

The Legacy Lounge Podcast with Tiffany Neuman
Season 1, Episode 26
Legacy Leader on Clarity: Dawn Loding

INTRO: Hi, I'm Tiffany and you are listening to The Legacy Lounge podcast. If you are a high achieving, mission-driven entrepreneur who wants to elevate your income, impact, and influence, you're in the right place.

I left my corporate career as a creative director for Fortune 500 brands to create a legacy with my work and to support entrepreneurs to do the same. I'm not talking about having your name on a building or statues in your image. I'm talking about leaving behind a positive impact and creating something enduring that can be passed on. You pour your time, energy and passion into your business, so let's make sure your efforts will create a ripple effect that reaches far into the future.

Each monthly series will guide you through the business leadership and life skills you need to successfully leave a legacy that stands the test of time, and each episode is totally valuable on its own. We are here to provide you with the tools and ideas to make massive shifts and quantum leaps in your business, transforming you from entrepreneur into legacy brand.

TIFFANY: I am so thrilled today because we are going to talk to a Legacy leader who is near and dear to me, Dawn Loding. Dawn is a realtor, industry leader, mentor, and advisor, and she provides a pathway with real estate for women to find their passion, follow their dreams, and live their best life. She also went through the Legacy Brand Foundations® program last year.

So I'm super excited to discuss all the things with Dawn.

The theme this month is Clarity in The Legacy Lounge. So I've asked Dawn to come on and join us to talk about the importance of clarity in her work in the world, but also how important it is for your brand.

So thank you so much for being here with us today, Dawn.

DAWN: Oh, my goodness. Thank you so much for having me, Tiffany. I am so excited to have this talk with you today and just help you, of course, in any way that I could, because you have helped me in so many different ways.

Last year was just crazy good in such a good way. And when I entered into your content or your Legacy Brand Foundations, I just went all out, right? I was like, okay, I need it all. And it just gave me so much clarity. Our word for today.

TIFFANY: Yes.

DAWN: It gave me all the clarity that I needed, and it just gave me such a gift. I have everything that I need now to do exactly what I know I was meant to do, and I'm doing it and am so super grateful.

TIFFANY: So good. So I want to dig a little bit more into that in a few minutes. Before we start out, though, I would love for you to let the audience know just a little bit more about your work in the world, obviously, you're a real estate agent, but what does that look like? And just diving into your journey a little bit more, like what led you to the work as well.

DAWN: Okay, great. So the clarity that I got last year with you, especially in the beginning, was the Legacy Brand guide that I have, and that was really the entry level into what you do. And at that point, I was trying to put a message out into the world, what I wanted to do, but I didn't know what it was. And so by doing that, I think it was two or three months, I don't really remember, but I know it was every week. I was so excited to get to that class. Three months, that was the one. I was like, okay, I can't miss this.

And I did all the homework, and then in the end, I got that book with all of my messaging in it. It was like, you read my mind and got in there. But we did the work together, and so that helped me figure out what Freedom to Flourish actually is.

And my journey, so my journey has been that I come from a childhood that was kind of rough. I had a dad that was an alcoholic. I had a lot of abandonment issues in my childhood, but I always knew that my glass was half full and I wanted to do and be somebody in this world.

And so I spent my 20s married with two kids, finding myself divorced at the age of 27, 28, something like that. And I was just like, "what happened to my life? How have I found myself here?"

In fact, I'm literally co-authoring a book that gets released in October called *Step Into Your Brave*. I don't think I've even told you that. I just remembered that. That's what's been my journey this year, it has been really kind of rewriting—not rewriting, but writing it all down.

But I found myself at 30-ish like, "what can I do differently? What do I need to do to be successful? Why are there some people that are so successful and others of us that just don't even know what to do to become successful?"

So I thought getting my real estate license was going to be the answer. So I got my real estate license, right? I think I was like 30ish, 31 maybe 32 somewhere in there? I got my real estate license. It's been 20 years ago. So I thought, "this is it, I'm in charge of my life now, I can be successful, it's up to me to do the work."

And I did the work, and I was successful my first month, and I had, like, four contracts. I was like, "this is my gig, I'm good." But I started making all this money. And then it occurred to me several years later, like, we were getting by, but the more money I made, the more money I spent. And I was just kind of like,

"what is going on? Why is this success road so hard? Why can I not just do the things I know I'm supposed to do, manage my money, do what I'm supposed to do."

But you don't know. They call it like, a product of your raising. I guess that's something a quote that I put in my book even however that is true. But you don't know what you don't know. And so that's why coaching is so big with real estate agents. Real estate agents need a mentor, a coach, a guide, because it is the most beautiful path to success. But if you don't do it—do the work—you're not going to be successful. It's also one of the hardest careers to have out there.

So anyway, 20 years later, let's fast forward through all those life lessons that I learned over the past 20 years to now.

I'm going to be 53 next week, and I'm finally there. Like, I have the savings, I have the investments, I have the things. I'm managing my money. It's still a lot of work because I find myself not wanting to open up QuickBooks or not wanting to deal with the IRS or not wanting like it's not my thing. It's almost like a fear that I have to force myself to do it anyway, not wanting to get on video, not wanting to do all this stuff. But my WHY is so big that it outweighs, all of that, and I always go back to that place.

So when I joined EXP five years ago, I decided that I wanted to help other agents not have to have such a hard time of this as I have. I got asked to be a mentor in the very beginning, and when I did that—I remember the day sitting down on my couch and writing in my notebook, "okay, what is going to be the easiest way for me to teach brand new real estate agents how to do this business? How can I save them all of the time and trouble that I've gone through over the past 20 years and help them to get it quicker than what I got it?"

And so, therefore, **Freedom to Flourish Foundations was born**. And that is what you helped me name it. And I used to call it build your business in four weeks, build your business in eight weeks. All these different things that it went through.

But now Freedom to Flourish has stuck because I finally found the freedom to flourish in my life and I want to be able to help other women know they could do this. Like you could get your real estate license, you could have closings, but you have to do the work. And that's the hardest part, is that I find, unfortunately, a lot of people don't want to do the work. I want to be able to dig in deep though and figure out why they don't want to do the work because I have trouble sometimes to wanting to do the work.

So that's really where I'm at now.

TIFFANY: Beautiful. Thank you so much for sharing that. And I think probably so many people can see themselves in your story in one regard or another, like not wanting to do the work or maybe their childhood or maybe they are a real estate agent listening or they wanted to get into real estate, but it seems overwhelming to them.

So I think it's just such a beautiful journey and I just love your positive attitude that you were so determined to make it happen and then now you're helping other women to do the same.

So that kind of leads to the next question because of course I have to ask about legacy. So what does legacy mean to you? And why do you think it's so important?

DAWN: Well, I really didn't think about that before I took your courses. I don't know if you really call them courses. They're more like life lessons. But whatever they are, they're beautiful. And I love them. I love the way you teach. It is just so calming and so beautiful, and it's just been amazing.

And that is now what I have. I actually am creating a legacy. And Freedom to Flourish is a legacy that I can leave for my kids. Maybe someday I'll have a granddaughter who will want to step into the real estate world. I have four sons and seven grandsons. So not a single girl or a single one of those boys wants to get into real estate.

TIFFANY: The true boy mom.

It's crazy. But you know what? I wanted to break the cycle of scarcity and the cycle of living in survival mode for my family. And so leaving this legacy and building something to actually be able to help my boys and their families to actually be able and show them that they can do whatever they want. Like, life is short, go do what you want to do. And that's the legacy that I want to leave for them.

TIFFANY: That is so beautiful. And I think that's so important too. I too grew up in a household—I mean, we got by, but we by no means had money or wealth or anything. So just breaking those cycles and leaving a legacy, but also, you know, we can live those legacies now. So that's what I love too, when we came up with the name Freedom to Flourish for you, it was like, yes, you can leave a legacy, but you can also live it now. And that's even more amazing. So thank you so much for sharing that.

DAWN: And in my legacy, if you'll notice my logo, well, if you go to my website, which we will do that later, but you wove the sunflower into my legacy brand. And I think that is just amazing because I've been doing this for 20 years and I've tried to get sunflower into my real estate logo and not been able to do it successfully. I've not been completely happy with it. Like 101% happy with it. And now it's all over the place. And it's beautiful because it has to do with my family. It has to do with my grandfather, who I was so close to. And he died 20 years ago. And he used to sing You Are My Sunshine to me all the time. When I was little, he would come and get me from whatever life struggles I had going on at the time with my parents. And I'm not trying to make my parents out to look like they're bad people. They're not. They had me so young. They were, like, doing the best they could. They were. But it was hard. I had a hard time at school. I moved around a lot.

So here my grandpa would come all the time. I called him Papa and he would come pop up. I'd call from school like, I don't feel good, and he'd come to get me. And I just cry and I just remember him just making

me feel so comfortable, and so the sunflower, it has so much meaning, and you put that in my Legacy Brand®, and I'm so grateful, and you did a beautiful job of doing it too.

TIFFANY: Well, thank you. It was my pleasure. And I think that's the thing is, people will grab a logo or they don't take the time to slow down. This was the same last month, right? Slow down to speed up. People don't take the time, and it only takes twelve weeks of the program you went through. It doesn't take that long.

But they just grab a logo and slap it on. Or they just write the messaging quick one day because they have to slap it on their website. And when you slow down to speed up and you take the time to get clarity—which is the theme this month—then that leads to the legacy and just being 100% happy. And when was the last time that you had to think about your messaging or your visuals or your brand? You probably don't. Your team does it for you now. Everything is locked in.

That's what I try to share with people, is when you take that time and invest it—and it is an investment of money too, of course—but it changes everything. It really saves you time and money in the end.

So actually, speaking of that, I'd love to talk just a little bit more about going through that process and the clarity that you got. What were some of the biggest key takeaways other than getting the messaging that was on point that you could share with the audience of getting clarity in your brand through the process?

DAWN: Well, when you first start out with the Legacy Brand Foundations, the class that you do, the first one that I did, I know you have several things that you're offering now, so I don't want to cause any confusion, but the one that I did, the first one, you sent me a Google Drive doc, and I was like, "this is a lot of work."

I thought, "I have to answer all these questions." I sat down on my couch here in my office, and I got a blanket and I got a cup of coffee every morning, and I sat down and I started doing the work that I needed to do to find that clarity. And every sentence that I wrote answering the right questions, because that Google doc was life changing for me, and I didn't even know it at the time. It started out blank. When we ended, it was filled, and I filled it, and I answered all these questions that you had, and it just led me to a place where, oh my gosh, I have so much to offer. I could help so many people with all of this. I do know something.

Whereas before, it was like, I don't know, it was just kind of jumbled. I thought I could help. I've been doing this for 20 years being a real estate agent. But when I got done with that, I was like, okay. It helps build confidence, too. I got clarity, I got confidence, and I found my purpose. I literally now have purpose to be here. And if I can only help a few women find that, then I've done my job.

TIFFANY: It's so true. And that's why I love talking about clarity and why I wanted to have this theme this month, because I feel like it's kind of a thing that people don't think about. But whether you're helping women in real estate or like me, I'm helping people in branding, clarity is really the thing that people most

want and need in their lives to find their purpose, to take action, to get through being stuck and get to the other side. It's just so important.

And like you said, it leads to confidence. There's just no two ways about it. And everybody that's gone through my work. I was the same way. I did branding for 20 years. And then it's like, how am I going to help people? And it's through that. Like you can't have a legacy unless you find the clarity, right?

DAWN: Yeah. And because I have the clarity over what I have to offer now, I just got a health certification, so I'm now able to help them with that as well. Because it is not just one thing. You're not just a real estate agent. And you don't just go get leads. And when I do my training, the foundations, I'm teaching them four different components of the real estate business.

The first one is the foundations. Because everything has to start with foundation. So I teach them what foundations need to be set up first. What that looks —part of that is your branding.

And then the second part is automation because leverage is everything. And so we talk about all the different things in their business that they could automate.

Then the third thing is the funnels. So the real estate funnels and what funnels means and how to go out and build different funnels to pour into those foundations so you can automate so you can actually have the business. All of that comes together. And I have the clarity with all of that now.

And then the fourth component I tell everyone, and I'm sure you will agree with this 100% is mindset. Because the other three components won't even matter if you don't have the right mindset.

So my foundation course goes all the way. And digs deep into all of those, and I show them over eight weeks what all of that looks like and share with them different Google drive, like, all kinds of things that will help them get their business set up and running.

TIFFANY: Amazing. And you're so right about mindset. I think most entrepreneurs, once they've been into it, a little bit, they realize that it truly is the deepest self development process you can go through. And it does all rely on mindset. And branding is the same way. No matter what you're doing, getting that clarity on your brand, there's a lot of mindset work with that too.

DAWN: Whether you think you can or think you can't. You are correct.

TIFFANY: Yes, absolutely. So I have just a few more questions before we wrap up today. We work with businesses and solopreneurs people that are kind of just starting out in their business all the way to seven-figure entrepreneurs that want to rebrand, and so I always like to ask people on The Legacy Lounge, what is your top tip for those listening on how they can start to infuse the idea of legacy into their business and into their journey?

So, like you said before, we worked together, legacy kind of really wasn't on your mind. And I think a lot of people see that and they're like, well, I have to be successful first, and then I'll think about legacy. But it's the same way I think about goals is you have to know where you want to go before you can get there. So for me, when you focus on the legacy that actually gives you your purpose, it gives you the success by having that end game in mind.

So what would you say about others that are like, I'm not really sure about legacy. How could they start thinking about that or weaving it into their business?

DAWN: I think that so many people want to start a business because we all want to live the American Dream, right? We want to be self-employed, we want to do this, we want to do that. But we don't know what that even looks like. Yeah, you could get a business license. Yeah, you could get a real estate license. Yeah, you could do all this stuff, but you don't know what you're doing. You can't just open a door. There's so much more to it. And to have the clarity of it's almost like a map. It's like a roadmap. You're not going to set out to go from New Bronxville, Texas, where I'm at, to New York City or California or something and not know how you're going to get there. I guess you could, but you're going to wing it like you're going to take some wrong turns.

But let's map that out first. And so I feel like creating a Legacy Brand, for me, it mapped the way. It literally showed me exactly what to do and what to implement.

And this year's been a journey too, because I've been writing the book that took a lot of energy, but I've been putting all of the things that I've learned into place and marketing them and doing it. But I have so much clarity now and so I would say to anybody, especially real estate agents—and I've had you as a guest inside my Power Girls group at EXP, and they just loved you—but so many of them, they're like, okay, back to business. They don't want to take the time to go through the work.

And so I think it's so important, and I'm so glad that I took the time, got the clarity, because now I have a business that I love. I have the freedom that I can now go and create and do more things than just real estate.

Real estate is always going to be my team, the Loding Group, and my real estate business is always going to be there. I'm never going to let that go, but I'm able to now add other things to it and helping people, and that is genuinely my life's passion and mission, is to help other women through life, because this life is not an easy life.

There's a lot of roadblocks out there, and so you've got to learn how to knock them down and keep on going. And so that's my mission. And without what we did last year, the work I did last year through your programs, it's been huge. My website is amazing and I absolutely love it and I'm so glad I did everything.

TIFFANY: Amazing. Well, thank you for sharing that. And yes, I think you're so right. Having that roadmap is everything. And I always love to say, too, once you know what that end game is, you can reverse engineer it and evolve into it so much faster.

And speaking of your website, do you want to share with people if we have any real estate agents listening, people that need support with their health where they can find you?

DAWN: Yes. So it's Dawnloding.com. Yeah, the website is amazing. It's all about real estate. But there is at the bottom on the first page, if you're thinking about getting your real estate license, that's where you go, contact me, let's talk. And anybody could get their real estate license.

And I know the market is shifting right now and everybody keeps hearing that it's the best time. I do a lot of business in the shifts, and so it's a place where only the strong survive. That's where I get up and go to town. That's when the magic happens.

And so it's always a good time to get your real estate license and start a new business, and that's what you're doing. And it's the least expensive pathway to an entrepreneurial job. So I like to tell people, too, that it's a great way to fund your fabulous life. If you don't want to do it full time, you could do it part time and just make some extra money so that you could save money and to do what it is you truly want to do. And so there's a place for everybody in real estate.

On the services page, if you are already a real estate agent, on the services page I have three different ways that you can work with me. The first one is a free workshop that I will send to you. If you click on that, you'll get my whole I think it's about 45 minutes, but it goes into detail what my whole foundation program is, and it can help you alone get organized with your mind and your business plan.

But then the second one, I have a private Facebook group called Real Estate Untangled because that's what I want to do. I want to try to help real estate agents untangle this messy, chaotic thing that's going on out there, like, do this, do that. There's just so many different things going on in our world. We're being bombarded with people telling us they'll give us leads. They'll do this, do that. And you know what? It's a relationship based business. It's about building relationships. And that's the bottom line. There's no quick and easy way. There is no secret formula. It's work, and you got to do the work. And so I am here to help you do the work. So there's the link to join my private Facebook group on there.

And then the third one is my Freedom to Flourish Foundations course. Tiffany I do this course, and it's a great course. You know how much it is? It's \$444. It is dirt cheap. I have paid thousands of dollars for certain courses, but I wanted to put this course out there at an entry level for real estate agents to go in and be able to afford to actually take it. And so that's the third one. But there's so much information and free stuff in there that you might not even need the paid one that's just a lot more detailed.

So I love all of my products. I'm so grateful that I put this stuff together, and I have great feedback and testimonials. That's the word I'm looking for. That's my website in a nutshell downloding.com or on Facebook, Real Estate Untangled.

TIFFANY: All right, well, thank you for sharing that. And thank you for coming on and talking about Clarity today. It's just been so lovely to be able to share a little bit more about you and your story. So definitely go check out Dawn and her site and learn more about real estate.

And remember, if you're not consciously building a legacy, you're simply building a brand unconsciously. I hope this discussion with Dawn inspired you to take action, even if it's moving the needle just 1% towards the direction of your legacy, because if we all focus on making an impact, the ripple effect we've can have together will truly make a difference. So cheers to your legacy. And, Dawn, thank you so much for being with us here today.

DAWN: Thank you so much, Tiffany, for everything. I truly appreciate you.

OUTRO: That's it for this episode. Thank you for listening to The Legacy Lounge Podcast. Connect with me on Instagram [@tiffanyneumancreative](https://www.instagram.com/tiffanyneumancreative) I would also love to hear your feedback to see what resonates with you and what you'd like to hear in the future.

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Remember what you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others. What are you doing today to pour into others and to leave your legacy?