



### **Barbara Corcoran**

Barbara Corcoran's credentials include straight D's in high school and college and twenty jobs by the time she turned twenty-three. It was her next job that would make her one of the most successful entrepreneurs in the country when she took a \$1000 loan to start The Corcoran Group. She parlayed the loan into a five-billion-dollar real estate business and sold it in 2001 for \$70 million. She has also heavily invested in income-producing property in the New York City area.

Barbara is the real estate contributor for NBC's TODAY Show where she comments weekly on trends in the real estate market. Barbara is an investor/shark on ABC's reality hit *Shark Tank*. In the first season, Barbara bought eight young businesses which she's shepherding to success.

Barbara is the author of *Use What You've Got*, an entertaining business book that has become a national best-seller, as well as *Nextville*, *Amazing Places to Live Your Life*.

As a speaker, Barbara brings her front-line experience and infectious energy to every group she addresses. Motivational, inspirational, and sometimes outrageous, Barbara Corcoran's tell-it-like-it-is attitude is a refreshing approach to success.

### **Speech Topics**

#### **How I Got Here**

How do you turn a \$1,000 loan into a five-billion dollar business? According to self-made real estate empress Barbara Corcoran, you do it by learning how to fail well. Barbara tells the story of how, armed with a loan from her boyfriend and her own gritty determination, she quit her job as a waitress to start a tiny real estate company in New York City and turned that company into a multi-billion dollar business. A highly motivational and hugely entertaining success story.

#### **Leading People to Greatness**

Entrepreneurs, business managers and salespeople alike benefit from lessons on how to get people moving on the path to professional and personal greatness. Barbara Corcoran, who led 1,000 + brokers at The Corcoran Group, New York's largest real estate company, is an expert in the art of leading a team to success. From hiring the right people and firing the wrong people to creating fun in the workplace and establishing an atmosphere that breeds innovation, Barbara shares her unique and winning strategies.

#### **How to Create a Powerful Brand**

Branding may be the single most important key to success in today's highly competitive world of commerce. Barbara Corcoran is known for having built the most successful real estate brand in New York City, and now she reveals easy to follow tips on how she does it: how to create an image much bigger than reality; how to use the press to get free publicity; how to turn yourself into the go-to expert in your field. Barbara shares her personal advice, insights and anecdotes on creating a powerful brand.