

Nancy Alert, Recognized By Influential Women, Turns Experience, Education, And Resilience Into Financial Empowerment

NATIONAL HARBOR, VA, UNITED STATES, September 22, 2026 /EINPresswire.com/ -- A Global Real Estate Consultant, Financial Strategist, Speaker, and Educator Helps Others Understand the Rules of Wealth Creation

National Harbor, Maryland – For nearly three decades, Nancy Alert has built her career around a simple but powerful idea: financial independence becomes more attainable when people understand how money works and learn how to make informed decisions with it. As a global real estate consultant, financial strategist, speaker, and educator, Nancy has dedicated her professional life to helping individuals pursue financial stability, passive income, investment opportunities, and long-term wealth through real estate and strategic financial planning.



Her path into the industry was not necessarily an obvious one. Nancy earned an A.A.S. in Fashion Buying Merchandising from New York City Technical College, followed by two bachelor's degrees from Howard University, one in Environmental Science & Design and another in Marketing. In 1996, however, she made a life-changing decision to enter the real estate industry after recognizing a common thread among many financially successful individuals: ownership and investment.

At the time, Nancy describes herself as extremely shy and lacking confidence in social settings. Real estate, however, is fundamentally a relationship-driven industry, requiring communication, connection, negotiation, and the ability to work with people from many different backgrounds. Rather than allowing her personality to limit her opportunities, Nancy intentionally developed

the professional presence and communication skills necessary to succeed.

That willingness to grow became one of the defining characteristics of her career.

Today, Nancy is known for her ability to connect with people from all walks of life and for her determination when representing her clients. Some have affectionately referred to her as “the pit bull” because of her approach to negotiating and closing deals. Yet behind that reputation is a professional who sees real estate as much more than transactions. For Nancy, the greatest fulfillment comes from helping people create financial independence and establish a foundation for lasting wealth.

Her expertise encompasses residential and commercial real estate, multifamily investments, funding strategies, and financial preparedness. As both a broker and financial strategist, she has helped clients explore how real estate can be used to generate passive income, develop investment portfolios, and pursue generational wealth.

Nancy is also a teacher at heart. She believes that people should understand the financial decisions they are making rather than simply following advice without understanding the reasoning behind it. Whether she is working with a first-time investor or an experienced developer, her focus is on simplifying complex concepts and giving people the knowledge and confidence to make informed decisions.

Turning Setbacks Into Lessons

One of the most significant chapters of Nancy’s professional journey came during the 2008 real estate market crash. She personally lost more than \$5 million in investments, an experience that profoundly changed the way she viewed real estate, investing, and financial risk.

For Nancy, the experience could have remained simply a devastating financial setback. Instead, she chose to study it.

She evaluated the decisions she had made, examined the market shifts that contributed to the outcome, and looked closely at the lessons hidden within the experience. That process ultimately led her to discover the potential of multifamily real estate compared with scattered individual holdings. The experience transformed her business and financial perspective and became an important foundation for the work she does today.

Nancy now shares those lessons with others through workshops, speaking engagements, media appearances, and one-on-one coaching. Her goal is to help people learn from experiences that cost her dearly so that they can approach their own financial decisions with greater awareness.

Her philosophy is rooted in the belief that failure is not the opposite of success. Instead, failure can become part of the journey when people are willing to evaluate what happened, identify the lesson, and apply what they have learned.

“My success isn’t because I’ve avoided failure. It’s because I’ve been willing to evaluate every experience, learn the lesson, and take action on what I learned,” Nancy explains.

That approach—being coachable, taking action, and learning from every experience—is what Nancy identifies as the foundation of her success.

The Power of Being Coachable

Mentorship has played an important role throughout Nancy’s career. Early on, mentor Kristina Bouweiri told her, “I don’t mind giving you advice because you actually do something with it.”

The observation stayed with Nancy because it reflected a principle she has carried throughout her professional life: knowledge has limited value without implementation.

When Nancy seeks guidance, she acts on it. When she encounters a setback, she studies it. And when she gains new knowledge, she looks for ways to apply it.

Another mentor, Lola LaCroix, offered Nancy advice that became equally influential. LaCroix told her that real estate was the industry for her and encouraged her never to change or allow anyone to convince her to become someone she was not.

Over time, Nancy came to understand that authenticity was one of her greatest professional assets. Her knowledge, experience, and network matter, but she believes there is also significant value in remaining true to who she is.

“I spent years thinking I needed to fit in,” Nancy says. “The best advice I ever received taught me that my uniqueness is my superpower.”

Those lessons have shaped her approach to business, leadership, and relationships. Rather than attempting to fit a predetermined professional mold, Nancy focuses on showing up authentically while continuing to learn and take action.

Helping Women Build Financial Confidence

A particularly important part of Nancy’s work is her commitment to financial empowerment for women, including single women and single parents.

Raised by a single mother and now navigating life as a single woman herself, Nancy understands the importance of developing a strong financial foundation and creating an individual blueprint for success. Her experience has strengthened her desire to help women become more confident about money, ownership, investing, and financial planning.

Nancy encourages young women entering the real estate industry and other professional fields to begin by investing in themselves. That means understanding who they are, what they stand

for, and the kind of life they want to create.

She also emphasizes intentionality.

Nancy encourages women to be thoughtful about how they spend their time, where they direct their energy, and which relationships they cultivate. She advises people to recognize time-wasters and “energy vampires” while remaining open to learning from others.

Everyone, she notes, will have an opinion about what someone else should do. Her advice is to listen and learn, retain what supports personal goals, and let go of what does not.

Financial awareness is another essential part of her message. Nancy encourages people to know their numbers, understand where their money is going, and develop healthy financial habits as early as possible.

She also believes mindset plays an important role in financial behavior. Many people, in her view, have learned to approach money through fear, scarcity, or a sense of lack. Nancy encourages women to challenge those beliefs and recognize money as a tool.

Her broader philosophy is centered on setting high standards for how people show up, whom they allow into their circles, and what they are willing to accept in their lives and businesses.

She also encourages others to live according to four principles: be impeccable with your word, do not make assumptions, do not take things personally, and always do your best.

Teaching People the Rules of the Game

Nancy believes one of the biggest challenges facing the real estate and financial services industries is not necessarily a lack of opportunity, but a lack of education and understanding.

Rising home prices, changing interest rates, and evolving financial rules can make the path toward ownership and investment appear increasingly complicated. According to Nancy, uncertainty and misinformation can cause people to remain on the sidelines rather than exploring the opportunities available to them.

Her response is education.

Nancy frequently tells clients, “Don’t hate the game—learn the rules of the game so you can play and win.”

For her, the message is about understanding the financial environment rather than allowing fear to determine decisions. She believes opportunities can exist through homeownership, real estate investing, entrepreneurship, and properly structured financial products, provided individuals take the time to understand their options and how those strategies fit into their

broader financial goals.

That educational mission is especially meaningful when working with people who have historically felt excluded from conversations about wealth.

Nancy wants women to recognize that financial empowerment can involve owning real estate, creating passive income streams, developing investment strategies, and thinking intentionally about generational wealth.

The impact, she believes, extends beyond an individual transaction.

A first home purchase can change how someone sees their future. An investment property can introduce a new understanding of passive income. Financial planning can provide greater preparedness for a family. Learning that wealth creation is possible can change the way someone approaches opportunities altogether.

For Nancy, that is where her work becomes larger than real estate.

Her mission is to help people move from financial uncertainty toward financial freedom by giving them education, strategies, and confidence to participate actively in their financial lives.

“The biggest challenge isn’t the market,” Nancy says. “The biggest challenge is that too many people don’t know the rules of the game. The biggest opportunity is teaching them that wealth isn’t reserved for a select few—it belongs to those willing to learn, participate, and take action.”

A Career Defined By Growth

Nancy’s story demonstrates how professional development can emerge from both success and adversity. Entering real estate in 1996 required her to step outside her comfort zone and develop communication skills that did not initially come naturally to her. The 2008 market crash challenged her financially and professionally, but also prompted a deeper examination of investment strategy and risk.

Through both experiences, Nancy continued to learn.

Her career now combines real estate consulting, financial strategy, education, speaking, and advocacy. She has become particularly passionate about helping others understand the principles that she has learned throughout nearly three decades in the industry.

Nancy’s professional credentials reflect the breadth of her experience. She is a licensed real estate professional, a founding member of Women in Real Estate for Gender Equality, and an International Best-Selling Author. She is an active member of Alfred Street Baptist Church, where she serves on the Entrepreneurship Committee, and she holds memberships with the National Coalition of Negro Women (NCNW) and the Northern Virginia Association of Realtors (NVAR). She

also serves as a committee member of the International Business Forum and is a Founding Member of BNI National Harbor.

Yet the defining theme of Nancy's career is not a title or credential. It is her commitment to learning and applying what she learns.

The advice she received early in her career—to remain authentic, stay coachable, and take action—continues to inform the way she works today. Her experience has reinforced her belief that knowledge becomes meaningful when it is put into practice.

For Nancy Alert, wealth creation is therefore not simply about acquiring assets. It is about education, preparedness, ownership, strategy, and the ability to learn from every stage of the journey.

Her own story provides the foundation for that message. From a shy young professional entering a relationship-driven industry to a seasoned real estate consultant and financial strategist, Nancy has continually challenged herself to grow.

Now, she brings those experiences to others.

Through education, speaking, coaching, and real estate strategy, Nancy Alert continues to help people understand the possibilities available to them and, most importantly, encourages them to take an active role in creating the financial future they want.

Learn More about Nancy Alert:

Through her Influential Women profile, <https://influentialwomen.com/connect/nancy-alert> or through her website, <https://thealertfactorlive.com/>

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