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Detail on what types of Material I cover:

Technology: Being raised by a father who is by trade a Computer Programmer and Instructor (over 35 years), I have a strong sense of the importance of proper use of technology in our everyday lives. My Mother is an Office manager and also has advanced skills and training in Computer Software so she has influenced my appreciation of everyday uses of various "Office Suites" to help keep me organized and simplified.

I am very good at breaking things down to the ridiculous so that Students can truly understand how to implement the tools to better fit their needs. I like to show them how to activate certain elements of the software already found within their systems both MLS and PC so that even the technophobe will relax and find them easier to use.

I still would not market myself as an "Expert" in this category as I do have limitations

Negotiating: Well, this comes with one's personality, I believe. You are either born with a knack for it, or you need a bit of guidance getting through it. Those that know me best will say that I was born with the knack! The best compliment I was ever paid was by an old partner of mine who touted: "Julianna could sell an anchor to a drowning woman"! To which I reply: "Of course, it would behoove her to have one so that she doesn't get swept away with the current"! I have worked for commission my entire adult life. Every situation was a negotiation. Especially when I need to convince a client to let me do something to them or have them pay for something they didn't want or were leery of.

Finding a way to coerce someone into "Getting what you want" is the core of negotiating. The key is to find out what each person's motivating factors are and respecting them! As long as you can find a way for each party to feel like they've won, and the end result can be viewed from each perspective as being "fair", then you've done a good job at negotiating the issue at hand.

serving on Professional Standards Committee helped with this also

Conflict Resolution: (Florida Realtors 3 hours CE) similarly to negotiating, this focuses on resolving issues that create angst amongst the parties. Being a mother of two teenagers is a great training ground of learning how to resolve conflict! I have been a business owner/manager for almost 20 years. This is an area where I have excelled in starting many years ago when I was first made a Manager/Trainer of a business. I had to learn quickly how to be a peace keeper and get to the root of the problem so that we could put out the fires and get everyone re-focused on the goal of the outcome.

Again where serving on the Grievance Committee came in handy

Advanced Communication Skills: (Florida Realtors 3 hours CE) this is a category of which I have had many, many years of experience and training in. Part of my job (Senior National Educator for John Paul Mitchell Systems) was to "Train the Trainer" in how to communicate with their students. Our company brought in "Dale Carnegie trainers", "Steven Covey trainers" as well as "Anthony Robbins trainers". I also used to work directly for one of "Zig Ziglars's" companies and had lots of personal training from

him. Understanding how to explain the various facets of personalities and how important it is to communicate to your target in the manner in which they express they prefer to you, is the key to overall successful communication!

Property Management: This is an area where I can bring in both perspectives. I spent the first ten years of my adult life as a Tenant and moved around a lot due to my Ex-husband's job (construction). We were often in situations where we had no choice but to break a lease, fight over the security deposit or repairs, or negotiate total move-in costs.

Being in Real Estate for the last decade has put me on the other side having to assist various clients and family members with management of their residential properties. I can often help open the eyes to both sides and certainly help to express the importance of ensuring that the Landlord-Tenant Act is crystal clear.

Risk Management: Well, this is a personal favorite of mine. Being married to a Police Detective has certainly affected my feelings of "CYA" (Cover Your Assets)! I have written more forms or documents than you could imagine as various ways for staff to keep their ducks in a row and to ensure that all legal forms are supplied to the clients, filled out properly and clearly explained to all parties. I am a very firm believer in "It's better to have it and not need it, than to need it and not have it"!

Again, having owned and/managed businesses for the last twenty years, I appreciate the liabilities for an owner/broker and respect that Agents are often misinformed or poorly educated from the start. This is why it is so imperative that they are re-trained in Risk Management as a reminder of the many layers of protection possible to keep their license active and the brokerage/broker up and running.

3 years on the Grievance/Professional Standards Committees helped also

Understanding Contracts: This is an area where I excel certainly. Being an A-typical personality with a touch of OCD, I am very careful to read/review/repeat on every form that I touch! I strongly believe in educating our Clients about each form we ask them to sign so that they can never say they did not understand what they were signing. I am passionate about the core content in each form and am often told that I should have been an attorney because of my constant diligence and care whilst handling them.

I take very seriously the responsibility of guiding my Clients through the process of buying or selling their home so I feel that it is absolutely my duty to personally understand each and every form in its entirety as well as being able to identify the caveats within.

Having served on the Standard Forms/Contracts committee for 7 years

Marketing/Advertising/Public Relations: This is where my previous experience comes in handy again. Part of my job/business was to go into a location, identify what aspects were or weren't working for them, and to help them cure the issues. Although this was primarily in the retail sector, the various techniques certainly carried over to real estate.

I had to help with Ad Campaigns, Point of Sale Client Capture, Product Presentation, and Personal Marketing Campaigns for Independent Contractors, and organizing Charity Events that needed to be advertised/marketed through all of the different kinds of communication mediums.

I have had to write articles, speak on the radio, present on television, and even present on stage to over 3,500 people. I have been assistant to industry-celebrities whom I had to aide in speaking engagements as well as through various interviews. All the while developing a list of core contacts at each key location representing each communication medium (not updated in a very long time)

Nearly a decade in this role certainly shaped my experience

Event Planner/Show Coordinator: Another aspect of my core responsibilities in my previous life was to be an Event planner or to assist the Show Coordinator when organizing mass conventions/training/hands-on breakout sessions.

Throughout the last two decades, I have helped to create, plan, market, advertise and run a multitude of events. From PTA dances at my kid's schools to charity fund-raisers. From showcases/presentations at conventions to hand's on training sessions for adults. It is a responsibility that I take very seriously so you can rest assured that if I am in charge of something, it will be done right and will be a success!

I am always ready to jump in and lend a helping-hand; although I am careful not to assume a responsibility that I do not feel I can handle to the best of my ability.

Serving as a former PTA president helped round this role out a lot

Writing: I come from a long line of published authors and both of my parents were English majors. Writing is a passion of mine and I have been writing articles for various newspapers, magazines and newsletters for many, many years. I had a published column in both a local newspaper and local magazine (beauty advice) for a while many years ago and I also was a contributing columnist for several international magazines.

I am currently in the process of using my previous experiences as an Ed Director to write courses centered-around student demanded topics/materials. My personality as an educator is to be very patient and detail-oriented and this is what my students appreciate most about my methods. I hope to present material in a way that is more easily understood whilst more thorough, resulting in higher levels of confidence and competence.

Almost 20 years' experience on various topics

Agent Training: having been an Office Manager/Team Leader for many years, as well as part of my background, I love helping someone learn (or brush up on) the business from the inside out and the bottom up. I have several different training programs that focus on everything from how to setup their virtual office systems, to a detailed understanding of contracts, or how to setup social media sites safely. I have a "New Agent Training Program" comprised of a series of one-on-one, in office classes that will ensure that they are truly trained in Risk Management, Contracts, and every phase of the process of being a Realtor. I also have a similar class for what I term "Rusty Agents" whom might have stepped out of the business for a while and are a bit overwhelmed by all of the changes and new gadgets/tools/programs. That program brings them up to speed so that they will feel more relaxed and can get back into the swing of things.

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