

REAL ESTATE LIVES NEWS

Helping Professionals From All Backgrounds Rebound and Rebuild Their Lives

11TH ANNUAL PANCAKE BREAKFAST



NOVEMBER 7, 2019

8:15 am - 10:30 am

**Barrymore Hotel
111 W. Fortune, Tampa**



Keynote Speaker **Camille Renshaw**

Founder and CEO of B+E
2019 Influencer in
Net Lease Real Estate as
named by *Real Estate Forum*

WELCOME TO REAL ESTATE LIVES

Real Estate Lives is your source for job postings, networking opportunities, mentoring, training, support groups and special events which will help you find your next great employment opportunity.

NETWORKING OPPORTUNITIES

Universally acknowledged as the #1 tool for gaining re-employment, REL offers four internal networking opportunities. All very popular and highly successful.

1

SMALL GROUP FORUM (FREE)

Every Tuesday, 11:30 am to 1:30 pm | Beck Conference Center,
220 West Seventh Ave. Ybor City, FL (Led by Gregory L. Morgan)

2

MASTERMIND MEETING (FREE)

First Thursday of every month prior to General Meeting
Participants choose and delve deeply into the "issue of the day" as chosen by
them, providing valuable feedback to the issue's author and all in attendance.

3

GENERAL MEETING (FREE)

First Thursday of every month, 9:30 am with a special guest speaker
followed by a 1-hour training session. **NEW LOCATION!** Corporate Center Three
at International Plaza, 4221 W. Boy Scout Blvd., Suite 140, Tampa, FL

4

REBUILDERS SUPPORT GROUP LUNCH (FREE)

After General Meeting, first Thursday of every month, 12:00 pm
NEW LOCATION! Corporate Center Three at International Plaza,
4221 W. Boy Scout Blvd., Suite 140, Tampa, FL



11TH ANNUAL HOLIDAY PARTY

DECEMBER 16, 2019

6:00 pm - 8:00 pm

**The Westin Tampa Bay
BluVu Rooftop Venue
7627 W. Courtney Campbell Causeway**

A MESSAGE FROM THE PRESIDENT



Gregory L. Morgan
President of REL

Greetings! November 7th will mark the 11th anniversary of Real Estate Lives. There was no handbook for building this magnificent organization; no role model. A very small group of executives from within the commercial real estate industry gathered with Ron Weaver to discuss the carnage that was being wreaked by the Great Recession and it broke their hearts. They knew something had to be done. They witnessed firsthand as their friends, neighbors and competitors all fell by the wayside as the recession bulldozed its way through the Tampa Bay market. It rendered the thriving commercial real estate markets that once held the lofty position of the third largest economic driver in the state fall to its knees; barely a blip on the radar screen.

At that first meeting back on November 8, 2009 they were overwhelmed. How could this small group of five do anything meaningful to impact so many? With steely resolve they knew that they had to do something. One suggested monthly meetings so the needs of the attendees could be ascertained. Another suggested guest speakers with inspirational messages. "How about a newsletter to get the word out." "We could offer to review their resumes and help them update them."

With only this very modest business plan they set out to find someone willing to donate space in which to hold their first meeting and, hopefully, all subsequent monthly meetings, if necessary. "If necessary" because they had no idea how many, if any, would attend that first meeting. They pleaded their case to the board of the Greater Tampa Association of Realtors to allow them to use their meeting hall for that first meeting and they agreed

and offered it free of charge which was a good thing as they had no budget nor did they foresee any revenue stream. All the services they would offer would be free of charge.

They named themselves Real Estate Lives and decided to call those who sought out their services Rebounders because they were down but Real Estate Lives was going to do all within their power to help them bounce back!

The day for that first meeting arrived and they stood by the door to welcome any

THANK YOU REL!

“REL has meant the world to me and literally thousands of other transitioning professionals.”

**Martin Grobisen –
Sr. Internal Communications Manager
Ashley Furniture**

“Thank you to Real Estate Lives for all your efforts as there is no way I could have done this without you guys.”

**Paul Rankin –
Property Manager
Cushman & Wakefield of Florida**

who might accept their invitation to attend. And come they did! Ten minutes before the scheduled starting time there were Ten Rebounders mingling around the room; then

30; then 60 and by the scheduled starting time there were well over 100 Rebounders seeking out the free services Real Estate Lives would offer. And it wasn't just Rebounders! Kindred spirits also arrived asking what they could do to help.

As the months went by and word spread the numbers of Rebounders and volunteers grew exponentially, cresting at around 200 for each of the monthly meetings. The skill sets of the volunteers also expanded monthly. There were now professional trainers, public speakers, writers, etc. Love was in the air. It was palpable! So many were giving of their time, energy and expertise to help their fellow man.

To date more than 4,000 rebounders have passed through the Real Estate Lives portal to take advantage of the more than 20 free offerings provided by an equal number of volunteers. Eleven years is a long time and not all volunteers can devote that much time to the organization so they step down for various reasons: relocation, health, new job, etc. but miraculously every time one steps down an equally talented individual steps up. We have never had to shut down even one offering for lack of qualified leadership.

I urge each of you to go to our website (realestatelives.org) and click on the media section. Within that section click on the News Letter tab and open the most recent edition. In it you will find a listing called REL by the Numbers which details the phenomenal success which Real Estate Lives has propagated!

In closing, let me say that other than the joy of my combined family there is nothing I've ever done in my life that I'm prouder of than my association with this magnificent organization and it has been my high honor and great pleasure to serve as your president for the past year.

Gregory L Morgan
gregorylmorgan@gmail.com
(813) 334-4734

HOW TO SELL YOURSELF TO EMPLOYERS



Larry LaBelle

Owner/CEO,
Win a Job Fast

In today's modern resumes, you have to sell yourself to prospective employers if you want to land a job. To do this, you first have to identify and write your top 3 selling points. A selling point is something that you've done on

STRATEGIC NEED

Must be able to take least 20 customer support calls every day.

the job that aligns perfectly with one of the top 3 strategic needs in the job description for the job you are seeking. I call this alignment since your 3 selling points align perfectly with the top 3 strategic needs in the job description and make you look like a perfect fit for the job.

For example, below is a strategic need in the job description for a customer service supervisor along with its matching selling point.

Once you've done this, you have to see where you can use your top 3 selling points. First, you can use them in the Professional Summary section of your resume but be sure to add an achievement too to provide proof of the value you can bring to the job. Remember, there are 3 types of achievement: measurable achievement, an award you won, or a 2 line compelling testimonial/recommendation.

MATCHING SELLING POINT

Take at least 30 calls per day which is 20% more than anyone else on the customer support team.

Second, you can use your top 3 selling points to answer the most common interview questions: "Tell Me About Yourself" and "Why Should I Hire You?" Be sure to include the related achievement at the end of your answer. **Good luck!**

GENERAL MEETING

DECEMBER 5, 2019

Corporate Center Three
International Plaza
4221 W. Boy Scout Blvd.,
Suite 140, Tampa

8:00 am - 9:00 am

Mastermind Session

Discussing the Issue of the Day

9:00 am - 9:30 am

Networking

9:30 am - 10:30 am

Job Search Panel Discussion

The panel will discuss all aspects of the job search process.

10:45 am - 11:45 am

Options for Identifying Your Top 20 Companies

Presented by Larry LaBelle,
CEO of Win a Job Fast

12:00 pm

Rebuilders Support Group Lunch



Celebrating Our REL
500TH
'Tuesday' Meeting



TRANSITION MASTERS

Teaching job search presentation skills

transitionmasters.org

Next Class Starts JANUARY 6, 2020

Mondays 5:30 pm - 8:00 pm

One Corporate Center
(Bloomin' Brands building)
2002 N. Westshore, Tampa, 33607
West Entrance, 1st Floor Conference
Center (room 122)

NEW! St. Paul's Class!

Thursdays 8:30 am - 11:30 am

Weekly Transition Masters training
at St. Paul's Church
12708 North Dale Mabry, Tampa, 33618
Building #5
Public Invited!

CAREER CLARITY

If you're unsure of your next career move, this is the program for you!

Go to transitionmasters.org for more info.

THE HEART OF CAREER TRANSITION – GETTING YOUR MIND RIGHT



Carlene Ulacia
Social Responsibility
Consultant & Former
Rebounder

There are strategies for networking and a zillion ways you can revise your resume. I am no expert on those. What I have become quite good at, through the school of hard knocks, is getting my heart and mind right. This has led to being able to say **NO** to some things in order to say **YES** to my dream job. Now, when opportunity knocks, I am open to receive.

I have been part of several masterminds; including Manifesting, Worthiness, and Transition Masters. I've read books, listened to pod casts, and followed thought leaders on social media; all on the subjects of creating a happy life and work I love. Here are some common threads I hope you will find thought provoking and useful.

WHAT ARE YOU AFRAID OF?

"You can fail at what you don't like, so you might as well do what you love." Jim Carrey. Focus more on your goals than fears. If there

is a worry that blocks you, don't push it away. When it is safe to do so, take time to face the fear, think of 'what if' scenarios to work through the worry. Know that you have Real Estate Lives as a support.

BUILD YOUR GRATITUDE MUSCLES.

More than simply being grateful, develop a gratitude practice. My fav is Awesome with Alison pod cast 23. (<https://thealison-show.com/podcasts/awesome-with-alison-ep-23-what-is-a-gratitude-practice-and-how-can-it-change-your-life-well-tell-you/>)

TAKE GOOD CARE, REALLY!

This is likely the single most important shift you can make. As Tony Robbins says "change your emotional/mental energy by changing your physical state." Besides a gentle walk, beach time, or connecting with a positive person, even just sitting upright or flashing a big smile for no reason makes you feel more positive...a.k.a. more likely to connect with your best next job...or even your dream job.

Go ahead. Give these ideas a try. What have you got to lose?

THANK YOU TO OUR SPONSORS!



THINK.
DESIGN.
BUILD.



Harvey & Cecille Parido

Miller Advisory

Pam & Gary Winchester

Dan & Marlo Woodward

STEARNS WEAVER MILLER