

What Coaching Is (*and Isn't*)

“My job is not to be easy on people. My job is to take these great people we have and to push them and make them even better.”

– Steve Jobs

What is Coaching?

Coaching is a collaborative process designed to help you bridge the gap between where you are now and where you want to be. Unlike training courses or one-size-fits-all advice, coaching focuses on you—your goals, your market, and your business.

A coach doesn't hand you a script and send you on your way. Instead, they:

- Ask the right questions to uncover your strengths and challenges
- Provide perspective drawn from real-world experience
- Help you set clear, achievable goals
- Hold you accountable so progress actually happens
- Offer strategies that fit your unique situation
- The goal of coaching is to give you clarity and confidence, while equipping you with practical tools to move forward.

Think of it as having a sounding board, strategist, and accountability partner all in one.

THE COACHING VENN DIAGRAM



What Coaching is Not.

Coaching is powerful, but it's important to set the right expectations.

Here's what it isn't:

Not Therapy

Coaching is future-focused. It's about building strategies and taking action, not unpacking the past.

Not a Magic Fix

A coach can guide and support you, but results depend on your willingness to act. Are you a person who is willing to learn? To take constructive criticism and change habits or ideas?

Not One-Size-Fits-All

Generic scripts or cookie-cutter advice won't get you as far as you're capable of. Coaching tailors strategies to your specific goals and challenges.

Not a Sales Pitch

Coaching isn't about upselling you into programs you don't need. It's about helping you make meaningful progress with what you have now.

Not Just Motivation

While encouragement is part of it, coaching is rooted in accountability and practical steps—not just hype.

Not a Step-by-Step Formula

Coaching isn't about being handed an exact playbook to succeed. Instead, it combines advice, perspective, and guided learning so you can implement strategies in a way that leverages your own abilities.

How Does Coaching Work?

Coaching typically follows a regular rhythm—most clients meet 1–2 times per month in 30-minute or 1-hour sessions. This consistency allows us to build momentum, create accountability, and keep your business moving forward.

Each call is a guided conversation designed to bring clarity and action. Here's what you can expect:

1. **You bring your goals (or questions).** Each session starts with what's most important to you—whether that's finding clients, structuring your business, or planning long-term growth.
2. **We break it down.** Together, we'll identify the challenges you're facing and the opportunities in front of you.
3. **We create practical steps.** You'll leave with clear, realistic actions you can start on right away—not just ideas, but a plan you can actually follow.
4. **We check in and adjust.** If you continue beyond the intro call, each session builds on the last, helping you refine your systems and stay accountable as you grow.

Intro Call (30 Minutes)

- 0–5 minutes → Identify your top priority + discuss your unique situation and background
- 5–20 minutes → Guided discussion to explore challenges, strategies, and opportunities
- 20–25 minutes → Outline clear, actionable next steps you can implement immediately
- 25–30 minutes → Wrap-up + discuss whether ongoing coaching is the right fit for you

Where Do You Find a Coach?

Your Brokerage or Office Manager

Many brokerages offer in-house training, mentorship programs, or at least someone who's willing to answer questions. This is a good place to start—especially since it's usually included at no extra cost.

Experienced Agents in Your Office

Shadowing or assisting an agent you respect can be a valuable way to learn. Ask if you can help with open houses, showings, or marketing tasks. Just know this type of mentorship can be informal, inconsistent, and dependent on the agent's schedule.

Online Groups & Communities

Local Facebook groups and real estate forums often have agents sharing advice, or accountability pods you can join. While this can be helpful, the quality varies widely—some groups are all talk and no real substance.

Independent Coaching Services

This is where focused, structured growth comes in. Coaching services exist at every level, from new agents to seasoned producers. The challenge? Many national programs cost thousands of dollars per year, and they're rarely tailored to beginners.

That's why we created [Bellamy House Coaching](#)—a budget-friendly, real-world option designed for growing Realtors and small business owners. Instead of overwhelming programs or high-ticket commitments, you'll find affordable, practical coaching that helps you take meaningful steps forward.

Bellamy
House

Meet Your Coach



Hi, I'm Hunter

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Starting out in business—whether in real estate or any entrepreneurial path—can feel overwhelming. I know, because I've been there. I built my career by navigating competitive markets, learning what works (and what doesn't), and creating systems that turn effort into results. Coaching is my way of sharing those lessons so you don't have to figure it all out the hard way.

I bring a mix of business experience, entrepreneurial drive, and a teaching-first mindset to coaching. Over the last several years, I've built a multi-state real estate business from the ground up, managed millions in sales, and created systems that help both clients and colleagues succeed. In 2023, I was honored with the President's Circle Award from Berkshire Hathaway HomeServices, ranking me in the top 7% of agents globally. Along the way, I've mentored new agents and learned how to turn challenges into strategies.

Beyond real estate, I've founded and successfully exited a boutique vacation rental business, developed marketing and educational systems, and served on the board of a leading young professionals network. These experiences give me a broad perspective on what it takes to grow—whether you're a new Realtor or a small business owner navigating your early stages.

At the core of everything I do is education. **My style is aspirational, creative, and strategy-focused:** I don't want to tell you what to do, but help you clarify goals, make confident decisions, and reach your full potential in your business.

- Business & Real Estate Strategy
- Client Experience Design
- Personal Brand Development
- Marketing Strategy & Execution
- CRM Setup & Lead Management
- Content-Driven Marketing Systems & Tools
- Digital Marketing (social media, Google Business, digital ads)
- Creative Vision & Growth Mindset

Bellamy House Coaching

At Bellamy House, coaching is built on the idea that clarity and momentum create growth. Whether you're a brand-new Realtor, an established agent ready to level up, or a small business owner navigating the first stages, our sessions are designed to help you move forward with confidence.

The Intro Session — \$25 / 30 Minutes

- Quick, affordable entry point into coaching
- Calendly link to schedule at your convenience (often available as soon as the next day)
- An intake form so we can dive straight into your goals
- A focused conversation that leaves you with actionable next steps

This is a no-pressure way to experience what coaching can do for your business—and to see if working together long-term is the right fit.

www.BellamyHouse.com/coaching

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