

# **Denise Lones**

**President and Founder at The Lones Group**

Bellingham, WA, US

Engaging, intuitive, and dynamic. Denise Lones grabs your attention from the moment she begins to speak ... and doesn't let go!

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## **Biography**

The founding partner of The Lones Group, Denise Lones brings over two decades of experience in the real estate industry. With expertise in strategic marketing, business analysis, branding, new home project planning, product development, and agent/broker coaching and training, Denise is nationally recognized as the source for all things "real estate". The breadth and depth of her experience has shaped Denise into her current role as a peak performance expert, helping real estate agents and brokers transform their businesses and reach their untapped potential. Denise's background in residential real estate sales and management includes an impressive list of awards. Using custom marketing campaigns and business development systems she personally developed, she was consistently among the highest producing Realtors® in a marketplace of 3,000+ agents. Denise was the only agent in the State of Washington to be awarded the esteemed MIRM designation - the top national achievement for new home marketing. In 2004, Denise was awarded the prestigious Hugh Hawkins Instructor of the Year Award by the Washington Association of Realtors®. In 2011, Denise was nominated by Inman News as one of the real estate industries 100 Most Influential Leaders. As a columnist for isucceed.com®, Realty Times®, RealTown®, Broker Agent Social®, the National Association of Home Builders®, and the Washington Association of Realtors®, Denise is a strong and respected "voice" in the real estate community - both locally and nationally. Denise is a certified instructor for many prominent trade groups and educational institutions, including isucceed.com®, Master Builders Association®, Washington Association of Realtors®, Washington State Department of Licensing, Washington State Housing and Finance Committee, and Windermere Real Estate®. With a passion for improvement, Denise has helped thousands of real estate agents, brokers, and managers build their business to unprecedented levels of success, while helping them maintain balance and quality of life. Denise can be reached via her company website ([www.thelonesgroup.com](http://www.thelonesgroup.com)), by phone at 360.527.8904 or via email at [denise@thelonesgroup.com](mailto:denise@thelonesgroup.com).

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## **Availability**

Keynote, Moderator, Panelist, Workshop

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## **Industry Expertise**

Professional Training and Coaching, Corporate Training, Management Consulting, Training and Development, Advertising/Marketing, Staffing and Recruiting, Corporate Leadership, Design

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## **Areas of Expertise**

Peak Performance, Managing Conflict in the Workplace, Take Your Brand to the Next Level, Build Your Business

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## Sample Talks

### **Peak Performance: Managing Teams and Individuals to Maximize Results**

A peak performance expert, Denise Lones has long focused on helping individuals and businesses recognize, then leverage, their unique strengths and abilities. Strong intuitive skills -- coupled with laser focus and an extraordinarily high energy level -- will put Denise Lones seminars on your "must attend" list.

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## Event Appearances

### **Title**

Inman Connect

### **Title**

Washington Association of Realtors EdCon Summit

### **Title**

National Association of Realtors

### **Title**

Inman Connect

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## Accomplishments

### **M.I.R.M. Designation**

Master in Residential Marketing designation from the National Association of Home Builders. The MIRM designation is the highest achievement level possible for professionals in new home marketing.

### **Hugh Hawkins Instructor of the Year**

Presented by Washington REALTORS, this honor is given to the real estate instructor that had the most impact in the industry in Washington for the previous year.

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