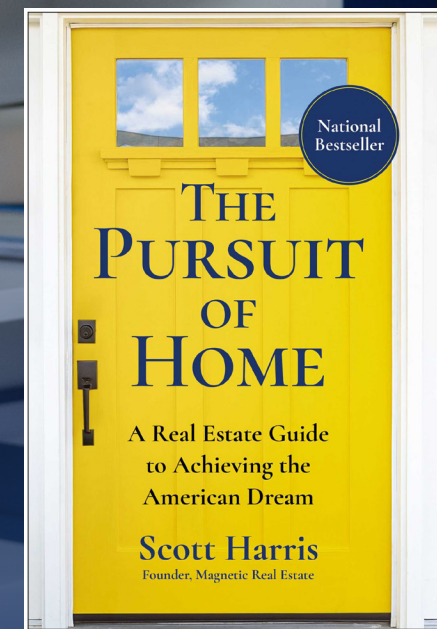


Scott Harris · SPEAKER KIT

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)

REAL ESTATE PROFESSIONALS



- Transform Your Work and Life by Re-imagining What “Home” Truly Means
- Harness the Power of Emotional Intelligence in Your Real Estate Business
- Transform Your Business by Deciphering Decision-Making
- Turn Your Buyers and Sellers from Deal Killers into Dream Clients
- Turn Communication into Your Real Estate Superpower



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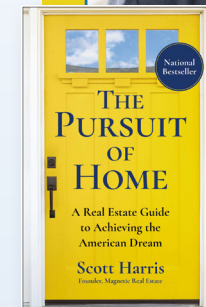
Transform Your Work and Life by Re-Imagining What “Home” Truly Means

Most agents misunderstand what “home” means, and in real estate, 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 people make the biggest decisions of their lives. Agents will reconnect with purpose, elevate their client relationships, and build careers rooted in authenticity, values and long-term success.



Takeaways

- Discover the **archetypes** that drive every client’s behavior
- Uncover the **“emotional blueprint”** behind every purchase or sale
- Move clients—and yourself—from fear-based decisions to **possibility-based decisions** with proven strategies
- Transform complex transactions into clear, vision-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 and transactional complexities of buying a home, redefining real estate as a relationship where the buyer’s inner journey dictates their tangible success.



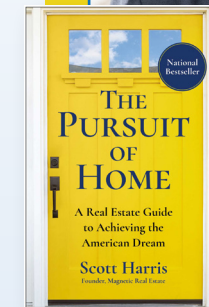
REAL ESTATE PROFESSIONALS

Harness the Power of Emotional Intelligence in Your Real Estate Business

Real Estate professionals misunderstand why their deals break down. It's not over money or market timing, 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. Real estate 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 buyer and seller behavior
- Manage the conflicts **scientifically proven** to hijack sound decision-making
- Navigate successful high-stakes negotiations by being **kind rather than nice**
- Win more listings with a **relational strategy**
- **Close more deals** as a coach first and transaction facilitator second



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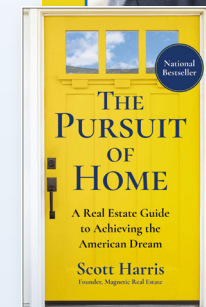
REAL ESTATE PROFESSIONALS

Transform Your Business by Deciphering Decision-Making

Agents misunderstand why buyers tour ten houses that match their checklist and hate them all, only to fall in love with the eleventh house, which checks none of the boxes. Buyers aren't liars; they are simply unaware of their own psychology. 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. Real estate professionals will learn how little control their clients have over what they like, shift their perspective from mistrust to compassion, and dramatically speed up their sales cycle.

Takeaways

- Reveal why your clients' **hardwired defaults** derail deals
- Break down **client archetypes** and how they filter information, process stress, and make decisions
- Uncover the **emotional roots** of home preference and how to tap into them
- Gain insight into and clarity of your **clients' true desires**
- Nurture the intuitive spark that leads to **true home satisfaction for clients**



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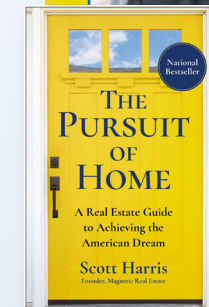
Turn Your Buyers and Sellers from Deal Killers into Dream Clients

Real estate buyers and sellers misunderstand what keeps them from a successful outcome. It isn't the market, the rates, 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 real estate 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 real estate process when a big decision is on the line.
- Distinguish between **external stressors and clients' internal "houseguests"** 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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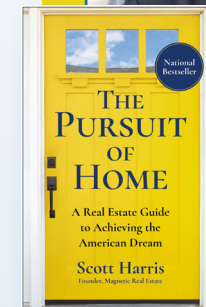
Turn Communication into Your Real Estate Superpower

Real estate agents 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. Real estate professionals will travel to the beating heart of every client interaction, explore what good communication looks like, and transform their client relationships—and their real estate business.



Takeaways

- **Master the first client meeting** with a framework for deeper trust and relationship building
- Discover proven techniques for couples and partners 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 **property magnet** that compels the right home, agent, and deal to find them



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