



SEASON 1 EPISODE 13

Georgia Tusch: From Art Major to Real Estate Powerhouse

Heather Mansy

Hi everyone, and welcome to *Women Who Rise*. I'm your host, Heather Mansy. Today's guest is a powerhouse in Canadian real estate: Georgia Tusch, the dynamic founder and team lead of the Tusch Real Estate Group with eXp Realty in London, Ontario.

As a double diamond icon agent and one of Canada's top-producing brokers, Georgia has built her brand on high-performance culture, innovative marketing, and a forward-thinking approach to luxury real estate. She's shared the stage at EXPCON, appeared on top industry podcasts, and is known for championing the next wave of eco-tech luxury living. Beyond sales volume, Georgia is passionate about building teams that create culture, designing business with intention, and helping others think bigger about what's possible in their careers and lives.

Welcome to our show, Georgia.

Georgia Tusch

Thanks, Heather. I'm super happy to be here, and thank you for having me. This is great.

Heather Mansy

Yes, we're so excited to have you. I saw you on stage sometime in this last year—it's all a blur with so many incredible events—but you literally stopped the room. You could have heard a pin drop with your media and marketing. I have never seen anything of the caliber of what you put on stage that day. As one member in the room, we were stunned at your level of expertise, polish, and absolute style.

To me, it looks like you have won the internet—and I know that this is true in regards to numbers as well. The numbers speak for themselves. Can you talk a little about your evolution as a marketer and how you landed where you are today in this dynamic marketing landscape that seems to reinvent itself every five minutes? What are your thoughts on that?

Georgia Tusch

Thank you so much. I was super nervous that day, so I really appreciate your honest feedback. On stage that day, I showcased a couple of my listing videos—and that's kind of what I'm known for: really storytelling in real estate and marketing.

The evolution of that stems from being in real estate very early on—before social media. I found that there really wasn't any avenue for advertising. It really ages me to say this, but the only way to advertise back then



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was magazines and newspapers. When it first started, just putting a video on Facebook or Instagram—just an agent being in a video—was really new age. Then it went into just music behind a tour of a home, and eventually into maybe a voice-over.

When I gained enough courage, I got on camera and started doing intros like, “Welcome to my new listing.” I had a tagline: “I’m Georgia Tusch with the Tusch Real Estate Group—your favorite local real estate agent.” I thought that’d be a great way for my name to be more memorable (not that *Tusch* isn’t memorable enough—it’s pretty funny).

To elevate from where it went then to now took a few things. One was paying attention to watch time—how long can you keep someone’s attention? With the evolution of real estate marketing, that attention metric is number one. I pay close attention to it, and over the years have stretched it from three seconds to a much higher watch time.

That applies to YouTube, Instagram, and Facebook. Ideally, what that does is show my clients that I’m getting more exposure for their properties. If you can go into a listing appointment and let your clients know you’re getting them the most exposure in the market, you can win almost any listing.

In our current downward market in London, that’s especially important. From the videos’ evolution, I learned pretty quickly that I’m a good storyteller. People pay attention longer—everyone loves a good story. We all remember the best stories from childhood. There’s actually a stat that facts intertwined with a great story are seventeen times more memorable than facts alone.

If you think about it, facts are what we sell—the house size, square footage, features. So I truly believe intertwining them with a great story carries the viewer along to the finish line—or at least long enough for you to be recognized as an expert in the industry. Sometimes I use a short story as a hook; sometimes I carry it through the end, or I’ll create an entire story based on what the house “says.”

That’s the evolution—from getting on camera to creating videos to amplifying them—by paying close attention to metrics but also being a really great salesperson and figuring out what I can say or do to make a house stand out.

Heather Mansy

I love that, and there are so many questions I could have that lead off of this. It really brings more understanding to the concept of this voiceover video. And I’m with you—there was a time when just having a video on the house at all was a huge value add.



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Now, most photographers will do something like this. And I think we can carry this over to any kind of business—whether you've got an ice cream shop, repair bicycles, or you're in real estate.

Being able to tell a story online—just that number you gave us, seventeen times more effective—is so powerful. I know Ben Kinney, who was a coach of mine, often said, “Look, storytelling—you’ve got to be able to tell a story.” There are wine brands that figured out that if they can tell a story about the owners or the land or whatever that is, people are more likely to buy that wine. And if you can put that story on the label, that’s even more the case.

When it comes to your choice—you mentioned three main apps, if you would, on the internet: Facebook, Instagram, and YouTube. If a person were to just master one, what do you think is the one that they need to be on? Or is that a bad strategy? Do you think you’ve got to be in more places? There are so many now, and there’s stuff like repurpose.io that will put you across many. What are your thoughts on that?

Georgia Tusch

Yeah—so my thoughts are kind of twofold. Instagram is a quick fix. You can put content out every single day, and it’s going to get watched. You’ll grow the quickest on Instagram.

But the problem with Instagram is it’s almost like a high—it’s there for a second, and then it’s gone. It’s very hard to find or search for a video that’s buried far back in your feed.

YouTube, I believe, is probably the best investment because it’s like a living billboard. I still have people watching videos I did six years ago because they’re searchable—and when you type on Google, they come up.

The other thing agents are doing lately is they want to do reels, because my videos are long horizontal videos. The reason I do that is because they’re uploadable to YouTube and easier to find. I could switch to short-form vertical reels, but then I’m limiting myself to TikTok and Instagram—and I find that’s more clickbait that goes by too quickly and isn’t searchable.

Now, there are new things coming out—some realtors are doing three-minute or less vertical listing videos because YouTube now allows those. But I’d beware—you want to let your clients know if you switch, because if they’re used to horizontal videos and you suddenly do a quick vertical one, you need to sell them on why.

I’ve considered it, but my long-form videos are my signature look. And funny enough, I went even deeper on these during COVID—when homes were selling without a sign or video, I still made them.



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Because you live in the suburbs, right? And so do I. So when people from bigger cities were looking to buy, I wanted them to explore all the smaller suburbs in my area. I went in-depth about locations—why you'd move there, the parks, the land, my favorite shops, even the ice cream shops—whatever I could say to sell them on looking beyond the major city.

Heather Mansy

Yeah, and I love that because you're talking about community-based content. I don't know if it was separate from your listing videos or not, or if you packaged it together with that.

Georgia Tusch

It was.

Georgia Tusch

You can take those businesses—they love it, they share it, and that's a great way to expand reach. Don't get me wrong, I still get lots of views on my horizontal videos on Instagram too. It's more work and effort, but when the market turns around and people are looking for that second or third agent to get their home sold, they want somebody who goes that extra mile.

My phone doesn't stop ringing with listing opportunities because we do that extra work. And in the long run, it really helps. I don't even need a huge YouTube following—I just care about being searchable.

That's where those videos live on forever, and that initial investment keeps paying off. Every time I get a new listing, I can reuse an old video that fits that property. I use it at the end of my CMA—they get to watch and see what I can do to bring a house to life. It's hard for a seller not to want that for their own property.

And the investment into these videos—it's nice to be able to repurpose them as a marketing tool in the future.

Heather Mansy

Absolutely. I think there are so many incredible things you touched on. You talked about having a signature look—that's huge. I had Krista Mashore on yesterday—marketing genius that she is—and she said, "Don't chase every new thing. Know your brand, your signature look."

You've invested in mastering something—why change it up constantly? And when it comes to customer perception—movies aren't vertical. Big cinema will always be horizontal, and that conveys value.



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You can grab people with verticals, but you stuck to the format you mastered. You've built the architecture around it. Until that goes away, there's no reason to change.

And then evergreen content—that's a huge buzzword right now. You're recapturing and reusing content you've invested so much in. These videos aren't cheap—they take time and thought. If you're doing them at scale, even at \$300 a video, that's a big investment when you've made hundreds.

I love how you pull a past video that fits a client and include it in your CMA—that's incredible. And when you talk about partnering with businesses but encapsulating that within the listing video, rather than having stand-alone community videos, that's brilliant.

It's the house that draws people in—it's that eye candy of the three-bed, two-bath idea that someone's searching for.

So that leads me to another question: What do you favor when it comes to searchable terms? Since you said your priority is that it's watched, has good watch time, and is searchable—where should someone go to really understand how to make their videos more searchable on YouTube or even Facebook? Are you using hashtags? What's most important—or are you paying to boost it and create an audience?

Georgia Tusch

That's a great question. I wish I had the perfect answer. My brain doesn't work that way—I don't know how to post a video without risking it being taken down by algorithms. So I hire someone.

I pay them—honestly, not much—to make sure they're hitting the keywords I want for that video. So if it's a three-bedroom bungalow backing onto a wooded forest, I want to make sure people typing in "bungalow" or "green space" will find that video.

Anything that targets that property gets put in front of the right buyers. I don't care so much about views—to be honest, I did this for my sellers. I wanted to show them I'd bring their property to life.

I also send out a questionnaire now. I sent one out today—it asks open-ended questions about their property, and homeowners love filling it out. Questions like, "Why did you buy this place?" or "What will you miss most?" or "If you had a million dollars, what would you have done to stay?"

It creates a vault of extra information. When I'm on camera doing a walkthrough, I can bring that to life. Originally, I did that for my clients—because whether the home sells or not, they'll refer me, because no one else really listened to them.



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If you don't showcase what they love most, you might miss the mark—and that's the last thing you want.

They'd say things like, "That tree out there used to be a willow, we cut it, now it's a birdhouse—it's 300 years old." That's emotional value. And emotional value creates what a buyer might pay more for.

I list a lot of unique homes—it's hard to price because they're one of a kind. But that emotional value gets the offers where they need to be sometimes.

Georgia Tusch

And that's building it a little bit at a time. For example, I listed one log home—the front log was brought from BC to Ontario. Having that detail—that one log's story—is a value add for someone.

So, going back to views and reach: our audience has grown quite a bit on Instagram and YouTube, but Facebook right now is really the jam. I can't believe the reach we get there.

We organically get a lot of views, but I still put about \$100 behind every listing—targeted to that specific buyer. It brings in inbound leads. Typically, on Facebook alone, that ad will reach 17,000 to 40,000 views over three to four weeks.

And now, for marketing, when I post a property and it sells, I'll add the stats—"over 100,000 views," "70 shares," "1,000 shares"—depending on what my insights show from Instagram, Facebook, YouTube, and our website. I add them all up, and that's high value for someone watching who's thinking, *I want that level of exposure for my property.*

It's the greatest tool to get business, get referrals, and run a marketing campaign at a high level. Listings have babies, I always say. You get leads off those listings to hand off to your team or run yourself, while continuously improving and refining the process.

Heather Mansy

That is incredible—and there are so many takeaways. Honestly, I'm writing notes at speed over here. I'll have to rewatch this myself!

From the first time I saw you on stage, I went out and tried some of what you've done. I did a voiceover video, and now I have my agents starting to do that. It's funny, because you said that day you chose to do a voiceover walkthrough because you weren't feeling up to being on camera—maybe tired or had a cold. So you said, "Okay, let's just film the walkthrough, and I'll record the audio later."



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I loved the story aspect. It's not just talking stats about the house, and you don't have to chase viral trends. Everything you've said—it's an absolute benefit to the seller. But I also love how you partner with the seller. You're giving emotional value to the buyer, but you're also giving emotional value to the seller—having them partner in the process and remember key things about the home, then share that out.

We want our clients to feel good about the experience, not just about the price or the results. Having them feel empowered and proud during the process—that's huge.

I can tell you, I'd love to be one of your customers. It feels like a warm hug—being part of the process, feeling empowered, painting the picture of their home in a meaningful way.

So, let's go back a little bit. You've built one of the most recognizable real estate brands in London, Ontario. Can you take us back—what was your very first job or your early career memory? Because I think it's so instructive for people to see that you didn't just appear fully formed in this moment. What were your earliest career memories, and how did they shape the way you approach business today?

Georgia Tusch

Yeah, that's a great question. My first job—I was always an entrepreneur. I started my own house-cleaning business while I was still in public school.

Then I went into ADT sales—door to door—which taught me a lot about working with people. Sales just made sense to me.

When you have no cap on your potential, it's exciting. I remember working one shift at a local grocery store and quitting the next day because I had to stand there for eight hours. I thought, *I can't mentally do this. I'd rather do anything else.*

Heather Mansy

Full disclosure—I once quit a job on my birthday because I was selling aluminum siding by phone. It was my third day, and I decided the best birthday gift to myself was quitting that job.

Georgia Tusch

Nice! That sounds awful—but honestly, almost as bad as door knocking. So yeah, having an entrepreneurial mindset from early on—that's what got me in.

Getting into sales isn't easy, no matter who you are. You have to learn the skill set.



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I was actually an art major, and I had an opportunity to go to university for art. I really believe my creative side comes through in what I do now—marketing and real estate are my outlets for that creativity.

But it wasn't easy at first. My dad was a real estate agent—and he'll watch this and agree—he wasn't a great agent. He used real estate as a side hustle between other ventures. He'd start a business, and if it failed, he'd sell a few houses to fund the next one.

So I learned *how not to be* a good realtor for about seven to ten years. I was really young—18 or 19 when I started—and I wasn't great at it.

Eventually, I managed to buy a house for \$30,000, renovated it, and flipped it. That helped me do more renovations. But it wasn't until a major life event happened that I truly took real estate seriously.

My mom passed away, and for two years, I had no money coming in because I was caring for her. My mind was elsewhere.

It was only about six or seven years ago—after being a realtor for six or seven years—that I got serious. I hired a coach. I was already good on the listing side because I started young, but I was frustrated—my sellers were frustrated—asking, “What else can you do to sell my home?”

Back then, all we had were magazines and newspapers—no video.

I remember posting my first listing on Facebook with my own photos because I was so mad at how bad the photographers were. I thought, *I can do better myself*.

And it sounds weird now, but back then it was odd to post a house on Facebook. Instagram wasn't even around. I noticed my cousin shared it, then her cousin shared it—and I thought, *Wow, I just got my client free exposure!*

That was the spark.

Before Canva existed, I was manually adding “For Sale” and “Sold” in big block letters to my photos because no one in my office knew graphic design. The evolution over the past ten years is wild.

Using my creative skills to make things better—inch by inch.

Heather Mansy

Extraordinary.



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Georgia Tusch

And don't get me wrong—getting into video was one of the scariest things I've ever done. Just like getting on stage—it terrifies me. I've spoken on maybe seven or eight stages, and I've shaken so much I could barely get the words out.

But it's a skill set you grow. When you get good on camera and can articulate what you're trying to express, that passion comes through. Clients see that, and they'll give you business because they feel your passion—especially when you're talking about how to bring their property to life through creativity.

Heather Mansy

It's really about finding your passion when you're creating—being in your creative zone. You've paired your creativity and your career so seamlessly. Please go on.

Georgia Tusch

Yeah, no, I 100% agree. It's funny because there are so many ways you can do this—everyone has their own look. I think that's what I've brought to light on camera.

My dad, for example—I got him doing videos, and he has his own audience that loves him. He does this thing where he twists and points; he doesn't prep, doesn't script—none of the stuff I do—but he gets crazy views, and everybody loves Rick.

Then there are agents on my team who say, "I don't want to be you. I don't want to do what you do. I just want to sell houses." And I tell them, "That's fine."

We scale it back and get them a little in front of the camera—one step at a time. They find their own look, and then they actually start getting excited about it.

I've watched one of my closest teammates, Nowa Paisley, grow from her first shoot to now—it's incredible. I push them because they can do the voiceover or whatever they want on the team.

But I've watched their socials grow, their confidence grow, and I love seeing those inbound organic leads come in. It's beautiful, because it really does make your life easier as a realtor. You don't have to work as hard for referral business—it can take years before you see that.

This accelerates it. When you show up on camera every day and become known as the storyteller or video expert in your area—consistency builds that recognition.



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It's like any marketing campaign—if you do mailers, you're “the mailer.” With video, I want to be known as the best listing agent in the world. That's what I say to myself: I want to be the top listing agent in the world.

And I do everything I can to make that experience, from A to Z, the best it can possibly be.

This video topic ties directly into our listing presentation. Our presentation is like no one else's. Even if you're not the strongest on camera, a strong listing presentation will win clients.

It all comes down to focusing on being a top listing agent. I didn't want to be a top buyer's agent—I wanted to be a top listing agent. I don't work with buyers anymore; very rarely will I take one out.

That was my goal. It's not even about market preference—it's about where you want to focus your time and money.

Being a listing agent is expensive. On average, if I factored in all costs, each listing probably costs around \$1,500—and sometimes up to \$2,000 by the time you add everything in, especially if a property sits longer.

If you have ten listings a month, that's \$20,000 out the door—and that can be scary, especially when maybe 20% don't sell.

What are you doing to protect that investment? These are the realities, especially when you're running a team and managing everyone's listings, not just your own.

Heather Mansy

Yeah, and this actually brings us to something people often say to me. I've had a team for eight years now, and people always say, “I want to build a team,” or “I want to be a listing agent,” because they've Googled it and think being a listing agent means cocktails in Cabo while the listings sell themselves.

But really—it's a lot of work. “List it and forget it” is an old mindset that doesn't exist anymore.

And yes, in this highly visual, media-driven world, you've become a media producer. You need either a staff photographer to keep busy or solid outsourcing, which can be expensive.

What you said—\$1,500 to \$2,000 a property— isn't even that high for what you're producing. I have friends spending more, and probably less effectively, because you're clearly so intentional.

And everyone says, “I want a team,” but they don't realize that splits your time away from income-producing activities to manage people.



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Expenses go up. When you have a team, you're promising help, services, accountability—something of value—or people won't stay. That means money out of pocket.

And in a slower market, listings can become huge liabilities. I love that you touched on that.

I want to talk about partnerships—when they became important to you. You mentioned coaching earlier. How often do you hire coaches, and how pivotal has that been for you?

Also, are there other partnerships—like lenders or vendors—that have been key to your success?

Georgia Tusch

Yeah, coaching changed my life.

I needed an accountability partner—someone to tell me to do something, and I'd do it. I hate reinventing the wheel. Systems and processes—I'm allergic to them. I hate them.

But if you're going to run a team, you have to have the best systems and accountability structures. Coaching helped me build that.

Now, I'm just the head of marketing and ideas—I don't handle onboarding or operations, because that's not my strength. Coaching helped me identify that. It helps you zero in on your goals and realign when distractions pull you away.

Every week, things happen that derail your focus. Coaching pulls you back.

I'll give you an example: my first coach was Jason Samard out of Vancouver Island. I met him in Mexico at an EXP convention when I was at my lowest point.

He said something that changed my mindset. I'd already been in real estate seven or eight years—it wasn't that I was naive, I just hadn't heard anyone say what he said.

This was before free YouTube coaching existed. You had to buy courses or read dry books—Richard Robbins, Buffini, all of that.

Heather Mansy

Tony Robbins? Ryan Buffini?



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Georgia Tusch

Richard Robbins—he's a Canadian real estate coach. It was “call five people, work your sphere”—the basics, which still work.

But Jason was young, and he had this huge team. I was amazed.

It was a lot of money—\$1,500 a month—and I was broke. I didn't understand it, but I did it.

Within a few months, I had momentum. I restructured my business. I didn't even have a listing presentation before that—I just winged it.

He met me where I was and gave me a plan. I went from 30 transactions a year to 60, and within a year I doubled again to 120.

Proper systems and processes are like a factory for your business.

Then I switched coaches—sometimes you need new perspectives. Jason was great for team-building, but now I work with John Kitchens, who's more of a lifetime coach. He's helping me think bigger than the team.

I saw my dad still selling houses later in life, and I thought, *I don't want to do that forever*. I don't want to live in the same real estate cycles.

And I didn't want to get into rentals—Ontario tenants have all the rights. I wanted residual income, which is why I'm with EXP.

But I realized the team wasn't the vehicle to buy back time—it's more of a machine you constantly feed.

Heather Mansy

Yes. Absolutely.

And you're right—you can promote yourself out of production. Coaching, teams, speaking—it gives you new roles.

You mentioned being “allergic” to systems and processes, and I laughed because you've identified your zone of genius—marketing and vision.



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John Kitchens coaches some amazing people—I've heard a lot about him. Hopefully we'll have him on the show sometime too.

The fact that you evolve—knowing what you don't want helps clarify what you *do* want.

Georgia Tusch

It's true. And congratulations to you for getting out of production—that's always a challenge.

It's easy to slide back in when things aren't running smoothly. It's a slippery slope. John's taught me that.

It's hard when you're the face of the business—there are challenges. But you've got to have the goal and keep aiming for it.

Heather Mansy

Yes, and I've bounced in and out. I was out for two and a half years, then things got tough in real estate, so I took some listings last year.

Now I just take the occasional luxury listing, because, like you said, you're the face of the brand.

Can we move the business forward without that? Maybe someday—but for now, it's part of the identity.

And yes, you can get your weekends and evenings back eventually, but as an owner, your mornings often start earlier because you're the driver.

What other partnerships have been crucial for you? Who's essential to your daily operation?

Georgia Tusch

Yeah, so I run a pretty big backend compared to our agent count. It takes a long time to find the right people—and I know as a team leader, you can definitely relate to that.

One thing about coaching is that it turns you into a leader, but also into the head of hiring, firing, and talent development. We use tools like *Working Genius* to help identify the right fits for each role.

But you have to meet people where they are. Not everyone's goal is to stay on the team long-term, so you have to always be recruiting. There's so much that goes into it beyond production.



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Finding the *right* people for the *right* roles has been incredibly challenging.

My right hand is Kaia. She's been with me for years—my first assistant—and she's now head of operations. She still acts as my personal assistant while managing team operations.

Funny enough, just today we're interviewing for our next position—a full-time person who will take on my personal business, freeing Kaia to focus more on the agents' needs.

We have two ISAs (Inside Sales Agents) on the team who make 200–300 calls a day. They tee up opportunities for the agents. The agents themselves are responsible for a set number of calls each week to follow up with hot and warm leads.

We've built an *up system*—if you're not doing your calls or staying accountable, you're off the leads for that week.

Heather Mansy

Yes—we do that as well. So smart.

Georgia Tusch

It keeps things fair. You have to do it. Otherwise, motivation and follow-up slip. It's hard to implement once people are already on the team, but it's necessary.

Heather Mansy

Yeah, and we tell ours—it's not a punishment, it's just an opportunity to get caught up.

Not “bad agent, you didn't do your calls.” Because sometimes it's the busiest agents who fall behind—they're out in the field crushing it, or maybe they went on vacation. But yes, it's an opportunity to get back on track and reengage their pipeline.

Georgia Tusch

A hundred percent—and I love that wording. I might steal that from you!

If you're too busy to make calls, you have to ask: are the clients you're serving getting the attention they deserve?



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We're constantly asking, how can we save time?

That's been my biggest focus lately—time management. I know what it's like to be a busy listing agent. So, it's about bringing in the right people to help our agents focus on the most income-producing activities.

Not playing on Canva—having someone in-house do design.

And let me tell you, hiring a social media coordinator is one of the hardest jobs. I've gone through several. But we finally think we've found the right person for that role.

So, our core structure right now:

- **Kaia** – Head of Operations and my assistant
- **Laura** – ISA and Head of Accountability (she handles the check-ins, not me)
- **Chris** – ISA (also based in the Philippines, he's been with me for 3–4 years and is incredible)
- **Pat** – Transaction Coordinator
- And soon, a new admin to take some of my personal workload off my plate

Everything right now revolves around **time**—buying back time, systemizing processes, and keeping things moving without bottlenecks.

Things can slip easily. That's why I'm only a listing agent now.

If you're out showing seven or eight homes to buyers in the evening, and an offer comes in on one of your listings, who loses in that situation?

You're distracted—either trying to show homes fast or trying to negotiate from your phone.

That's why I tell clients in listing appointments: *I have a team not to be the biggest in the city, but to give you world-class service.*

And I've even considered hiring a **professional negotiator**—someone whose entire job is to negotiate offers. That was actually John Kitchens' idea.



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Then I could say to a client, “I’m the best in the world at marketing, but I have someone even better than me at negotiating.” That’s something a client can really buy into.

Heather Mansy

Yes—and so much of what you’re talking about is scaling when you’re already amazing.

I want to dig into *why* you want to be the best, because I think that’s fascinating. But first—your hires. Are all of your employees Canada-based, or are some virtual assistants?

And then—why the best? What drives that? Why is that your goal?

Georgia Tusch

That’s a great question. So yes—Chris is from the Philippines. He’s been with me three or four years and is fantastic.

The rest of my team is local. I’ve gone through different backend staff over the years, and the role I need specifically doesn’t come around often. Luckily, the right people have landed at the right time.

Hiring is a job in itself, and I’m not great at it—I love everyone! So I’m not even allowed to hire for my own team anymore. Kaia handles that now, and she’s amazing.

It’s a huge time commitment to teach someone the systems—especially since I’m not naturally process-oriented.

As for *why* I want to be the best—honestly, it’s funny. I remember going on listing appointments with my dad, and we’d leave saying, “They’re definitely not going to hire us.”

We had no plan, no presentation, nothing.

Now, after years of doing this, I’ve built the confidence to walk in and say, “I’m the best person to do this job for you.” And I can back it up—with numbers, stories, and examples of listings that sat for months with another agent, then sold quickly when we relisted and told the right story.

Those wins, over and over, build your confidence.

And it’s not arrogance—it’s belief through evidence. When you consistently turn tough situations around, you earn the right to walk in and say, “I’m the best for this.”



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It gives you a calm power. You're no longer nervous walking into listing appointments—and you don't crumble when you lose one either.

I've heard people say, "If you're winning every listing, you're not going on enough of them." That's true. You can't win them all.

But when you know your process changes people's outcomes, that belief fuels you.

I'm not saying I *am* the best—but in my little corner of the world, I strive to be. And that drive pushes me to keep getting better for my clients.

Heather Mansy

I love that. And honestly, what I'm seeing is that you *are* one of the best—your polish, your creativity, and your marketing are phenomenal.

The fact that you went to art school makes perfect sense—you're a creator at heart. You've merged artistry and business in a beautiful way.

Can you tell me a little bit about what you do to prepare yourself for each day? How do you take care of your work-life balance, your health, your mindset?

What's your routine—or maybe even your "recipe" for showing up as your best self?

Georgia Tusch

When I'm on my A-game—which is usually in the winter, not the summer—I get up super early.

I found that my phone wouldn't stop ringing during the day, and if I wanted to work out, it had to be first thing in the morning.

I'll always prioritize work—it's just who I am. So if I don't work out first thing, it won't happen.

Sometimes I get lucky and fit one in during the afternoon, but I'm usually mentally exhausted by then.

So, getting up early and working out sets the tone.

Lately, I've been bad about it—I haven't gone to the gym in three weeks—but when I do, it makes a difference.



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I also use those early hours for focus work. Those first 90 minutes, undisturbed, are golden. That's when I work on the big projects that move my business forward.

Right now, I'm refining our listing process—it's been a passion project for years. I keep adding to it, and those quiet hours give me the brain space to do deep work.

Heather Mansy

And you're not the first woman I've interviewed who's said that! Many top performers use those early hours not necessarily for the gym, but for focused, visionary work—the planning, the creative detail that no one else can do.

Once the day starts, the calls and messages roll in—it's nonstop.

You've got so many people depending on you; you're the hub of the wheel.

And I love that you said work is number one. That's honest.

There's this myth about work-life balance—that you can have both in equal measure. But when you're in a season of building greatness, it's okay that work takes the front seat.

You still find joy through your passion and creativity.

Before we wrap up—what's next for you? Where can sellers find you, and are there any passion projects you're working on right now?

Georgia Tusch

Yeah! So, I'm in London, Ontario—about two hours from Detroit, two hours from Toronto.

Our team spans pretty wide, but that's home base.

If you want to find me, you can look up **Tusch Real Estate Group** on YouTube, or **@tuschrealestate** on Instagram.

On Facebook, it's **Georgia Tusch** or **Tusch Real Estate Group**.

You can message me anywhere—or call me directly. I love connecting with other realtors too, so if anyone wants to pick my brain, I'm happy to chat.



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My passion project right now is a **digital product** I've been working on for a long time.

My agents always ask, "Georgia, I want to do what you do!" And it's been hard for me to teach it, because so much of it is instinctual storytelling.

So, I'm building a digital program that breaks it all down—duplicatable, repeatable, and scalable.

It walks through how to win listings through story, strategy, pricing, and process. I've even incorporated AI tools that I use daily to streamline CMAs and pricing strategies.

We're able to do seven or eight listing appointments a week now, and this system makes that possible—getting clients priced right and listed faster, without overinvesting in stagnant properties.

Heather Mansy

That is incredible. And if that's something others can learn from or purchase, it's going to be a total game-changer.

I just want to thank you for taking this time with me and with our audience today.

There are *so many* takeaways. I can't wait to recap this episode and share all the insights you gave us.

Georgia, I appreciate your passion for this industry. I appreciate your artistry—having seen it firsthand—and your heart for excellence.

Thank you so much for joining me today.

Georgia Tusch

Thank you so much for having me, Heather. I hope you guys have a great day!

Heather Mansy

Thank you.