STEPHANIE GILEZAN

Dealmaker · Developer · CEO

MASTERCLASS TOPICS AND MENU

Live | Virtual | Zoom | Conference

stephanie@gilezanteam.com | 502-817-6484

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Stephanie Gilezan is a nationally recognized dealmaker, developer, and CEO operating at the intersection of real estate, capital strategy, negotiation, and long-term business architecture. With 26+ years of experience in high-stakes transactions, executive decision-making, and scaling multi-entity ventures across 40+ states and nearly 40 countries, she brings structural thinking, calm authority, and strategic precision to every stage she steps onto. Her sessions are practical, direct, and designed to produce measurable shifts in how professionals operate in rooms that matter.

SECTION 01 | CORE MASTERCLASS TOPICS

Twelve standalone sessions available individually or as a curated series

01

Deal-Maker Mentality

How to Think, Speak, and Negotiate Like a Power Player

A high-impact session on leverage, positioning, negotiation psychology, and language control. Participants learn how power actually works in conversations and how to stop leaving money, authority, or opportunity on the table.

Ideal for: Leaders, entrepreneurs, executives, sales professionals

02

Leverage: The Currency No One Teaches

How to Create Optionality in Career, Capital, and Conversations

A strategic deep dive into leverage: financial, relational, structural, and conversational. This session focuses on building optionality so professionals never negotiate from desperation.

Ideal for: Founders, executives, growth-focused professionals

03

The Rooms That Matter

How to Walk Into High-Stakes Environments and Operate Like You Belong

A powerful session on executive presence, power dynamics, and room intelligence. Teaches how to read authority, establish positioning quickly, and influence outcomes without performing.

Ideal for: Emerging leaders, board members, executives

04 Decision Makers vs. Participants

How to Stop Attending Opportunities and Start Controlling Outcomes

A mindset and execution session focused on shifting from contributor thinking to architect thinking. Participants learn how to assess risk, move decisively, and operate from ownership.

Ideal for: Founders, operators, senior leadership teams

05 Capital Follows Clarity

How to Position Yourself, Your Business, or Your Idea So Money Takes You Seriously

An inside look at how investors, lenders, and partners assess credibility and risk. Teaches positioning, communication, and structural clarity that attracts capital.

Ideal for: Entrepreneurs, developers, business owners, scaling companies

06 Calm Is a Competitive Advantage

How Emotional Control Wins in High-Pressure Environments

A leadership session on composure, strategic communication, and emotional regulation under pressure. Participants learn how calm authority increases credibility and influence.

Ideal for: Executives, founders, high-stakes professionals

07 Authority Without Arrogance

How to Lead Without Performing

A masterclass on precision communication, presence, and influence. Focuses on leading with clarity and strength without overcompensating.

Ideal for: Leaders transitioning into larger roles

08 From Hustler to Owner

The Shift That Actually Builds Wealth and Control

A strategic session on moving from income-focused thinking to equity, ownership, and structural growth. Explores long-term positioning and building durable assets.

Ideal for: Entrepreneurs, growth-minded professionals

09 Your Name Is the Asset

How to Build a Reputation That Opens Doors Before You Knock

A session on authority, visibility, credibility, and long-term brand positioning. Teaches how to turn expertise into leverage without performative self-promotion.

Ideal for: Executives, entrepreneurs, public-facing professionals

10 The Long Game

Building Influence, Wealth, and Credibility That Compounds

A forward-thinking session on strategic patience, reputation capital, and long-term positioning. Explores how disciplined thinking creates exponential outcomes over time.

Ideal for: Founders, executives, long-term builders

11 Closing Without Chasing

How to Secure Outcomes Without Sacrificing Leverage

A focused session on negotiation close strategy, pacing, and strategic restraint. Teaches how to secure agreements while preserving authority.

Ideal for: Sales teams, founders, negotiators

12 Stop Playing Nice With Your Own Life

Boundaries, Decisions, and Hard Truths That Drive Results

A direct and empowering session on clarity, decisive action, and eliminating self-sabotage. Focuses on the cost of indecision and the power of structured boundaries.

Ideal for: Entrepreneurial audiences and leadership communities

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SECTION 02 | NEVER NEGOTIATE FROM NEED

A book-based workshop series tied directly to the frameworks, stories, and methodology of Stephanie's forthcoming book

This series is available as a 2, 3, or 4-session engagement. Sessions are modular and can be delivered across a single day, multiple days, or as a recurring series. Each session stands alone while building cumulatively for groups taking the full series.

01 The Foundation: Why Negotiating From Need Is the Most Expensive Mistake You Will Ever Make

Core premise, mindset reset, and the structural roots of leverage

This opening session establishes the foundational argument of the book: that negotiating from need is not simply a tactical error but a systemic one, built into how most professionals approach career, capital, and deal-making. Participants leave with a clear understanding of how need broadcasts itself before a word is spoken and what it takes to build the structural optionality that changes every conversation.

02 The Frameworks: Language, Leverage, and Deal Architecture

Core tools and methodologies from the book applied in real time

A direct application session pulling the key frameworks from Never Negotiate From Need. Covers language control, leverage identification, deal structuring from strength, and the specific conversational moves that shift power in negotiations. Participants work through real scenarios using the book's methodology.

03 Real Deals, Real Decisions: Case Studies From 25 Years at the Table

High-stakes deal stories and the lessons they carry

Drawing directly from the stories and situations in Never Negotiate From Need, this session examines real transactions across commercial real estate, business acquisitions, and capital negotiations. Participants see the frameworks in action, understand where deals break down, and learn to recognize the moments that determine who controls the outcome.

04 **The Mindset That Sustains: Building a Career That Never Requires You to Negotiate From Need**

Long-term integration, personal positioning, and the architecture of leverage

The capstone session. Focuses on building a career and business structure that makes negotiating from need structurally impossible. Covers reputation capital, long-term positioning, equity thinking, and how to apply the book's philosophy to every area of professional life. Available as a standalone advanced session or as the closing module of the full series.

SECTION 03 | COMMERCIAL REAL ESTATE SERIES

A targeted 3-session curriculum for real estate agents and brokers ready to move into or elevate their commercial practice

Commercial real estate requires a fundamentally different skill set, mindset, and market approach than residential practice. This series equips agents and brokers with the practical knowledge, positioning strategy, and negotiation frameworks needed to compete and win in commercial transactions.

01 **How to Enter, Position, and Win in Commercial Real Estate**

Prospecting, client positioning, and listing commercial assets at a professional level

Most agents who attempt to cross into commercial real estate underestimate how different the game is. This session covers how to prospect commercial clients, position yourself as a credible commercial authority from day one, and list and market commercial properties with the precision the asset class demands. Participants leave knowing how to compete in a market built entirely on relationships and demonstrated expertise.

02 **The Commercial Negotiation Blueprint**

How commercial deals are structured, negotiated, and closed without losing leverage

Commercial transactions carry a complexity that residential training never prepares agents for: multi-party structures, LOI strategy, due diligence management, lease vs. sale dynamics, and the specific negotiation moves that protect your client and your commission. This session delivers a complete framework for navigating commercial deals from first offer through final close.

03 **Building a CRE Business and Personal Brand That Lasts**

How to move from transactional agent to recognized commercial authority

Production is not a business. This session addresses the structural work required to build a commercial real estate practice that operates as a real enterprise: how to develop a book of business built on relationships, how to establish yourself as the go-to commercial expert in your market, and how to build a personal brand that generates inbound deal flow before you ever make a call.

SECTION 04 | THE PROPERTY HEALTH CHECK

A masterclass designed for financial advisors, wealth managers, estate planning attorneys, CPAs, RIAs, and family office professionals

If your clients are telling you what their real estate or business is worth and you are accepting that number, you are not fully advising them. Outdated, unverified, or client-reported valuations are a critical gap in wealth planning, estate strategy, and tax advisory. This session addresses that gap directly, with practical frameworks for identifying, flagging, and correcting valuation blind spots before they become liability.

THE PROBLEM

The Valuation Gap: What Your Clients Are Telling You and What It Actually Means

Why fiduciary advisors cannot afford to accept client-reported real estate or business values

Most wealth advisors, estate planners, CPAs, and financial strategists are making critical planning decisions based on information they did not verify. When a client reports a property or business value that was never professionally assessed, that number becomes the foundation of tax strategy, estate planning, asset allocation, and wealth transfer recommendations. This session examines the scope of the valuation gap and what it costs your clients and your practice when it goes unaddressed.

THE SOLUTION

The Property Health Check: A Structured Approach for Fiduciary Advisors

How to integrate professional valuation review into your client advisory process

This session introduces the Property Health Check methodology: a structured framework for fiduciary advisors to identify, flag, and address real estate and business valuation gaps in their client portfolios. Participants learn what questions to ask, what outdated or unverified valuations look like in practice, how to bring in the right expertise at the right time, and how to position this service as a differentiator that strengthens client trust and elevates planning quality.

THE RESULT

Better Advice, Stronger Relationships, Fewer Gaps

How the Property Health Check improves outcomes across tax, estate, and wealth planning

Fiduciary advisors who integrate real property and business valuation review into their process deliver fundamentally better advice. This closing module addresses the downstream impact: more accurate estate plans, better-informed tax strategies, cleaner asset allocation, and clients who trust that their advisor is looking at the whole picture. Participants leave with a clear framework for implementing the Property Health Check across their existing client base.

BOOK A MASTERCLASS

Each session is available as a standalone masterclass, half-day intensive, or full-day workshop. Delivered live on-site or via Zoom. Custom combinations and bundled series available upon request.

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