



FEATURED SPEAKER



Phil Jones

Exactly What to Say® – The Magic Words for Realtors: Winning Trust, Value, and Business in Every Conversation

Quite often, the difference between a signed listing and a lost opportunity comes down to the compounded impact of your conversations with clients. Words matter, and understanding how to use language to control a conversation gives Connecticut Realtors a real advantage in today's competitive market.

Whether you're reconnecting with past clients, helping a seller understand your value when they say "that's too expensive," or navigating conversations with confidence in a post-NAR-settlement landscape, knowing the right things to say, in the right way, at the right time, is certain to have an instant, positive impact on your results.

This thought-provoking session will have you enthralled from the very start as you discover the power that language has over the subconscious brain, gain practical examples you can apply the moment you're back with a client, and learn how the "Magic Words" from Phil's best-selling book apply directly to the conversations that define a real estate career, from prospecting to negotiating to closing.

This session delivers immediate, actionable outcomes, where you can expect to be keen to work on your new word choices as early as the next break that follows! It's about more than being licensed, it's about operating as a true professional who builds a lasting, thriving business.

Perfect for agents looking to grow their book of business, brokers looking to elevate their teams, and every CTR member ready to sell their value with confidence.