

How Mindfulness Training Transformed Christine & Company: A Real Estate Team's 160% Sales Increase

Challenge: Inconsistent performance, agent motivation, fulfillment gaps

Solution: 9-week mindfulness training program

Results: 160% sales increase, 84% better retention, 56% more referrals

Timeline: January 15 - March 2025 (9-week program)

When Aaron Hendon looked at his team's performance in early 2024, he saw a pattern that frustrated him as both a managing broker and someone who genuinely cared about his agents' success.

Christine & Company was already a top-performing team in the competitive Seattle market. But despite having talented agents and strong market presence, the team was struggling with challenges that traditional real estate training couldn't solve:

- **Inconsistent performance** from capable agents who would be productive one month and stagnant the next

- **Motivation challenges** keeping agents in action despite disappointing results

- **Fulfillment gaps** between what agents hoped real estate would provide and their actual experience

- **The endless cycle** of trying harder with traditional methods that weren't addressing the root issues

"We had tried everything the industry recommends," Aaron recalls. "More dialing, group dialing sessions, different lead sources, every traditional approach to increasing sales. But we weren't addressing what was really holding our agents back."

As both a managing broker and certified mindfulness instructor, Aaron suspected the missing piece wasn't about tactics or effort—it was about the mental state agents brought to their work.

The Decision to Try Something Different

In late 2024, Aaron made a decision that would transform his team's trajectory. Instead of adding more traditional training or lead generation systems, he would implement a comprehensive mindfulness program specifically designed for real estate professionals.

"I had seen the research on mindfulness in high-performance environments," Aaron explains. "Elite athletes, Fortune 500 executives, even military special forces use these techniques. But real estate was still stuck in the 'hustle harder' mentality."

The program would be voluntary—no agent would be forced to participate. Aaron presented the opportunity to his team with transparency about the science, his own results with mindfulness, and what they might expect.

Initial Reactions: From Skepticism to Curiosity

"Some agents thought it was 'woo-woo' and weird," Aaron admits. "Real estate agents are practical people. They wanted to know how breathing exercises were going to help them close more deals."

But Aaron's approach was different. Instead of positioning mindfulness as stress reduction or meditation, he framed it as **mental training for peak performance**—the same tools used by elite performers in every field.

He shared:

- **The neuroscience** behind stress and performance
- **Specific research** on mindfulness in sales environments
- **His own transformation** and results with mindfulness
- **The voluntary nature** of the program—no pressure to participate

"We specifically didn't try to overcome objections," Aaron notes. "People were free to choose. But when I explained the science and shared what I'd experienced personally, curiosity won out over skepticism."

All 10 agents decided to give it a shot.

The 9-Week Transformation Program

Starting January 15, 2025, Christine & Company began a structured mindfulness training program:

Program Structure:

- **Weekly 1-hour training sessions** led by Aaron
- **Daily 10-minute individual practice** for each agent
- **Practical application** to real estate situations
- **No pressure or judgment** about "doing it right"

Week 1-3: Foundation Building

Focus: Basic mindfulness techniques and stress awareness

Agents learned fundamental breathing techniques and began developing awareness of their mental states throughout the day. The emphasis was on practical tools they could use immediately.

Early feedback: Agents reported feeling calmer during phone calls and more present during client interactions.

Agent Michelle Maiers' transformation: "Before this program, I felt like meditation was really hard and something I just didn't understand. Now I know how to take a quick 10 to 15 minute break during my workday when things are getting hectic and can feel the benefit immediately."

Week 4-6: Building from the Ground Up

Focus: Applying mindfulness to real estate activities

This is when the first significant shifts began appearing. Agents started using mindfulness techniques before client meetings, during prospecting calls, and when dealing with rejection.

Agent Kyle Korio's experience: "I didn't expect mindfulness to work for me, but it hit hard—in the best way. The breath technique alone has helped me calm down during anxious moments (which come up more than I'd like to admit). I use it constantly now. It works."

Week 7-9: Living a Grateful Life

Focus: Gratitude as a place to come from rather a place to get to someday

Agents learned to listen more deeply to clients, stay present during emotional conversations, and respond thoughtfully rather than reactively.

***Agent Joe Padilla's breakthrough:** "The training gave me tools to sit with my thoughts without judgment. It helped me become more intentional in my decision-making rather than simply reacting to situations."*

The Results: Numbers That Speak for Themselves

By the end of the 9-week program, Christine & Company's transformation was undeniable:

Sales Performance:

- First 4 months 2024: 10 deals closed
- First 4 months 2025: 26 deals closed
- Increase: 160% improvement in deal volume

Team Stability:

- **Agent retention improved by 84%** compared to the previous year
- **Increased team cohesion** and mutual support

Client Relationships:

- **56% increase in referral business** compared to the previous year
- **Improved client satisfaction** based on feedback and reviews
- **Stronger client relationships** due to agents' increased presence and listening skills

***Lisa Jones, Top Producer:** "I've closed eight deals in three weeks. I'm already a top producer, so this isn't beginner's luck. But after I stop and center myself, I take action with velocity. Productivity-wise, results are off the chart."*

The Science Behind the Success

Why did mindfulness have such a dramatic impact on real estate performance?

Improved Decision-Making Under Pressure

Mindfulness training strengthens the prefrontal cortex while calming the amygdala, leading to better choices during negotiations and client interactions.

Enhanced Emotional Intelligence

Regular practice increased agents' ability to read client emotions and respond appropriately, leading to stronger relationships and better outcomes.

Increased Resilience to Rejection

Agents developed healthier relationships with "no" responses and setbacks, maintaining motivation and confidence even during challenging periods.

Better Focus and Presence

Improved attention skills meant agents caught subtle buying signals and built deeper connections with clients.

Sustainable Energy and Motivation

Instead of relying on external motivation or "hustle culture," agents learned to access internal states of clarity and purpose.

Key Success Factors

What made this transformation so successful?

1. Leadership Credibility

Aaron's dual expertise as both a successful managing broker and certified mindfulness instructor gave the program immediate credibility.

2. Voluntary Participation

No pressure or mandates—agents chose to participate, which increased buy-in and commitment.

3. Practical Application

Every technique was immediately applicable to real estate situations rather than abstract concepts.

4. Consistent Practice

The combination of weekly group training and daily individual practice created sustainable habit formation.

5. No Judgment Approach

Agents weren't expected to be "perfect" at mindfulness—just willing to practice and apply the tools.

Specific Techniques That Made the Difference

The 3-Breath Reset

Used before client calls and meetings to ensure agents showed up calm and centered.

Impact: Agents reported feeling more professional and confident during presentations.

Mindful Listening

Training agents to listen for emotions and needs behind the client's words.

Impact: Deeper client relationships and better understanding of motivations.

Stress Reframing

Teaching agents to view challenges as information rather than personal failures.

Impact: Faster recovery from rejection and maintained motivation.

Present Moment Awareness

Using body sensations and breath to stay grounded during emotional conversations.

Impact: Better emotional regulation and professional presence.

Intentional Action

Learning to pause and set intentions before taking action rather than reacting automatically.

Impact: More strategic decision-making and effective use of time.

Overcoming Common Objections

We don't have time for mindfulness training

The weekly hour-long sessions and 10 minutes of daily practice actually saved time by reducing crisis management and improving focus. Agents became more efficient, not less.

Real estate is too fast-paced for meditation

We aren't asking agents to meditate for hours. These were practical tools they could use in 30 seconds between phone calls or while driving to appointments.

How do you measure the ROI of mindfulness?

The numbers spoke for themselves—160% increase in deals, 84% better retention, 56% more referrals. Plus agents reported higher job satisfaction and less stress.

What if agents think it's weird?

Some did initially, but we made it voluntary and focused on the performance benefits. Once agents experienced the results, any skepticism disappeared.

Long-Term Sustainability

Six months after the program:**

Continued Practice:

- Most agents maintain daily mindfulness practices
- Weekly team check-ins include mindfulness components
- New agents receive mindfulness training as part of onboarding

-Cultural Integration:

- Mindfulness became part of team's identity
- Agents support each other's practice and share experiences
- The team attracts agents specifically interested in this approach

Ongoing Results:

- Sales performance has remained consistently high
- Agent retention continues to exceed industry averages
- Client satisfaction and referral rates remain elevated

The Bottom Line

"Mindfulness training was the best business decision we made," Aaron reflects. "It didn't just improve our numbers—it transformed our entire experience of being in real estate."

The key insight: When agents operate from mental clarity rather than mental chaos, everything else works better. Traditional training becomes more effective, client relationships deepen, and team culture flourishes.

The results prove it:

- 160% increase in deals closed
- 84% improvement in agent retention
- 56% increase in referral business
- Transformed team culture and job satisfaction
- Sustainable competitive advantage

The investment: 9 hours of group training plus daily 10-minute practices

The return: Dramatic improvement in every key performance metric

The sustainability: Results continue as long as practice continues

But perhaps most importantly, the agents now enjoy their work instead of just surviving it. They've created a sustainable model for high performance that doesn't require burnout or constant stress.

Your Next Steps

The question isn't whether mindfulness works for real estate teams—Christine & Company's results prove it does. The question is whether you're ready to give your team this competitive advantage.

*Aaron Hendon is the managing broker of Christine & Company at eXp Realty and a certified mindfulness instructor with over 30 years of experience in real estate and transformational leadership. His mindfulness training programs have helped real estate teams across the country achieve similar transformations. To learn more about implementing mindfulness training in your real estate team reach out to Aaron at aaron@theminfulceo.com or www.aaronhendon.com