

NOAH KAYE

THE HEART OF THE DEAL

A training for agents to spot and leverage the emotional aspects of a transaction

A SIGNATURE TALK FOR
REAL ESTATE PROFESSIONALS

LIVE OR VIRTUAL.
30-60 MINUTES.
THE PREMISE...

Real estate is not just a financial transaction. It is emotional work.

In this engaging talk, Noah Kaye, Realtor and executive coach, helps real estate professionals understand the emotional dynamics driving every buyer and seller decision. Drawing from his upbringing in a real estate family, years in the industry, and experience coaching leaders and teams, Noah reveals why clients behave the way they do and how agents can respond with greater skill and confidence.

Agents learn to recognize emotional cues, navigate high-pressure moments and build trust that lasts far beyond the closing table. When professionals engage the human side of real estate, they do more than close deals. They create meaningful client experiences and referral-rich businesses.

WHO THIS IS FOR:

- Brokerages and teams seeking stronger client relationships
- Agents navigating high-pressure, emotionally complex transactions
- Leaders who want to differentiate through trust, not tactics
- Professionals who believe people come before processes

Interested in bringing this talk to your brokerage, team or association?

Let's start with a conversation.

Text Noah directly: (410) 562-8119 • Email: noah.kaye@cbmove.com



YOU WILL LEARN HOW TO:

- ✓ Recognize the core emotional dynamics present in every real estate transaction
- ✓ Understand how grief, stress, fear and hope influence client behavior
- ✓ Notice emotional cues before they become problems
- ✓ Ask skillful, trust-building questions that surface what truly matters
- ✓ Listen in a way that calms anxiety and creates clarity
- ✓ Pace decisions to reduce pressure and improve outcomes
- ✓ Build deeper client connection that leads to repeat and referral business

WHY THIS MATTERS:

Real estate sits at the core of human needs: shelter, safety, belonging, stability and identity.

When you honor the emotional weight of that reality, clients remember you. They trust you. They refer you. And they feel confident placing their family and friends in your care.

This is not soft skill work. It is legacy-building work.