

Peace over pressure. Flow over force.

Keynotes for real estate and sales teams who are hitting their numbers and paying for it. Aaron trains attention, not hustle.

KEYNOTE SPEAKER · MINDFULNESS INSTRUCTOR · MANAGING BROKER · AUTHOR

160%

increase in sales

84%

agent retention

56%

growth in referrals

10,000+

people trained over 30 years

Sales, retention and referral figures are results from a real estate team that went through Aaron's program.

♦ SIGNATURE KEYNOTE

Staying Loose When the Numbers Are Tight

Your agents aren't short on strategy. They're short on attention.

When the market tightens, good people grip harder. They push, they force conversations, they burn out. And then they leave.

Aaron has lived both sides. He built a bagel shop into a \$1M business, became a top-producing broker, and admits the grind works. He also knows what it costs. In this keynote he shows teams how to stay steady and keep producing, using simple mindfulness practices that work in the middle of a chaotic workday. Not on a cushion.

Direct, practical, and not too-woo. The whole room practices together, so people leave having felt it, not just heard about it.

"Everyone is calmer, more present and more connected to the team. One of the agents is brand new, never had done a deal, and in the middle of the program, closed two deals, back to back."

Janis B., Owner, Settle Down Philadelphia

YOUR PEOPLE LEAVE WITH

- ♦ A 2-minute reset they'll actually use between calls
- ♦ A way to stop forcing conversations with clients
- ♦ A steadier head on the hard days
- ♦ The 13 Mindful Practices cheat sheet

BEST FOR

- ♦ Brokerage and franchise events
- ♦ Team retreats and kickoffs
- ♦ Association and sales conferences
- ♦ Keynote, workshop, lunch & learn or a 7-session team program, in person or virtual

♦ ALSO AVAILABLE

How to Live a Grateful Life in a Fckd Up World

Most people don't need another lecture on positive thinking. They need a way to be honest about what's hard without getting trapped in it. Aaron shares the Five As, the framework from his new book, for moving from overwhelm to clarity and real gratitude.

Best for wellbeing events and leadership retreats. A book for every attendee is available.

♦ WHAT LEADERS SAY

"I'm probably going to close more volume this quarter than all year. The tools I learned helped me stay focused, grounded, and most of all... present."

Angie M., CEO, KW Greater Seattle

"I've closed 8 deals in 3 weeks. I'm already a top producer, so this isn't beginner's luck. After I stop and center myself, I take action with velocity."

L. Jones, Coldwell Banker Bain, St. Pete

♦ ABOUT AARON

Aaron Hendon is a best-selling author, certified mindfulness instructor and managing broker of Christine & Company at eXp Realty. He has been a top-producing, award-winning agent since 2013.

Before real estate he opened Fred's Bread & Bagel in Albuquerque and sold it nine years later doing over \$1M a year with 40+ employees. He has spent 30 years leading transformational and performance programs, and has trained more than 10,000 people.

He is the author of How to Live a Grateful Life in a Fckd Up World (2026), co-host of The Mindful CEO podcast, and lives on an island off the coast of Seattle.

♦ AS SEEN ON

NBC CBS Yahoo Finance FOX News Boston Herald Inman BAM

The Art and Science of Not Selling

The grind works. It also costs things your people don't want to pay anymore. Why agents earn more referrals when they stop sounding like salespeople, and how presence does the work that pressure can't.

Best for sales teams and top-producer groups. Leads into the 7-session Mindful Sales Method.

"In the first month of his course, I doubled my business, expanded my pipeline to the point of hiring again, and became a magnet for new opportunities."

Sarah G., Keller Williams, Denver

"Aaron ran a cohort for my real estate team and I cannot even believe the results. My team is happy, present and cohesive."

Janis B., Owner, Settle Down Philadelphia

♦ BOOKING DETAILS

Keynote	45 to 60 min
Workshop	90 min or half day
Lunch & learn	45 min
Team program	7 sessions
Delivery	In person or virtual
Travels from	Seattle, WA
Add-ons	Signed books, post-event pulse survey

MEASURED, NOT JUST FELT

Aaron can run a short before-and-after self-assessment with your group. His program participants have reported an 80% drop in worry and a 70% rise in gratitude.