



SEASON 1 EPISODE 6

Leading with Self-Worth: Tina Caul on Mentorship, Growth, and Building Community

Heather Mansy:

Hi everyone, and welcome to *Women Who Rise: The Success Podcast for Ambitious Women*. I'm your host, Heather Mansy. Today, I'm honored to welcome Tina Caul, a powerhouse in the real estate industry and beyond. Tina is the founder of Caul Group Residential, one of the top-producing eXp Realty teams in the nation. She has also helped launch eXp Luxury, where she serves on the leadership council.

As a sought-after speaker, trainer, and coach, Tina is known for her no-BS approach to growth, her Access Global Mastermind, and her inspiring TEDx talk on self-worth. With nearly \$400 million in sales last year alone, Tina has built a career defined by innovation, collaboration, and empowering others to reach their highest potential. And I am so excited to welcome her here today. Welcome to the show, Tina.

Tina Caul | eXp Realty:

Thanks for having me, Heather. I'm glad to be here.

Heather Mansy:

Thank you, and we are so thrilled to have you. So I noted that your story now includes leading a nearly \$400 million team, but let's go back. What was the very first job or earliest career memory, and how did it shape the way that you approach leadership today?

Tina Caul | eXp Realty:

God, my very first job—well, I got my real estate license when I was 23. So before then, I was a nanny, and that was leadership at its finest—leading children who didn't listen and had needs. And so I think that did shape me to put others first. My mom was also a foster mom. We had multiple children with disabilities in and out of our homes for years.

I actually had a disabled foster sister who was with us for 10 years, so always putting others first was a big thing in my household, along with having patience and understanding. So when I got into real estate at 23 and I had to help people find houses, some would take forever. I remember just being so patient, and my friends would say, "How can you work with that client for like two years?" And I'd say, "Well, she'll find something one day." I've grown since then, but that's the earliest memory I have of leadership.

Heather Mansy:

Love that. And it kind of harkens to the idea that women—or parents in any case, or siblings of special needs children—figure out nurturing and this idea of putting others first as a necessity. And I've often said that we are women who rise. Moms or people in that capacity of caring for others—whether it be your parents, siblings, etc.—are going to understand very well some of the main components of leadership.



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So pivoting here: did you always see yourself building at this level? I mean, you really do have a lot of success. Or was there maybe a defining moment where you designed that—like your TEDx experience maybe, or joining eXp—that shifted your vision and trajectory to something this big?

Tina Caul | eXp Realty:

So I think everybody always asks me, “Did you have a vision to build this team?” And I said, absolutely not. I think when you're 23, you're just trying to figure life out. You're just trying to be accepted. I didn't have any worthiness at that point. I knew I was a hard worker, but I didn't feel necessarily smart.

I was joining a new industry, I didn't have a college education, and I would compare myself to all of the academics around me. I had to gain that street knowledge. There wasn't somebody like a mentor helping shape my career. Once I met my coach, Mike Ferry—my magical fairy, as I like to call him—I was making about \$150,000 a year back 20 years ago. That was a lot of money, probably the highest earner in my family. But then the market crashed and I went down to making \$40,000. I thought, “This is not fun.”

So there was a local event in my market. Lots of top producers were going. I thought, let me go. That's where I realized that top performers had coaches. And I couldn't afford it at the time, but I pulled my little credit card out and said, “Here you go, a thousand a month.” My husband was so mad at me, but I took a risk on myself because the people at the front of the room looked like me, talked like me, but they were making \$200–300,000 a year. I thought, “If they can do it, I can do it.” So I had the confidence to at least try and walk into my fear.

What Mike taught me was that I could shape my day-to-day. I had control of the business if I just controlled the controllables. The controllable I wasn't controlling for the last seven years of my career was talking to people on the phone. I let the business happen to me. Once I learned how to talk to people, learn scripts, and prospect, I immediately became a top producer. Within a year, Mike also taught me to think bigger.

The first lesson was: where do you want to live? What does the vision of your life look like? And I thought, I could shape this. I could pick to live anywhere. Well, I'm not living here in Michigan where the wind hurts my face seven months out of the year. Honey, we're moving. And we picked North Carolina. We moved in 2009.

I was a solo agent up until 2014, and the only thing that brought me the idea of, “Let me get support,” was I was burning out. I was selling a hundred homes a year, and I hired my first buyer's agent. So no, I did not have a vision for a team this large.

Heather Mansy:

Yeah, this is incredible. Let me unpack a couple things here. Obviously, we speak to realtors frequently on



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this program, but we also talk with people in the corporate world. I've always wanted this to contribute to anyone—any woman, any person who's in any aspect of their life that wants to rise.

So just basically not everything in life has been by design, but you absolutely learned how to design. That was certainly a pivotal moment. You also learned more about having empowerment and in fact, structure and systems.

Because if you're talking scripts—and I love that—because you were already doing very well, over 100k in the early 2000s. That's incredible. But at the same time, you put a script in your hand and some time-blocking, and all of a sudden you just exploded.

I love that because there's this idea of, “I've already reached this level. Doing these things is beneath me.” What you're showing is that if you give another tool to even the highest or best performer, if they take it seriously, they can really level up. In fact, that might be the very right person to give a remedial tool to—someone who is already a high performer—because they're probably going to go, “Wow, let me see what I can do with this thing.”

I love all of that.

Tina Caul | eXp Realty:

And evidence.

Heather Mansy:

So building one of the top teams in the country definitely wasn't without obstacles. Fast-forwarding to 2014 and beyond, when you got the first buyer's agent to give you much-needed relief, what was one of the biggest challenges that you faced in scaling both early on and as you went forward?

Tina Caul | eXp Realty:

I think when I hired Laura, who was with me for 11 years—she just moved to South Carolina, which I'm so sad about—we lost her, but we're still really good friends. When I hired her, then another agent, then another, I think we had four agents at the time. I remember Laura coming up to me one day and saying, “Are we ever gonna have a meeting?” And I was like, “I don't know how to do this. I'm not a manager. I just know how to go sell homes.”

That was the first inkling that I had to learn how to lead people. I knew how to lead myself, and I knew how to lead my buyers and sellers, but I didn't know how to lead people, hold meetings, or coach them really. It was more like throwing leads and saying, “Go. Every man or woman for themselves.”



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At least I saw that and thought, okay. Strategically, I had my business over here. I was selling 100 homes. I had five buyer agents. We were doing really well. But I didn't have anybody to manage the growth of the agent. So I took some of the money I was making, about \$400,000 a year at the time, and thought, I'll take \$70,000 and move it into a salaried role. I'll shift responsibility over to this person so they can help operationalize the business, help with interpersonal skills, and create SOPs. They were building the brokerage in essence while I was funding the machine.

I'm a researcher, and I love to research. So I thought, let me find what organizations use. I found EOS. This was 10 years ago when it wasn't even a big thing yet. We hired a coach and implemented probably about 30%. We didn't do it perfectly, but well enough to gain momentum.

Within a few years, we built the team to about 16 to 20 people. What I discovered was: I got agents on the phones fast. I got them understanding sales skills. I got them over phone reluctance, even though they hated it. If I could get an agent to 12 to 15 deals a year on my team—when the average agent sells two and a half a year nationally—then the company dollar was about \$25,000 to \$30,000 per agent.

So if I had 10 agents netting the company \$25,000 to \$30,000, that was \$250,000 to \$300,000 a year. If I doubled that, it would be \$600,000. If I had 20 agents, I could start replacing the \$400,000 to \$600,000 I was making in personal production. So I realized: agents are who matter in the business. They're the lever of income.

But what happens as you bring people on is HR issues, more salaries, scaling. The footprint grows, and the responsibility grows. It's a lot to swallow. Sometimes I can't believe the responsibilities I've created for myself just to be out of the day-to-day. Humans are complicated.

Heather Mansy:

Yes, absolutely. Management is just exchanging whose hand you're holding. On one side it's buyers and sellers, and on the other side, it's the team. It may look like a rosy idea, but you're just shifting where your energy goes. And sometimes you're paying a lot more into someone on your team than you are into a client, and you have to maintain that relationship long-term.

You've spoken before about surrounding yourself with people at the next level. Who has inspired you the most as a leader, and what lessons did they leave with you?

Tina Caul | eXp Realty:

So just one minor correction—it was Mike Ferry, Tom Ferry's dad. I love Tom, but I have to give Mike credit. He's the original OG. Even though he's like 82 now, I still have so much love for him.



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Back then, Mike gave me foundational skills. He taught me to think bigger, and he gave me permission to do so—and I believed him. He also taught me that you can't wait for business to show up. You have control as long as you control your morning. Most agents don't control their morning, even the good ones. They don't talk to enough people, and their business stays up and down.

Those two foundational aspects were huge. Later, I wanted to build a business, so I sought coaches more geared toward organizational health. I love Patrick Lencioni (*The Five Dysfunctions of a Team*). I love John Maxwell. But I never had them in my pocket to say, "Hey John, what would you do when you have a teammate dealing with childhood trauma or trust issues?"

We've been through everything—imposter syndrome, anger management issues, sexual assault survivors with trust struggles. So much of leadership is psychology. That interested me. The more I could learn about human behavior, the better leader I could become—to lead myself first, and then help others in my path.

Heather Mansy:

That's fantastic. Yes, and I think this is something we share. I did a lot of volunteer work early on for Landmark Education. I've always been fascinated with the psychology of sales and leadership. Everyone is coming in with something, and those things can either fuel you or slow you down.

Operationally, you've built a robust downline at eXp. What strategies or value adds do you think have been most key to your growth?

Tina Caul | eXp Realty:

In six years, we have 1,550 agents. The key is consistency. I've recruited or attracted a couple people a month for six years—over 240 personally. From that, about 20 became leaders, and they built their own teams.

For me, there are three things I look for when I follow someone: Can I trust them? Are they accessible? And are they fun? Life is hard, and I want to have fun.

My superpower in recruiting and building community is detachment. I don't care if you come or not. I'll invite you into my world, give you a seat at the table, and be patient. If you believe in the community, great. If not, that's okay. I believe in the mission. Be my running mate or don't.

Heather Mansy:

I love that. And I imagine that mindset benefits you too—because you're detached from the outcome. You're not begging people in. Overselling creates skepticism. By simply showing value and being patient, you're naturally attracting the right people.



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Tina Caul | eXp Realty:

Yeah, 100%. Your vibe attracts your tribe. I attract top performers and positive people. Once they're around us, they realize this is 100% responsibility, zero excuses. Everyone has their true genius, their God-given gift. Some keep it hidden until someone else calls it out in them. My joy is seeing people's strengths and helping them lean into it.

Heather Mansy:

I think mentorship is really the biggest reward. It can be hard on certain days when mentees aren't participating in their own future, but it is the greatest joy when you see it working. One of my gals is buying her own home this week, and I think she's the first—she's like a fourth-generation American—and the first in her immediate family that's ever bought a home. It's incredible that she's been able to give that to her family.

So, talking about eXp and the concept of co-sponsorship, which we all know, eXp rolled out this spring. You and I talked about it briefly before this. How do you see co-sponsorship contributing to your future growth and the company's? And how are you using that particular tool?

Tina Caul | eXp Realty:

Before, when someone came to our company, they had to pick one business partner—someone they were attracted to, someone they wanted to learn from as a mentor. But sometimes they were torn between two mentors. Maybe one was a strong recruiter and the other had built a YouTube channel. And they thought, "I want to learn from both."

Now with co-sponsorship, they can. I leverage it by telling people: if you resonate with me, reach out. Let me help demonstrate teamwork. Not "let's recruit this person," but "let's show them how we'll help together."

I think I have over 20 co-sponsorships since the program launched. Sometimes people call me, sometimes I reach out to a potential co-sponsor and say, "Hey, you'd be great for one of my recruits. Why don't you talk to them?" Then I let the recruit choose. It's about partnership. Two mentors with two dynamic strengths creates rocket fuel.

Heather Mansy:

Absolutely. It takes a village, and now we can pair strengths. I know you're big on added value for your agents. I've seen some of your teachings at eXp University and your masterminds. What areas do you see future downline builders needing to focus on for value add?

Tina Caul | eXp Realty:

It starts with self-awareness: what are your unique gifts and talents you can share with the world? Anyone



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who knows me knows I love the Working Genius assessment, Clifton StrengthsFinder. I'm a strategist at heart. You bring me your business blueprint, I'll poke holes in it.

I give my members access to me. They all have my cell phone. I give them our seven-week listing mastery program. I sold it for \$4,000 live, but I gift it to them. Listings are the key—you've got to list to last.

I also teach funnel building—funnels for dummies. Since January, I've built a list of 7,000 agents, and I teach our agents how to do the same. I'm simple and consistent. Agents aren't consistent; they chase shiny objects. But consistency wins.

Every Monday, we have our "Fast Forward Movement." Four hundred people join the call. We mastermind. *Think and Grow Rich* is one of my favorite books, and chapter two is mastermind—be around people dreaming up ideas and growing together. That's the value I bring: accessibility, tools, consistency, and community.

Heather Mansy:

Yes, fantastic. Social media is obviously here to stay, and AI is a big part of the conversation now. You have a strong presence online. What role does social media play in your business, and what are your daily non-negotiables for it?

Tina Caul | eXp Realty:

Six years ago, I was not good on social media. If you look back, there's not much there. I had a fear of public speaking and being on camera. But here I was, telling my agents not to be "secret agents," to call their sphere and be visible—yet I wasn't doing it myself.

So I forced myself. At first I used filters, anything to feel comfortable. Then I kept showing up. I learned the tools, I learned what agents wanted. And I discovered that my highest-performing videos are the ones where I give value—training, contribution. Vanity posts—me in a cute dress, awards, celebrations—get likes, but they don't stick in people's minds.

What sticks is contribution. When you're omnipresent as a coach, trainer, giver, that's what people remember. That's what keeps you top of mind. For me, it was natural. I don't want business unless I've earned it. I don't want the stage unless I've built it. And I did—week by week, year by year—until people took notice.

Heather Mansy:

Yes, I love that. Wanting to earn your value every day is a trait I see in so many top performers. Let's talk



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about balance. You're running a high-volume business, mentoring globally, and speaking on stages. How do you personally balance that drive with your family life and well-being?

Tina Caul | eXp Realty:

The good news is my husband and I are empty nesters now. Our 20-year-old is in college, which has freed me up. I've been busy traveling and speaking, which has been new but exciting.

Balance, for me, is about choice. People ask, "What do you do with your free time?" I say: this is my time. I work, I spend time with my husband, I do what fulfills me. The game changer has been realizing I *get* to work. I don't *have* to. eXp has paid my family millions over the last two years. That blessing gives me freedom to choose how I spend my days.

Heather Mansy:

Absolutely. Real estate, and eXp especially, is a vehicle for freedom. One of my favorite things you just said is, "I get to choose to work." That's so powerful.

As a woman in leadership, what do you think people often misunderstand about your role—or what unique benefits do you think women bring to leadership?

Tina Caul | eXp Realty:

Every woman I talk to has a different perception based on their personality. Some women are confident alphas. Others are reserved, passive, or struggle with worthiness. The same is true for men. At the end of the day, it's a worthiness issue, not just gender.

Now, real estate is male-dominated in some areas, but in mine, most of the top 10 teams are run by women. Women are natural leaders. They lead their households, their families. They are CEOs before they ever get the title.

For me, I never felt threatened. I speak up when I know I've earned my seat in the room. Worthiness gives you that confidence.

Heather Mansy:

Which is amazing, and it also shows that you had self-value about what you thought in the moment. As you mentioned earlier, that's a barrier for others. They want to rise, but they're not sure they belong. Maybe it's imposter syndrome. Maybe it's fear of speaking up. Like you said earlier, you have to work through those things so you feel worthy enough to have a voice in the room.



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For people who want to step into leadership—whether in real estate or another field—what do you think is the most important piece of advice for moving from a limited role into leadership?

Tina Caul | eXp Realty:

You're going to lead people only to the level you can lead yourself. If you're stuck in victimhood, if you can't control your anger, if you're constantly retracting, it's going to be a challenge. To lead others, you have to help them through their mindset and their issues. And if your mindset is poor, you'll have a really tough time.

You might even be weak enough to take on everyone else's issues as your own. So self-leadership comes first. Nobody's perfect, but once you've worked through your own traumas and dramas, you can move forward and help others do the same.

It's also crucial to surround yourself with strong, coachable people. Some aren't the right vibe for where we are in the business. But others—maybe with less experience—are coachable and grounded in their worth. They won't steamroll or create ego power struggles. That's the kind of person who makes leadership work.

Heather Mansy:

Yes, so true. I always say coachability is one of the top three things I hire for. Ego is a defense mechanism and hard to work around. But if someone is coachable, you can teach them anything.

Tina Caul | eXp Realty:

And to flip it around: a good leader is also a good follower. Hopefully, I can lead you—but I'm also a great follower. I follow to a fault. I have many great leaders I follow. Sometimes people think leadership is about people following them. But I think what makes a great leader is being a great follower, too.

Heather Mansy:

Absolutely. You mentioned you love to research and educate yourself. When you first invested in Mike Ferry's coaching, you actually implemented what you learned. That willingness to follow advice and execute is why you had so much success.

Tina Caul | eXp Realty:

Yes, implementation is everything. But you also can't be afraid to fail. I've failed more than I've won—you just don't see the little failures. But that's what success is built on. Go to the path you fear most, because that's probably where your soul is pointing you, even if your ego says, "Don't fail." No—go fail. Go fail a lot. That's how you succeed.



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Heather Mansy:

Yes, fantastic. Krista Mashore, who I had on a few weeks ago, says the same thing: “Fail fast, move forward faster.” Every coach—Tony Robbins, others—they all say it. You have to go through trial and error, pivoting, and detaching from results. Like you said, you’ve failed more than you’ve succeeded, but you couldn’t have reached success without experimenting and trying.

Tina Caul | eXp Realty:

Exactly. Think of Edison and the light bulb—he failed over a thousand times. Imagine if he gave up. You have to keep failing, keep persisting.

Heather Mansy:

Yes, we have him to thank for not just light, but electricity and innovation. So let’s look ahead. You’ve built teams, masterminds, and movements. What’s next for Tina Caul? What impact or legacy do you hope to leave in business and in life?

Tina Caul | eXp Realty:

Four years ago, I had it on my heart to do a retreat. But I told myself for years: “I’m not good at retreats. I’m not good at planning events.” Then I thought, this is a terrible mindset. You haven’t even tried.

So this January, I’m doing my first women’s retreat. It’s called *Founders*—but really *Found Her*. It’s about finding yourself, going deep, getting out of your head and into your heart.

We’re bringing in childhood regression therapists, a psychotherapist, and an organizational health coach. We’re going to relax, have fun, and grow together in Costa Rica with about 50 women. It’s the “un-conference conference.”

Heather Mansy:

Oh my gosh, I love it. That’s fantastic. Can our listeners still get in on that?

Tina Caul | eXp Realty:

Yes, we haven’t launched it yet. We’ve got a lot of it filled, but there’s still room.

Heather Mansy:

Perfect. I love it so much. What an incredible pleasure it was having you on the podcast today. I feel like I could ask you questions for another hour, but I know your time is valuable.

To our listeners: follow Tina on social media—Instagram at [**@tina_caul**](#) (blue check mark—she doesn’t sell crypto!). You can also find her on Facebook and LinkedIn. Tina, thank you so much. I can’t wait to see the



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lives you continue to change, and I can't wait to collaborate with you on co-sponsorship. The future is shining bright.

Tina Caul | eXp Realty:

Thanks, Heather. Thanks, everyone.