

KRISTINE A. SCOTT



MEDIA KIT

Section I

Brokerage Development & Risk Management

Section II

Physical Risk Management



Section I

Brokerage Development & Risk Management





KRISTINE A. SCOTT



Risk Manager
Brokerage Builder
Speaker | Author



Currently booking for 2017 - 2018



MEDIA KIT CONTENTS

- A. What Kristine's Been Up To
- B. Sample Presentation Topics
- C. Book/Articles Published
- D. Interview Questions
- E. Testimonials
- F. Pictures
- G. Speaker Sheet
- H. Contact Information

WHAT I'VE BEEN UP TO THIS QUARTER

- Launching the Non Fiction Authors Association Atlanta Chapter
- Ghost writing 18 articles that were published in trade journals (real estate, insurance, and financial planning industries)
- Coaching 7 of my clients to the top agent position in their office
- Speaking at major brand brokerages on branding, security, risk management, agent retirement planning, reading financial analytics, and state of the market
- Developing two of my clients into staff writers for trade publications establishing themselves as authorities in their fields

PRESENTATION TOPIC SAMPLES



Small Cap Commercial for Residential Agents

Residential and commercial transactions have different purposes, processes and predictability. Every element of the deal from negotiation strategy, buyer motivation, law, and contracts are completely different. Learn key elements commercial transactions to ensure your clients are receiving quality small cap representation.

Realtor Protectology

Separate myth vs fact regarding concealed carry for a Realtor's application. Understand how to navigate a violent encounter to best position yourself for a positive legal outcome. Discover how it will impact your business and family. Evaluate what insurances and business structures will best protect you when you need it most.

Mortgage Protection

This isn't about insurance. It's about MATH...and insurance. You helped your clients acquire their home, you can empower them to NEVER lose it, no matter what the crisis....eventually that means another sale or two or three for you.

Establishing Yourself as the Industry Authority

The craftsmanship of credibility is unique to each niche market. Discover how to leverage your authenticity instead of employ marketing gimmicks or pay for artificial reputation architecture. Authenticity in branding is indisputable and unforgettable. Discover, refine, and launch yours.

Compelling Counter Offers

Why not turn your next counter offer into a valuation dispute? A counter offer is easily denied or ignored. Disputing a property's value with substantiated data produces facts that cannot be ignored or denied and will likely alter the perspective of the other party and change their position on price, in your favor. Now that's how business gets done.

Process That Produces

Ever feel like you spend more time pushing papers around and attending sales meetings than engaging in revenue producing activities. Some process is necessary... the trick is architecting your process to suit your personality, work habits, and business model to ensure it enhances your revenue and never becomes counter productive.

Expedited Transition to Commercial Markets

A small number of agents successfully transition to commercial service as 12-18 months of saved income is recommended and very few can sustain themselves for that length of time. My agents average their first commercial close in under six months and \$24,392 as their first net commission earned. Discover if my methodology suits you!

Analytics 101

What does cap rate and IRR actually mean? Do you know? Does your client? Do you understand how to create financial analytics that demonstrate how a potential commercial investment will perform for your client? Are you able to illustrate and explain the risk involved? Empower your clients to make intelligent data driven decisions.

Economics of Organization Security

Once the physical crisis ends the financial crisis commences. This presentation explores the reality of insurances, the monetary facets of reputation and social consequences. Learn how to position to weather the financial storm and ensure your business thrives before during and after a crisis.

Social Responsibility Brilliance

Executive board volunteerism is expensive, volunteerism is time consuming, financial contributions to the community could be allocated to marketing dollars. Social responsibility makes you shine inside and out. Learn how to leverage your social contributions to enhance your relationship with the community.



NOTE: THIS IS A PARTIAL HISTORICAL LIST OF TOPICS. REQUESTS WELCOME.

ARTICLES & BOOKS

Ms. Scott has penned hundreds of articles and content edited several books. Her work has been published in local, national, and international publications for both end users & professional audiences.

ARTICLE EXAMPLES

2017

- The Compelling Counter Offer
- Vulnerabilities Exposed: Safety Realities for the Realtor
- Key Analytics for Small Cap Transactions
- State of the Market: LA Micro, Local, and National Considerations
- Is Cashflow Real Estate Right for my Client?

2016

- Are You a Broker or an Agent?
- Market Data Interpretations: Understand Saturation
- Naughty Networking: Your Networking Edge
- Realtors at Risk
- Handguns for Open Houses?

2015

- What Every Commercial Broker Wish Residential Professionals Knew
- Controlling Comparable Assumption Gaps
- Identifying your Unique Selling Proposition
- The Great Contradiction: Representation or Sales?

PUBLISHERS & MEDIA PRESENCE

- Investopedia
- Inman News
- Channel 5 News
- Money Magazine
- Realty Times
- CNBC
- Jones Lang LaSalle
- LA Times
- SCORE
- Biz Journals
- World Property Journal
- RIS Media
- Keller Williams
- Zillow
- CBRE

For a samples please send a request to k.scott@me.com



SUGGESTED INTERVIEW QUESTIONS

Broker & Agent Focus

What's the value of an agent?

What inspired you to transition from doing deals to being an educator?

There are a gigantic amount of coaches, what makes you different?

Of all the curriculum you've presented what is the one thing you wish you could transfer most effectively to deal makers?

How much of a professional's development should they handle themselves and when is it time to employ an expert like yourself to fuel growth?

On Kristine A Scott...

You started in the recession, how on earth did you create a brokerage that held its own in the Chicago metro market?

What can you tell us about your upcoming book release?

You rose to the top in the midsts of a Chicago's boys club, it doesn't sound very enjoyable. Do you have regrets?

What's your legacy? What elements of your career do you hope ultimately define you?

You're known for being selective. What traits do you look for in a new client?

Takeaways From Being a Writer

Why would you prefer to write for others rather than take all the credit yourself?

How much of your writing is influenced by your curriculum and personal perspectives?

What are the major differences in the mindset and culture of brokers, agents, and consumers?

There's a ton of written content circulating, how does an end user evaluate the quality and credibility of the content?

TESTIMONIALS

On coaching

Jason R.

"She not only made it make sense for me to stick with the marketing style I liked (that no one else did) but she made it get results."

On coaching

LeeAnn S.

"My clients cannot stop talking about me. Any service referral they need it's "Ask LeeAnn". Financial questions, "Ask LeeAnn". Local info: "Ask LeeAnn". Kristine's made me the local authority, inside one year!"

On ghost writing

Tyler M.

"Kristine works incredibly fast and at a high level. She can capture your voice and the perspective you need. Don't hesitate to hire her, she's done wonders for me."

On ghost writing

Phillip P.

"Kristine made me into an industry celebrity. A rare blend of writing talent and subject matter expertise."

On speaking

Josh Y

"Our audience was captivated beginning to end, spectacular keynote never to be forgotten!"

PHOTOS FOR AD USE

For advertising use. Contact manager for high resolution images.



CONTACT INFORMATION

To initiate a booking inquiry:



Please email k.scott@me.com for a booking questionnaire link. The questionnaire is brief, but critical and required due to Kristine's current non compete agreements. You will receive a response from Kristine within 72 hours.

To contact Kristine directly:



k.scott@me.com

P.O. Box 295
Summerville GA
30747



Social media connection:



[linkedin.com/in/kristineascott](https://www.linkedin.com/in/kristineascott)

<https://www.facebook.com/kristine.scott.73>

(At least time Kristine does not maintain a "professional" facebook page. Her personal page is provided for screening purposes as it is avialabel to the public.)

Web links:



www.DivPros.online

www.KristineScott.com

Section I

Brokerage Development & Risk Management

Section II

Physical Risk Management





INSTRUCTOR
BODYGUARD
SPEAKER
AUTHOR



Currently booking for 2017 - 2018

MEDIA KIT CONTENTS

- A. Professional Highlights
- B. Media Highlights
- C. Sample Presentation Topics
- D. Book/Articles Published
- E. Interview Questions
- F. Ladies Only
- G. Testimonials
- H. Pictures
- I. Speaker Sheet
- J. Contact Information



HERO FACTORY

KRISTINE A SCOTT



DIRECTOR OF TRAINING

Certified NRA Instructor | Certified Protection Agent | Certified Use of Force Instructor | Certified Fugitive Recovery Agent | Certified Court Appointed Advocate
Certified Crisis Interventionist | 633 hours of instructor development

EDUCATION



American Military University | PoliceOne
Bounty Hunter Academy | Calibre Press
Executive Protection Institute | InSight
Training Academy | Massad Ayoob Group
Shoot at the Sight | Seattle Firearms
Academy | Wrightwood Training Group
Deerfield Pistol & Archery | Henry Rush



EXPERIENCE

Thomas & Betts | Yahoo | Honeywell | Pitney Bowes | Well Point
Jispain Trust | Executive Protection Institute | Gogebic Taconite
Keller Williams | Driscoll Mayflower | Fox Creek WI Shalom
A Women's Clinic | 4-H | Israeli Political Action Committee



RECENT MEDIA HIGHLIGHTS



TELEVISION



2016: Chanel 5 News identified Ms. Scott as a leading authority in women's handgun training. Chanel 5 selected her Technical Skill Builder class to demonstrate specialized handgun education for women. Ms. Scott's classroom, her interview, and several of her student's interviews on gun control perspective were aired in the story.



SPEAKING



2017: Speaking on the economics of house of worship security to church board members at an inaugural summit for foreign mission speaker host organizations. This was a 2 hour presentation in the general session.



LOCAL MEDIA

2017: Kristine Scott spearheaded a campaign to spread awareness of youth shooter development pledging ALL net proceeds form her company Hero Factory's ladies only division "Kiss My Brass" to the Chattooga County 4-H Team for the purchase of equipment, and ammunition. Ms. Scott hopes to spread awareness of youth and women's shooter education in the rural area where the company's headquarter's were recently relocated.



PRESENTATION TOPIC SAMPLES



Aligning your Practice with your Purpose

Your performance on the range and the performance required of you in a defensive encounter are likely polar opposites. Explore practice methodology considerations and understand how to enhance your real world defensive performance through your practice.

Evaluating Your Subject Matter Experts

Your instructors are very likely to be a key element in regaining your freedom after a self defense shooting. Learn how to choose wisely. How much training do military and police officers receive in civilian defense based handgun training? How are defense industry certifications created, monitored, and validated?

Military/Para Military Transition to Private Sector Roles

The intensity of life or death stakes modifies an organization's culture. Many officers struggle to obtain or maintain employment due to a culture clash and lack of soft skill alignment. Get insight from a team leader in the private sector that has assisted thousands of officers in successful transition.

Critical Conversations: Concealed Carry Clarity

What's right vs what's best for you and your family. Examine a real few case studies, sort through myths versus facts in CCW law, and learn how to protect your lifestyle and quality of life from the devastating events that follow a self defense incident.

From the Heels to the Handguns: The Reality of Your Defensive Draw

Working through women's equipment woes, off the firing line footwork and balance, strategy versus body mass, condition yellow ready positions, handgun presentation realities, and the adversaries perspective.

The Aftermath: You Prevailed...What Happens Next?

Recognize the consequences the media and instructors don't tell you. Explore women's insight from pulling the trigger before you do: Who can you talk to without compromising your defense? How will this impact my kid's social life? Why families divide and divorce?

Shooter Self Assessment

We know you are all awesome! Explore your strengths, weaknesses, and limitations and how your current handgun self defense education efforts are working to your advantage or disadvantage. Learn how to create a training calendar that will create progress where you need it most.

Realtor Proctology

It is totally normal to meet a new person in a dark abandoned building you've never been to before in a desolate area with no cell service...right? Yes, actually, in this business it is. Learn how to position yourself to be a harder target, minimize your risk, and use force when necessary.

Economics of House of Worship Security for Religious Boards

Risk mitigation includes prevention, intervention, and post-vention expenses as well as transfer of risk. Explore what your organization's financial threshold for violence. Will you be there when your congregation needs you in the aftermath?

Nanny. Caregiver. Protector.

Expect your child to be safe with your domestic staff? It isn't possible if they aren't properly trained! Discover how to turn a caregiver position into a protection centric responsibility. Trips to the movies, parks, home invasions, it's your nanny that is on the front lines protecting your child. Let's equip them.



NOTE: THIS IS A PARTIAL HISTORICAL LIST OF TOPICS. REQUESTS WELCOME.

ARTICLES & BOOKS

Ms. Scott has authored over 100 published articles and books centric to risk management, and protection

ARTICLES

2017

- Align Your Practice and Your Purpose
- Vulnerabilities Exposed: Realities for the Realtor
- Pioneering Your Protection and Security Ministry

2016

- My Backyard: A Wisconsin Professional Protector's Perspective of the Fox Creek Aftermath
- Instructor's Series: Maximizing Your Theater Style Training
- Shooters Self Assessment
- Gun Class Takeaways: Your False Sense of Security
- CCW Pop Quiz

2015

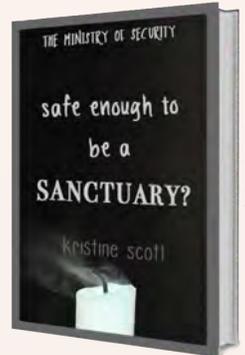
- The Pistol's Greatest Advantage
- Revolver vs. Semi-Auto Simplified
- Handguns: Used vs. Abused
- From Public Sector to Private Protector: Transition Tips from your Supervisor's Eyes
- Campus Violence Considerations
- A Women's Ultimate Guide to Concealed Carry Companion Selection

Some articles are available for reprint at \$4.99 each. Please email to inquire.

UPCOMING BOOK RELEASES

PRAISE FOR
Safe Enough to be a Sanctuary?

"Slam dunk! She balances the ministry-service dynamic skillfully, most others seek only to provide technical education." -Rev. R. Roberts



"Action based Authoring. My parish bridged the gap between identifying our needs and implementation easily thanks to this book!" -Rev. L. R. Lewis



PRAISE FOR
Align Your Practice with Your Purpose

"Totally evolved my practice"

"Opened my eyes to how little defensive practice I've actually done."

"Critical education: I couldn't put this down, my instructor never told me this."

Pre-order information: beahero@herofactory.us



SUGGESTED INTERVIEW QUESTIONS

Takeaways from being a professional in the firearms industry?

Are your efforts to empower women to question the mainstream firearms curriculum well received within the industry?

What inspired you to pioneer Hero Factory's ladies only division Kiss My Brass?

Why does methodology matter? We're all adults and very capable learners so why the emphasis on your teaching methodology?

Of all the curriculum you've presented what is the one thing you wish you could transfer most effectively to female defensive shooters?

What are a couple of the common myths that people believe as a result of media input that you feel are the most detrimental to personal safety and lifestyle protection?

On Kristine A Scott...

Clearly you are pro gun and pro A2, why don't you carry every day?

What can you tell us about your upcoming book release? What genre is it?

You've put in two decades of placing other people's best interests and needs before yours while rising to the top in a male dominated business, it doesn't sound very enjoyable. Do you have regrets?

What's your legacy? What elements of your career do you hope ultimately define you?

Takeaways from being a body guard and protection specialist?

What are some of the daily habits you picked up in the protection industry that you utilize on a regular basis?

How much of your curriculum was influenced by your work as a professional protector?

What are the major differences in the mindset and culture of protection specialist and military and paramilitary operators?

How much of a person's own protection should they handle themselves and when is it time to employ a protection expert like yourself?

LADIES PROGRAMS

Ms. Scott is uniquely qualified to craft protection-centric, civilian-centric, and female-centric curriculum. Her company supports ladies only local level firearms and self defense clubs and organizations by providing one hour presentations that are affordable and often completely free.



HEELS FOR HER CAMPAIGN

Join Kiss My Brass in delivering women designed and tested defensive handgun training. Deadly force...on her terms.

We donate \$30 for each woman who trains in heels!

Women do it differently

Kristine A Scott has spent her lifetime learning, utilizing and refining them and she is now focused on helping women protect themselves and their loved ones. **Ms. Scott has pioneered a teaching methodology that enhances women's retention and minimizes their resistance to curriculum.**

- Current mainstream tactics designed for women are typically designed by men
- Tactics designed by people inherently motivated to stop the bad guy are not aligned with the focus of protecting oneself...**focus on surviving not defeating your adversary**
- **87%* of women** who seek self defense training will engage in no more than 16 hours of formal training in their lifetime, thus a few critical, simple, effective tactics designed to be applied without much physical strength in tight spaces complimented with a mindset training is most valuable

We study violence

so we can best prevent it and as a last resort use it ourselves to PREVAIL.

** Sample of 2,815 women 2016 by third party data company ordered by Kiss My Brass*



Kristine A Scott teaches at the Georgia Gun Club to a ladies only group. 2015 Photo credit: Jesse Abbott



WOMENS PROGRAM SUPPORT

Kristine A Scott 2014 Ladies Group instruction Photo
Credit Jesse Abbott

Kristine's mission is to fill the gaps between mainstream education which typically lacks critical elements such as the mindset required to prevail, threat management skills (including prevention and post-vention), and applicable tactics to position women for desirable outcomes when protecting themselves and their family's quality of life.

Organizer Education Series

Kiss My Brass discovered just 1 in 9 ladies only firearms groups make it past year 3! The culture, guest speaker selection, and leadership modality of these groups is tricky. Kristine A Scott is a subject matter expert in design, development, and restructuring of Ladies Only groups and clubs. Organizer's may elect private coaching or attend organizer development courses to strengthen and grow their groups.

Lifestyle Protection Education & Planning Services

Kristine A Scott has accumulated a lot of experience with client's that haven't prepared and knows what works in theory and in reality. Whether or not you or your spouse survives or take legal shots the financial consequences are typically life altering. Ready to navigate without the family breadwinner? Have 9-24 months of house payments or your child's education secure and available? Does your concealed carry insurance cover expert witness, consultant, or material witness costs? Does your life and homeowners insurance pay out in commission of a felony? (Are you sure?!) Insurances, advocacy resources, legal defense networks, and retirement planning services and education presentations available.

Clinician/Guest Instructor Appearances

Ms. Scott is available as a guest instructor/clinician. She offers a variety of fun and seriously effective course such as "Miss Fire" and "Brastraps & Backstraps". Please visit www.KissMyBrass.net for a full catalog. (ALL courses available to any ladies group.)

PAST AUDIENCES ARE TALKING

JR "Miss Kristine achieved what a decade of other trainers couldn't. Despite physical and visual limitations she developed tactics that I can use effectively under stress. -Jack R.

HB "In 14 years of police training I wasn't very accurate, 3 days with Kristine and I was spot on." -Ofc. Brady

DC "Miss Scott presented real life case studies that were local and relevant." -Debbie C.

JW "Almost everything I believed about concealed carry law was media hype: Miss Scott gave me the truth. Now I have confidence that my self defense shots won't cost me my freedom." -Josh W.

DS "Kristine is a genuine subject matter expert. Her traditional education, trade education, and field experience are all very obvious." -Dean S.

SD "Miss Kristine's tactics make sense and when put to the test they work." -Sam D.

GA "I made critical choices about what and how I was willing to respond to violence in Kristine's classroom. When the time came I didn't hesitate, I'd already thought things through." -Gina A.

PROFESSIONAL PHOTOS

For advertising use. Contact manager for high resolution images.



RANGE PHOTOS

For advertising use. Contact manager for high resolution images.



KRISTINE A SCOTT

instructor | speaker | author | bodyguard

RECENT TOPICS:

Align Your Practice with Your Purpose

Critical practice methodology considerations for civilian shooters

Concealed Carry Clarity

Myth vs. Fact regarding the realities of navigating a legal defense

How to be the Teacher They'll Always Talk About

Increase student retention rates in handgun courses

MAXIMUM IMPACT

Field tested, audience approved. Kristine Scott's authenticity will reach you on an intimate level that will permanently change or intensify your perspective. Her wit will keep you laughing even when unapologetically addressing the tough topics.

The wisdom she has accumulated is a complex blend, acquired by a unique variety of experiences: professional protector, threat management consultant, risk manager, educator, survivor, and protectee.

Ms. Scott will engage tough seasoned officers as easily as captivate an audience of ultra feminine sophisticated professionals. She isn't the speaker you've been looking for, she is the word warrior your audience will never forget.

UPCOMING BOOK RELEASES

PRAISE FOR
Align Your Practice with Your Purpose

"Totally evolved my practice"

"Opened my eyes to how little defensive practice I've actually done."

"Critical education: I couldn't put this down, my instructor never told me this."



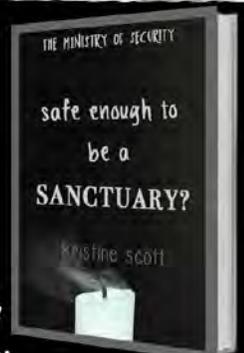
PRAISE FOR
Safe Enough to be a Sanctuary

"Slam dunk! She balances the ministry-service dynamic skillfully,

most others seek only to provide technical education." -Rev. R. Roberts

"Action based Authoring. My parish bridged the gap between identifying our needs and implementation easily thanks to this book!"

-Rev. L. R. Lewis



For more information:
Mary Jo Wendler
beahero@herofactory.us

CONTACT INFORMATION

To initiate a booking inquiry:



Please email beahero@herofactory.us for a booking questionnaire link. The questionnaire is brief, but critical and required due to Kristine's current non compete agreements. You will receive a response from Kristine within 72 hours.

To contact Kristine directly:



kristine@herofactory.us

678.446.2046

P.O. Box 295
Summerville GA
30747



Social media connection:



[linkedin.com/in/kristineascott](https://www.linkedin.com/in/kristineascott)

<https://www.facebook.com/kristine.scott.73>

(At least time Kristine does not maintain a "professional" facebook page. Her personal page is provided for screening purposes as it is available to the public.)

Current company links:



www.KissMyBrass.net

www.AccuracyClinics.com

www.HeroFactory.us

<https://www.facebook.com/HeroFactoryus/>