

Wally's goal in life is to help people realize that they don't need to hit rock bottom in order to make the changes necessary to enjoy a joyful and fulfilling life.

Wally Bressler has conducted over 50,000 coaching sessions via one-on-one calls, live training sessions, group calls, and video training meetings with real estate sales professionals across the United States and Canada. He's had the good fortune of working with some of the top real estate agents and coaches in North America...where he's learned as much from them as they did from him.

In 2021, as a result of his efforts in helping his clients achieve great success in their businesses and lives, he was nominated for *Success* magazine's *Success 125*; one of the 125 Most Influential People in Real Estate That Get Results.

In addition to having 23 years of life and business coaching experience, he also has 29 years of sales and real estate experience as well as 30 years of professional writing experience. He was the ghost writer on two Amazon published books, *Inside Sales Predictability* and *Digital President* and released his own book, *Tragic Hero: Picking Up The Pieces*, in early September of 2022. In it, he uses the lessons he's learned from overcoming lifelong addictions to food, sex, pornography, and money to give others the hope and confidence they need to break through their own challenges. The book attained bestseller status in four separate categories on Amazon for which Bressler Received a Quilly® Award from the National Academy of Best-Selling Authors. In June of 2023, Wally Co-Authored Amazon Best-Seller, *Six-Figure Agent*, with some of the country's top real estate minds and influencers.

In November of 2022, Bressler was a guest on the nationally televised talk show, *Times Square Today*, where he shared some of the strategies he uses to help people lead great lives. For his work on the show, Bressler received an Expy® Award at the 2022 Success Summit®.

Prior to his coaching career, Wally was a real estate agent, selling 72 homes his first 14 months in the business. As he grew with the company where he started his sales career, he became a sales manager and trainer and helped grow the team to more than 400 home sales annually.

Wally graduated from Hamilton College in 1990 and started his working career in the mutual fund industry 1991, where he worked for seven years before he made the leap to the real estate industry.

In 2021, Wally started *Phone Sales Secrets*, a company that helps salespeople overcome sales call reluctance, procrastination, self-sabotage, procrastination, and other avoidance behaviors so that they can become fearless and confident in using their phone sales skills to grow their business. The process he uses comes from what he's learned as a coach as well as from his own experience in dealing with sales call reluctance for a decade.

Wally currently lives in McKinney, TX and has four amazing children. He is a regular member and volunteer at Crosspoint Church in McKinney and engages in other community-service-related activities in and around where he lives.