

# **SPEAKER ONE-PAGER**

**Mortgage & Real Estate Professionals**

## **Speaker**

**Bill Foss**

## **What Bill Speaks On**

**How identity governs performance, growth, and self-coherence as people scale—so success expands without losing the person or what they've built.**

## **The Problem This Addresses**

**Some struggle to succeed. Others succeed and struggle.**

In mortgage and real estate, top producers often do everything “right”—volume grows, teams expand, recognition increases—yet the work starts to feel heavier instead of freer.

As production scales:

- responsibility concentrates
- decisions carry more weight

- the margin for error narrows
- space disappears even as results rise

Performance stays high, but the internal cost quietly increases. Growth begins to feel fragile. The person becomes essential everywhere—not by ego, but by necessity.

This session names what happens **after success**, when pressure changes shape and familiar strategies keep working while costing more than expected.

## What This Session Creates

Participants leave with:

- language for a struggle they've felt but haven't heard named
- clarity around why growth can feel heavier even when performance is strong
- relief from assuming something is “wrong” with them
- a steadier orientation toward the next level of production

This is not motivation.

It is recognition, coherence, and stability under pressure.

## Who This Is For

- Top-producing mortgage and real estate professionals
- Team leaders and managing brokers
- Sales leaders carrying volume, responsibility, and visibility
- High performers operating in high-stakes environments

## Where It Fits

- Sales rallies
- Awards events
- Leadership meetings
- Regional gatherings
- Offsites and retreats

## Formats

- 45–60 minute keynote
- Breakout session
- Leadership discussion  
*(No selling from stage. Content stands on its own.)*

## About Bill

Bill Foss has spent decades building, leading, and scaling businesses in high-pressure environments, including serving as a **regional franchisor** and

building a **national award-winning brokerage** within a major national real estate brand.

His experience spans real estate, mortgage, and entrepreneurial leadership at scale—where growth, responsibility, and visibility rise faster than most people are prepared to carry internally.

Today, Bill works with experienced producers and leaders on how identity shapes performance, decision-making, and stability as success expands. He is known for naming the hidden strain that appears after success—and helping people grow into their next level without losing themselves or what they've built.