid-career is a profit event, not just an HR one.
- ◆ The midlife exodus of senior women is one of the most expensive quiet attrition patterns in business. This session is a retention lever.
- ◆ When confidence returns, your leadership pipeline refills from within instead of from recruiters.
- ◆ Investing in this room tells every woman in your company what her future is worth with you.

YOUR PEOPLE LEAVE WITH

- ◆ Why midlife hits high-achievers hardest, and why it is not weakness
- ◆ Body literacy: what is actually happening, and what helps
- ◆ The identity rebuild: who you are when the old formulas stop working

MADE FOR

Women's leadership conferences, ERGs, women-in-business events. Available as keynote, half-day workshop, or full-day intensive.

Tragedy to Triumph

A story of faith, resilience, and becoming

ELIZABETH WARD

The keynote for rooms that need hope. A true story of walking through the valley and coming out changed, told with honesty, humor, and faith that holds. Companion book releasing in 2027.

WHY THIS MATTERS

- ◆ Permission to be in the valley, and living proof there is a way through.
- ◆ The faith practices that hold when everything else gives way.
- ◆ Hope that is earned, not performed. Rooms leave lighter than they came.
- ◆ Becoming: how the hardest season builds the strongest self.

YOUR PEOPLE LEAVE WITH

- ◆ A story your room will carry home and retell
- ◆ Faith practices for the hardest seasons
- ◆ The becoming framework: from surviving to building

MADE FOR

Churches, women's ministries, recovery and community events. Available as keynote, half-day workshop, or full-day intensive.

Blueprint to Brilliance

The complete new home sales boot camp

Created and hosted by Liz Ward as a regional seminar and refined over three decades of new home sales leadership. A complete selling system for new home and brokerage sales professionals, delivered as a multi-day boot camp and tailored to your market, your product, and your people. By application.

THE PROFIT CASE

- ◆ One additional closing per rep per quarter pays for this program many times over. That is the whole business case in one sentence.
- ◆ A standardized sales system turns conversion into a coachable, measurable number instead of a personality trait.
- ◆ Model home choreography converts the traffic you already have. More revenue from the same leads.
- ◆ The excitement phase creates urgency buyers can feel, and urgency is velocity: faster decisions, shorter cycles, cleaner months.
- ◆ Objection and financing mastery rescues the deals that quietly die in the middle of the funnel.
- ◆ Referral follow-through compounds: every graduate leaves with a system that keeps selling after the boot camp ends.

The system covers prospecting and follow-up, the model home experience, the excitement phase of the sale, objections and financing conversations, closing with confidence, and the culture that makes brilliance the team standard.



FORMATS

Keynote (45 to 90 minutes) · Half-day workshop (3 hours) · Full-day intensive · Blueprint to Brilliance multi-day boot camp, by application.

Every engagement is tailored to your people, your market, and your moment. Fees on request; travel and lodging billed separately. Churches and women's ministries are always welcome to inquire.

CHECK AVAILABILITY

BeYourBestSelfNow.com/speak.html

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