

Nancy D. Butler

Stand-Out Value™

Nancy has motivated, entertained and educated individuals and businesses on a variety of topics for over thirty years. A business expert, motivational professional, keynote speaker and personal and business coach, her stories have touched the hearts of thousands. Nancy's words have inspired people to reach higher levels of success in their personal and business lives.

What is Stand-Out Value?

The unique services and expertise a professional provides that causes him/her to stand out from others of the same profession as the provider of choice.

A New Reality in Realty

Embracing Existing Challenges; Ensuring Financial Success

Realtors, buyers and sellers alike are paralyzed by their insecurities in the economy. Fear of buying and selling in real estate has never been more simultaneous. "A New Reality in Realty" will help real estate professionals think out of the box about things they can control and maximize their **Stand-Out Value**.

You will discover how to manage a new reality that includes:

- Fear of the economy
- Increased bank requirements for loan qualifications
- Lower appraisal of properties
- Effects of the internet
- Slower processing of RE transactions
- Media's negative portrayal of RE

Anchoring Your Clients To You

How To Be The Realtor Of Choice

If you and your competition had the same product and same knowledge, at the same price, why should the client work with you? Realtors who can answer this question thrive regardless of the market. "Anchoring Your Clients To You" will help real estate professionals develop their **Stand-Out Value** and provide mutually profitable client experiences.

You will learn how to:

- Develop and maintain your desired image
- Customize "value propositions" for clients to select you as the realtor of choice
- Define and build the experience you want for your clients
- Build client relationships based on trust, confidence and loyalty
- Increase referrals for future business



Above All Else.
Success in Life & Business

Nancy's presentations enhance the careers of experienced real estate professionals and establish solid starts for new realtors.

"Right from the start, make it right and stand apart!"

— Nancy Butler,
Speaker

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Selected Clients:

- Pfizer Corporation
- Ameriprise Financial
- Soroptimist International
- Montville Senior Citizens Association
- Dow Chemical—Allyn's Point Plant
- General Dynamics Electric Boat Mgmt. Association
- Groton, CT Adult Education
- Ledyard Rotary
- Montville Grange
- Montville Lyons
- US Coast Guard, New London, CT
- US Navy Submarine Base, Groton, CT
- Milstone/Northeast Utilities, Waterford, CT

About Nancy Butler

FINANCIAL

Nancy has 30 plus years experience as a financial planner and asset manager. She received numerous awards during her career including the prestigious Dalbar Financial Professional Seal and Hall of Fame status with her broker/dealer, an honor given to very few in the past 100 years. Nancy holds the following designations: CFP®, Certified Financial Planner, CDFA, Certified Divorce Financial Analyst, CLTC, Certified Long Term Care Specialist.

BUSINESS ENTREPRENEUR

Nancy built a business from scratch to one of the top asset management and financial-planning practices in the country with the company. With approximately \$200 million in assets under management and about 1,200 clients in 2007, she sold her practice and is now a consultant and national speaker to help business owners do a better job for clients while improving the bottom line of their business.

DIVORCE EXPERT

Nancy is one of the few Certified Divorce Financial Analysts in Connecticut and has testified in court as an expert witness regarding the financial aspects of divorce. She has worked with clients to develop a fair and equitable division of finances and to help them understand how that division will affect them today and throughout their lives.

COACH

Nancy Butler has been coaching financial planning practices and other small businesses across the country for the past five years. She has worked with both individually-owned businesses and multi-partner firms. Throughout this time, each of these companies have experienced significant growth even while in a down market.

AUTHOR/SPEAKER

Nancy has motivated, entertained and educated individuals and businesses on a variety of topics for over thirty years. A business expert, keynote speaker, trainer, and personal and business coach, Nancy has shared her expertise and stories to touch the hearts of thousands at conferences, association meetings and business groups across the nation. Nancy's first book will be released in early 2012.

REAL ESTATE MANAGEMENT AND LICENSING

Nancy has managed apartment complexes throughout the state for twelve years. She was managing approximately 1,000 apartment units when she changed careers.

TESTIMONIAL

Nancy's the best life planner I know. One example of her life planning skills is when I first met her in 2002; Nancy showed me a lengthy succession plan for her practice that documented the buyer, the date of the transition and the terms of transition. You might consider this to be no big deal, but it, in fact, was very impressive since she had had that document in place long before I had met her and the transition date was not until January 2007! **Patrick O, Group VP, Ameriprise**