

**FOR IMMEDIATE RELEASE**

**Contact:** Marni Hale

[marni@tomferry.com](mailto:marni@tomferry.com)

949-930-3926

**TOM FERRY HOSTS FIRST EVER WOMEN IN REAL ESTATE EMPOWERMENT  
RETREAT**

66% of all licensed sales agents are women and face unique business challenges

Irvine, CA – Tom Ferry – Your Coach hosts the inaugural Women in Real Estate (WIRE) retreat and empowerment event, September 7-9, 2016. This represents two major firsts; the first women only event hosted by real estate's #1 coaching company (Swanepoel Power200 rankings), and the first major event held at the highly anticipated Pacific City located hotel, Pasea. The inaugural event is limited to only 500 real estate professionals and includes expert speakers, morning yoga sessions, networking opportunities, and power lunches.

According to the National Association of Realtors (NAR) 66% of all licensed sales agents are women. All agents face challenges to overcome the 87% industry failure rate and maintain a successful business from start to finish. Women in particular can experience additional challenges including overcoming the fear of being more successful than their spouse, work-life balance, lack of self-confidence.

WIRE was developed to invite female agents from all over the country to come together to learn, inspire and network in a beautiful, serene environment. Led by women who have achieved success in their business, WIRE empowers women with the tools, techniques, and strategies to find increased success in their professional and personal lives. Debbie Holloway who is a highly admired national speaker and business coach for Tom Ferry – Your Coach, hosts the event.

"I can't think of a more qualified, caring and supportive person to host our first ever women's event than Debbie Holloway," said Tom Ferry, CEO of Tom Ferry – Your Coach. "I've known Debbie for over twenty years and admire her incredible track record of building a real estate business that averaged 150 sales/year."

“As a coach and speaker, I love helping people breakthrough their fears and reach their full potential,” said Holloway. “Many coaching members have asked for a women specific event for years and I’m so excited that we’re making it happen this fall! It’s an honor to be hosting WIRE, and I’m looking forward to inspiring talented women agents from all across the country.”

For more information about WIRE, visit [www.tomferry.com/wire](http://www.tomferry.com/wire)

#### **About Tom Ferry – Your Coach**

Tom Ferry – Your Coach is an international coaching company led by one of the most sought after professional development expert in the real estate industry. Tom Ferry is the bestselling author of *Life! By Design* and shares his knowledge through live events, results-focused coaching programs, and a popular YouTube channel and show, the #TomFerryShow, with over 2 million views. Tom Ferry has influenced hundreds of thousands of real estate professionals to create inner and outer wealth by teaching multiple lead generation and conversion techniques focused on innovation and marketing.

Tom Ferry has been featured in *The New York Times*, *Wall Street Journal*, *USA Today*, *The Huffington Post*, Mashable.com, Inman News, Agent Genius, *Realtor Magazine* and many more.

For images and more information, contact  
Marni Hale at [marni@tomferry.com](mailto:marni@tomferry.com) or visit [TomFerry.com](http://TomFerry.com)

###