

# LOUISE BATISTA:

## AUDACITY, TENACITY, AND THE REAL WORK OF LEADERSHIP

Written by Karen Kininsberg

Louise Batista's name stands out in the Bradford real estate market. Not because she says so but because her results and approach speak for themselves. Since 2010, she has built a business recognized for its standards, consistency, and impact on people's lives. She leads List With Louise - The Louise Batista Team at Century 21 Heritage Group Ltd. Brokerage, and her record includes Rookie of the Year and Centurion Award with Century 21 Canada in her first year, alongside a string of top-producer accolades that followed. But these are outcomes, not the story.

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leahsmithbranding.com

Louise's work is shaped by two words: audacity and tenacity. These are not slogans. They are the through-line in a career and a life that started with none of the usual advantages. She entered the real estate industry with determination and little else to her name. No connections, no financial cushion, no traditional credentials. What she brought was something more valuable: a clear vision of the future she wanted to create for her four daughters and the resolve to make it happen.

If you are looking for the secret to her success, it is not complicated. Louise works. She works hard, she works smart, and she works with intention. She is at the office all week, working long hours, not because she has to, but because she wants to. She reads real estate law for fun.

She studies market data like a surgeon studying anatomy, tracks key performance indicators (KPIs), and knows her inventory down to the last detail. Ask her how many four-bedroom homes are for sale in Bradford today, and she will give you the number. Ask her about future developments, and she will tell you what's coming next.

It is not about grinding for appearance. It is about mastering fundamentals while others chase shortcuts.

**SHE DOES NOT CLAIM TO BE A LEADER. LOUISE LEADS. SHE DOES NOT CALL HERSELF A COACH. SHE COACHES BY EXAMPLE. SUCCESS ISN'T IN THE AWARDS. IT'S IN WHO YOU RAISE - AND THE LIVES YOU LIFT ALONG THE WAY.**

Cassandra, Adriana, Olivia and Gloria have watched their mother transform circumstances through discipline and determination. They are her greatest achievements: one is a school teacher, one is a buyer for a hospital, one is studying civil engineering, and her youngest is heading to University to study history. All are strong, independent, and driven because they have watched their mother do what needed to be done, day after day.


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Many agents struggle because they mistake activity with action. Louise operates with a different philosophy. Her business is built on trust. She does not push clients into deals for the sake of a commission. If a property is wrong, she says so. If a client is about to make a mistake, she stops them. She protects her people, whether they are buyers,



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sellers, or members of her team. She answers her phone, knocks on doors, and follows up. She does the basics well. There is no magic, only discipline and care.

Her team members are women whom she has trained, taking them from little/no experience to six-figure earners. She invests in their education, their confidence, and their long-term success. This approach reflects Louise's understanding that sustainable business is built on sustainable people.

Louise's standards are high, and she expects the same from her team. She is not interested in shortcuts or appearances. While she does have billboards and maintains social media presence – her focus is on results, doing the right thing, and about being able to look her daughters and her clients in the eye and do right by them. Her leadership is quiet but unmistakable. "A lion doesn't need to tell you it's a lion," she says. You know it by what it is, not by what it says.

What does it mean to hustle in real estate and still hold to the highest ethical standards? For Louise, it means never compromising on what matters. It means being honest when it costs you, putting in the hours - because your name is on the line. It means building a business where respect is earned, not demanded. It means understanding that leadership is not about being in the spotlight but about ensuring the work gets done, whether anyone is watching or not.

Louise Batista's story is not about overcoming for the sake of inspiration. It's about responsibility to your family, clients, team, and community. It's about having the **audacity** to believe you belong at the top, and the **tenacity** to keep going, no matter how hard or how long it takes. Suppose you want to know what authentic leadership looks like in real estate; watch what Louise does. She will not tell you she is a lion. She will show you.


# LOUISE BATISTA

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LIST WITH LOUISE®
THE LOUISE BATISTA TEAM

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