



# Station Street CONSULTING

Helping Speakers Build a Strong Foundation and Take Flight

**F** FEARLESS AUTHENTICITY

**L** LASER FOCUS

**I** INSIGHTFUL RELEVANCE

**G** GREAT DELIVERY

**H** HEIGHTENED ENGAGEMENT

**T** THOUGHT PROVOKING CONTENT



**Our Promise: To help instructors be their best when it matters most.**

## Our Mission

To provide motivated instructors with effective tools and help them establish a personal understanding of how they can raise their level of instruction and take flight as a premier real estate educator.

## Station Street Consulting Goals

1. Help instructors take flight and expand their skill set in order to deliver the best programming possible. I offer no guarantees other than my commitment to the process and the best advice I can give with hands on help when necessary.
2. Communicate clearly, effectively those realistic recommendations on how to improve content delivery.
3. Assist the presenter in designing a business plan process that will address prospecting, client relationships and building business for a long-term career.
4. Find the authentic presenter inside that will engage audiences in a way that is compelling, genuine and confident.
5. Help the instructor understand the value of different delivery methods that shift from formal to informal – communicating in a manner that the audience appreciates.
6. Identify the interaction techniques that best work with their instructional style that includes
  - a. Handling of questions
  - b. Use of Town Hall or small group collaboration
  - c. Technology enhancement of presentation through use of video, games, or other methods.
  - d. Incorporating interactive group webinars (2-10 participants) which will occur twice monthly focusing on elements of presentation development like PowerPoint®, engagement through the General Principles of Adult Education and business planning.

When we are done with the 90-day program, you will want to be not just adequate, you will want to be brilliant, inspiring, charismatic, memorable and confident.

Working with Station Street Consulting is your opportunity to work, on an intensive one-to-one basis, with one of the foremost presentation real estate trainers in the country. The work concentrates on a specific presentation tasks, working within in a specific venue, and designed for the real estate audience.

Your process is individually tailored for you. You will be encouraged to develop what already works about how you present, rather than concentrating on what is 'wrong' with your presentation style.

The work will be geared to making your presentation vital and alive and to putting your ideas across in a powerful, effective, entertaining and stimulating way.



## INSTRUCTOR FOCUS

As a professional speaker, do you want to shorten the distance between average to great? As a speaker, do any of these scenarios resonate with you?

- You are a content expert in presenting relevant information for real estate licensees, but you want to improve your presentation skills.
- You are an experienced and interactive presenter, but are having trouble figuring out how to refine your message and engage audiences in an impactful way.
- If you are ready to either personally fine-tune presentation skills, design relevant content and deliver that programming in an authentic yet professional manner, your next logical step may be in signing up for consulting with me.

For the last 10 years, I have earned top level credentials as a national speaker and real estate educator. My focus is to utilize the natural passion for teaching and customize a consulting one-on-one approach to help instructors work on target areas to improve their day to day performance as a teacher and mentor.

Often, it is simply a matter of remembering what it feels like to be an audience member, utilize techniques that enhance a presentation style that your target audience will identify with.

## Your Journey to a National Career

For established speakers who wish to grow beyond their local and regional markets, I can assist in establishing what your brand could be and align you with business professionals who can design your professional visual image. This brand will then be transferred to an effective, relevant website that achieves either brand awareness or booking ease.

Both of these are vital in establishing credibility in the real estate market conference arena and open doors with associations.

**Ready to take the next step?  
Let's get started! Contact me today.**

**Karel Murray, DREI**  
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**www.StationStreetConsulting.com**



*"The storytelling retreat with Karel Murray was one of the best investments I have ever made for my business. As a professional speaker, you get so used to and comfortable with your own material, style and technique that we don't always get outside of our comfort zone. This retreat not only forces you to present in a new and improved way that will guarantee to engage your future audiences, but the input, coaching and advice you receive from Karel and the other attendees of the retreat was invaluable and I have already seen gains in my business since implementing some of the techniques I learned there."*

**Craig Grant, The Real Estate Technology Institute**

*"Karel is a supreme storyteller and having her help me improve my stories has been a huge help as I focus on how to improve my own speaking. If you want to improve your storytelling and Keynote presentation skills, Karel is a fabulous resource. I encourage everyone to learn with her."*

**Monica Neubauer**

*"I learned how to go from the story telling skill I had been at for years (which was vanilla blah at best) to seeing the possibilities of how I can craft my stories into something that comes alive in the minds of learners, and make it FUN! Karel has shown me the path and given me the vehicle to get from where I was to where I know I can be."*

**Cheryl Knowlton,  
ERA Brokers Consolidated**



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