


# 2024 REIMAGINE REAL ESTATE



 November 13, 2024  
The StateView Hotel  
Raleigh, NC 9 AM - 5 PM

**BILL MIDDLETON**

Founder + Head Coach - Middleton Elite Coaching

## MEET BILL:

Starting a career in real estate in 2008 might have seemed ill-timed, but it proved transformative for me. After over five years in the restaurant industry building businesses and managing teams, I sought a new path. My first year in real estate was challenging—I earned only \$18,000 in commissions and considered returning to restaurants. However, attending a national real estate conference changed everything. Witnessing agents thriving in a tough market inspired me to replicate their success, and fortunately, it worked.

Over the past decade, I've sold real estate at a high level, managed brokerages, trained thousands as a speaker, coached hundreds on business building, and founded Middleton Elite Coaching (MEC) in 2017. MEC has become a "secret weapon" for top teams; last year, clients closed over \$3 billion in sales, consistently ranking in REALTrends 'America's Best' reports. Inspired to make the most impact, my partner and I speak at events, sharing strategies for success. When not coaching, I enjoy family time with my wife, Sarah, and our three young boys.



More Event Info:  
[MiddletonEliteCoaching.com](https://MiddletonEliteCoaching.com)



Event Questions:  
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