



Why Stefan Swanepoel?

His Background

Stefan Swanepoel is an articulate, captivating, energetic speaker who has delivered over 1,100 talks, with over 700 as the keynote speaker. He is a fact-packed storyteller with a razor-sharp intellect and has the proven ability to translate complex issues into easy to understand messages.

It is easy to understand why Stefan has for over four decades served as a successful business executive in roles including President and/or CEO of a real estate brokerage, a global real estate franchisor, a national REALTOR® association, a MLS organization, and a technology startup. For the last 19 years, Stefan has served as a trusted confidential adviser to CEOs and other senior leaders in the real estate industry and is considered by many to be the custodian of American real estate.

Stefan received his Bachelor of Science from the University of Pretoria and holds a Master of Commerce from the University of Johannesburg. He is an acclaimed author of over 33 books, reports and whitepapers, and over 1,000 published articles subjects such as Real Estate Trends, Technology, Business Strategies and Consumerism. His books have appeared on more than 18 best seller lists including the *New York Times*, *The Wall Street Journal*, *USA Today*, *The Huffington Post*, *CEO Read*, and Amazon.

Snippets about Stefan

- Born in Kenya, Stefan spent the first 35 years of his life in various countries across the globe before immigrating to the USA. He became an American citizen in 2002 based on Exceptional Abilities.
- Author of over 33 books, reports and whitepapers, and over 1,000 published articles subjects such as Real Estate Trends, Technology, Business Strategies and Consumerism.
- His books have been featured on more than 18 bestseller lists including *New York Times*, *Wall Street Journal*, *USA Today*, *Star Tribune*, *Huffington Post*, *Amazon, INC. Magazine*, *CEO Read*, *San Francisco Chronicle*, *MSNBC*, *Publishers Weekly*, *ABC* and *Miami Herald*.
- He has delivered 1,100+ presentations to over 750,000 people, ranging in size from 100 to 10,000 people.
- Stefan has been voted “Businessman of the Year”, “One of the Top 50 people to follow on Twitter” and as one of the “Top 100 Most Influential People in Real Estate.”
- Stefan has held the offices as President and/or CEO of a technology company, an education company, a real estate company, a non-profit association, a movie studio and a 2,000 office international franchise.
- He has been on 20+ safaris and game drives in seven different countries.
- He is a strong Social Media proponent and the accounts Stefan manage have over 100,000 friends, fans and followers.