



# Shell Brodnax

SPEAKER, COACH, AUTHOR

“Shell you've done a great job.  
I hope people are thanking you!”

Barbara Corcoran, ABC Shark Tank



## Staging to Sell, What Every Agent Should Know

Staging is "merchandising" your client's number one asset, their home.

Would you like to be known as an agent that can sell anything? Would you like to have clients begging you to take their listing? Staging to Sell— What Every Agent Should Know will give you the necessary edge to sell houses faster.

This course teaches real estate agents everything they need to know about staging to help their sellers properly prepare their homes for sale. Real estate has changed dramatically over the last decade. Staging is the ONLY proven method to reduce the time a home is on the market and often results in higher offers.

Staging to Sell— What Every Agent Should Know  
This course has been approved for 3 MCE credits (unless otherwise noted) in the following states: AZ, CO, CT, DC, FL, GA, MI, MN, MO, NC (4 hours), NH, NV, NJ (1 hour), OH, OR, TN, TX, VA and WA.

## The Competitive Advantage of Successful Entrepreneurs

This is Shell Brodnax's newest and greatest talk-to-date.

Do you wonder why it seems some people have amazing businesses? Everything they touch turns to gold, but your goals seem always to fall short?

Entrepreneurs overwhelmingly spend a lot of time worrying about what their competition is doing. They get trapped in a cycle of fear and losing business to their competitors. Shell Brodnax takes audiences through real-life, hilarious, and thought-provoking lessons that create an understanding that anything is possible.

Shell shares personal experiences of overcoming adversity and fears in her journey of courage, determination, and commitment to succeed, when others thought it was impossible. Attendees will learn specific methods on how to not only set and reach their goals but how to prevent the fear of competition from stifling their success.



“ Shell uses horse analogies to explain business. It's so logical and smart! You don't even have to understand horses to get it. Great speaker, great content!

**Lisa McIntee,**  
Professional Real Estate Stager



As a global visionary, author, and business strategist, Shell is one of the real estate industries most influential people.



### About Shell

For over a decade, Shell has worked to advance professionalism and excellence in real estate staging. She is the founder and Chief Executive Officer of the Real Estate Staging Association®, (RESA®). RESA is a 501 (c) (6) tax-exempt non-profit trade association for professional real estate stagers. This network of professional real estate stagers includes over 1,900 members, 50 chapters, and 300 leaders.

Through her work at RESA Shell has created, an internationally recognized accreditation system for CORE business training providers. She has established a national MCE program “Staging to Sell—What Every Agent Should Know”, for real estate agents in America. In 2008 she implemented international staging industry events and awards. The RESACON annual convention began in 2010, and RESA-EDGE events launched in 2017.

Shell co-authored the best-selling book, Home Staging: The Power That Sells Real Estate. This guide to getting the best price for your property, covers the entire selling process with expert advice from professional home stagers. She also wrote a great go-to business book called, Becoming Cowgirl. Becoming Cowgirl is a realistic, easy to understand and implementing strategy to improve your life or business. Shell also co-authored the new book, Marketing for the Staging & Design Industry.

Shell is the go-to resource for major media outlets including The Wall Street Journal, The New York Times, and CBS News. She is the host of Stager Talk and a regular contributor to Staging Standard Magazine. She has also completed coaching training at Robbins-Madanés Training under teachers Tony Robbins, Cloe Madanes, Mark Peysha, and Magali Peysha.



### Book Shell today

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