
Over the past 20 years, Julia LaShay Israel has trained and coached thousands of real estate professionals. A community leader and homeownership advocate, Israel instructs workshops on diversity, career development, and homeownership. Her energy, upbeat personality and in-depth knowledge has resulted in her students consistently ranking her 5 out of 5 as a preferred instructor.

As the head of inclusion and belonging for Keller Williams Realty International, Julia Lashay Israel advises, trains and coaches leaders, team members, and agents to recognize and address diversity, equity and inclusion opportunities and challenges across the organization.

Israel is the co-founder and owner of REFOCUS University and is a licensed real estate broker in Minnesota and Texas. She serves as a managing partner of one of the top real estate teams in the midwest, The Signature Group of Keller Williams Realty Integrity Lakes.

Israel is a founding member and past-president of the Twin Cities National Association of Real Estate Brokers (NAREB) and serves on a host of national and local real estate boards and committees. In 2020, Israel received the Exceptional Service Award, conveyed by the Minneapolis Area REALTORS



TRAINING

2 HOUR SESSION: Inquire

1/2 DAY SESSION: Inquire

(includes printable materials)

SPEAKING

PLEASE INQUIRE AT info@juliaisrael.com



CAREER DEVELOPMENT & LEADERSHIP TRAINING

Grow your real estate business through intentionality. These courses offer greater clarity of objectives, priorities, strategies, plans and action to provide the greatest level of business and personal success.

Topics include:

- Creating a Functional Calendar- The Art of Time Blocking
- Consciously Inclusive Leadership
- Goal Setting and Planning
- Your value proposition- 30 second elevator speech
- Discover Your Why and Live Your Vision
- Vision board workshop- Write the Vision

DIVERSITY & HOMEOWNERSHIP TRAINING

In an ever-increasing diverse environment, learning to work with diverse clientele is essential.

Learn the keys to fair housing and promoting and increasing homeownership in diverse areas with the following courses:

- The Color of Real Estate
 - Unconscious Bias
 - Inclusive Advertising and Marketing
 - Creating a Diverse Business Strategy
 - Making Homeownership Possible
 - Working with First Time Homebuyers
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