KEYNOTE · WORKSHOP · CONTENT INTENSIVE

SHAWN "KAP" KAPLAN

THE HOPEDEALER

Branch Manager, CrossCountry Mortgage · Franklin, Tennessee · Founder, Content Creator University

100,000+	500K+	5M+	$1B+	25+
PEOPLE SPOKEN TO	IG + FB FOLLOWERS	MONTHLY VIEWS	LOANS CLOSED	YEARS IN MORTGAGE

THE ROOM

From intimate masterminds and hands-on workshops to large group events and live webinars exceeding 1,000 people. Shawn went from food stamps and $146K of debt to a rental portfolio of about two dozen properties and $1B+ in closed loans helping 10,000+ families. Raw, funny, practical — every talk is tailored to the audience and ends with a plan they can use.

KEYNOTE TALKS

THE HOPEDEALER: FROM FOOD STAMPS TO $1 BILLION
Growing up broke, $146K in debt after college, paying it off with real estate — and a family legacy that began in 1926 with $4 and no English.

DON'T LOSE YOUR FAMILY WHILE WINNING AT WORK
Staying on top without losing the people you love. Family is the scoreboard.

UNCOVER YOUR BRAND — DON'T DESIGN IT
Your brand is what people already call you. Story-driven content that builds trust.

MIDDLE-CLASS MILLIONAIRE: REAL ESTATE AS A WEALTH PLAN
Debt, credit, equity, rentals — the playbook nobody taught us at 22.

LENDERS AS BUSINESS RESOURCES, NOT SALESPEOPLE
How to build a referral partnership engine and win in tough markets.

WORKSHOPS

Winning With Objections — the top 10 buyer and seller objections, with real scripts.

Just List. Just SOLD. Just WIN. — listing generation, social tactics, follow-up systems.

Financial Freedom Wealth Workshop — budgeting, credit, debt; includes the workbook.

Social Media & Content for Mortgage + Real Estate Pros — what to post, how to film it.

Billion Dollar Panel — moderated panel with top producers.

FORMATS & INTENSIVES

Luncheon — intimate 25-seat format.

Half-day — deep dive on one topic.

Full-day — multi-session intensive.

Virtual — live online for distributed teams.

CCU Content Day — 8-hour hands-on day in Franklin, TN. Five seats. Leave with 10 professionally edited videos, scripts, and the CCU content playbook.

INVESTMENT

$5,000	**Keynote** Plus hotel and travel expenses. Tailored to your audience.
$2,500	**Workshop, up to 3 hours** Materials and scripts included. Longer or multi-session formats quoted on request.
$997	**Consulting, per hour** 1:1 strategy sessions.
$2,499	**CCU Content Day, per seat** Travel and hotel not included.

TALK WITH KAP FIRST

15-MIN PHONE CALL — calendly.com/thekaplanteam/15-min-phone-call

30-MIN ZOOM CALL — calendly.com/thekaplanteam/30-minute-meet

@THESHAWNKAPLAN — Instagram, Facebook, YouTube

Inquiries: use the booking form on the site, or book a call above.

Shawn Kaplan NMLS 184641 | CrossCountry Mortgage, LLC | Equal Housing Opportunity.
Pricing current as of October 2026 and subject to change.