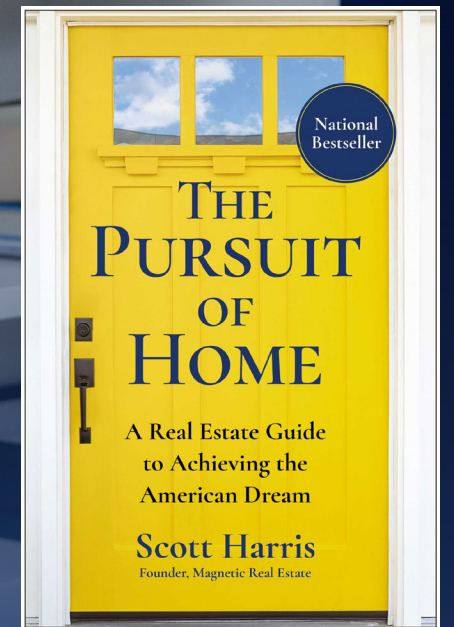


# Scott Harris · SPEAKER KIT

Inspiring clarity, confidence, and values-driven decisions in business, homeownership, and life.





*Scott Harris* is a nationally recognized real estate leader, bestselling author, and sought-after speaker who delivers powerful, story-driven talks for real estate professionals, entrepreneurs, and homebuyers navigating pivotal decisions. His work helps audiences align values with action – whether they’re serving clients, building a business, or buying a home.

Scott’s talks combine storytelling, real-world insight, and practical frameworks to create meaningful, actionable experiences for diverse audiences.

#### FORMATS INCLUDE:

- Keynotes
- Conference Breakouts
- Team Trainings
- Panels & Fireside Chats

Audiences leave with **clarity, confidence, and tools they can apply immediately.**

**HIRE SCOTT TO SPEAK AT YOUR NEXT EVENT:**

**[PURSUEYOURHOME.COM](https://pursueyourhome.com)**

## ENTREPRENEURS



- Be the Magnet: Master Your Inner Game to Attract Massive Success in Business and Life
- Harness the Power of Emotional Intelligence in Your Business
- Turn Communication into Your Business Growth Superpower
- Transform your Clients from Deal Killers into Dream Clients



# ENTREPRENEURS

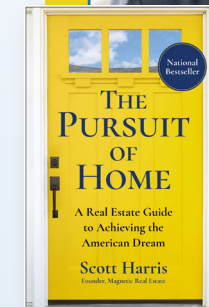
**Be the Magnet: Master Your Inner Game to Attract Massive Success in Business and Life**

Most salespeople misunderstand what “success” means, and in business, that misunderstanding leads to misalignment, burnout, and transactional thinking. Scott Harris, the bestselling author of *The Pursuit of Home: A Real Estate Guide to Achieving the American Dream*, breaks down the emotional, psychological, and cultural forces that shape how customers, clients and companies make the biggest decisions of their lives. Entrepreneurs will reconnect with purpose, elevate their client relationships, and build careers rooted in authenticity and long-term success.



## Takeaways

- Discover the **archetypes** that drive every client’s behavior
- Uncover the **“emotional blueprint”** behind every sale
- Move clients—and yourself—from fear-based settling and regret to **possibility-based decisions** with proven strategies
- Transform complex transactions into clear, vision- and values-driven journeys using the **Magnetic Method™**
- Build a framework for a career that feels **fulfilling, sustainable, and human-centered**



Scott Harris is a residential real estate expert, nationally-ranked top producer, and the founder of the boutique brokerage

MAGNETIC, who has negotiated \$2 billion in New York City real estate transactions since 2003. Drawing from Scott’s proven four-step system, which he calls The Magnetic Method™ as found in his nationally bestselling book, *The Pursuit of Home: A Real Estate Guide to Achieving the American Dream*, he provides a powerful framework for navigating the emotional, psychological, and even spiritual complexities of growing a client base, building a business, and the inner journey of the entrepreneur.



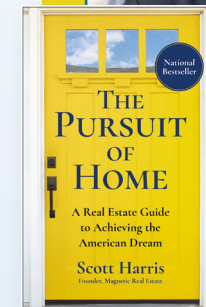
# ENTREPRENEURS

## Harness the Power of Emotional Intelligence in Your Business

Salespeople and entrepreneurs misunderstand why their deals break down. It's not over money or details, but a lack of emotional intelligence. Scott Harris, the bestselling author of *The Pursuit of Home: A Real Estate Guide to Achieving the American Dream*, unpacks the principles of decision-making and the dramatic impact of emotional mastery. Business owners and sales professionals will shift their perspective from transaction to collaboration, improve their client relationships, and build a sustainable referral business.

### Takeaways

- Uncover the **“emotional blueprint”** that drives all client behavior
- Manage the conflicts **scientifically proven** to hijack sound decision-making
- Navigate successful high-stakes negotiations by being **kind rather than nice**
- Win more business with a **relational strategy**
- **Close more deals** as a coach first and transaction facilitator second



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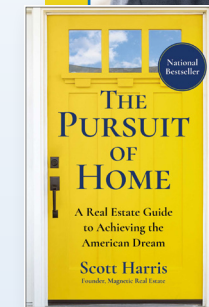
## Turn Communication into Your Business Growth Superpower

Entrepreneurs misunderstand the primary friction point in every deal. It isn't their poor negotiation skills. It's poor communication. Scott Harris, the bestselling author of *The Pursuit of Home: A Real Estate Guide to Achieving the American Dream*, outlines a communication framework that cuts through the thorniest negotiation process. Entrepreneurs will travel to the beating heart of every client interaction, explore what good communication looks like, and transform their client relationships—and their business.



### Takeaways

- **Master the first client** meeting with a framework for deeper trust and relationship building
- Discover proven techniques for decision-makers to **effectively align conflicting desires** before the purchase or sale process begins
- Eliminate misinterpretation and **focus on the signals** that lead directly to success
- Learn a communication framework designed to **achieve laser-like clarity**
- Turn a client's ambiguous wants into a **magnet** that compels the right deal to find them



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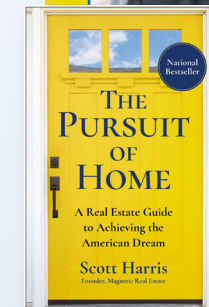
## Transform your Clients from Deal Killers into Dream Clients

Salespeople and entrepreneurs misunderstand what keeps their clients from a successful outcome. It isn't the deal terms, the value, or the competition—it's often self-sabotage. Scott Harris, the bestselling author of *The Pursuit of Home: A Real Estate Guide to Achieving the American Dream*, explains the psychology of buying and selling from a veteran agent's perspective. Professionals will go into the minds of their clients, shift their attitude from frustration to compassion, and transform their business in the process.



### Takeaways

- Recognize the **psychological defaults** that enter the sales cycle when a big decision is on the line
- Distinguish between **external stressors and clients' internal "demons"** that appear during negotiations
- Identify **behavioral tendencies** on both sides of a deal—before they become a problem
- Deploy tactical agreements and candid communication to **keep deals moving forward**
- Tap into compassion and **create lifelong clients**



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# *HIRE SCOTT HARRIS* **FOR YOUR NEXT EVENT**

- Keynotes
- Conferences
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- Workshops
- Leadership Gatherings
- Panels
- Team Events
- Private Engagements

**FOR MORE INFORMATION AND BOOKING INQUIRIES, VISIT:  
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