

HEATHER GOOL

CANDIDATE FOR NATIONAL LIAISON



Heather Gool serves as Regional Vice President and Partner at Coldwell Banker Advantage in the Triangle and Triad areas of North Carolina. In her current role, Heather focuses on leading multi-office operations and driving residential income growth through personalized agent development and strategic business planning. Her leadership is rooted in identifying each agent's unique strengths to foster a thriving, collaborative professional community.

The Women's Council of REALTORS® has been the cornerstone of Heather's professional evolution. Through its mentorship, leadership opportunities and the robust supportive network, Women's Council provided the framework needed to refine her skills. Heather is deeply committed to paying this growth forward, ensuring every member has access to the empowering resources that helped to define her own career path. She believes when members are equipped with knowledge and confidence, they can achieve unprecedented professional success.

With 11 years of active involvement, Heather brings deep institutional knowledge to her campaign. She currently serves as North Carolina State Liaison, a role she has held multiple times, and previously served as Local President in 2018. Her preparation for national leadership includes graduating from the 2022 Leadership Institute, presenting at the 2024 Mid-Year, being a Network 360 facilitator, and receiving the 2020 Greater Triangle Jean Hunt Service Award.

Beyond her work with Women's Council, Heather actively shapes industry standards through her involvement in the 2024 and 2025 NAR Business Issues Policy Forums, her dedicated support as an RPAC Major Investor, and 2022 President of the Triangle's REALTOR® Giving Network. She is a passionate advocate for mentorship, having served as the Dean of the 2018 Triangle REALTORS® Leadership Academy, following her own graduation from the program in 2015. Prior to real estate, Heather worked in the newspaper industry as the Advertising Business Manager after attending North Carolina State University, where she studied Biology.

With a collaborative leadership style and a comprehensive understanding of the real estate landscape, Heather is ready to serve as your 2027 National Liaison. She is dedicated to empowering members, supporting professional growth, and ensuring the continued success of the Women's Council on a national scale.