

Jared James Dallas conference 2026-03-16 16:14:36

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Instructor: Jared James



Summary

Jared James delivers an energetic lecture to real estate agents, aiming to motivate and educate them on succeeding in the modern market. He begins by addressing the current “tug of war” state of real estate, where sellers think it’s 2023 and buyers think it’s 2006, creating widespread uncertainty. James argues that this environment, coupled with recent industry lawsuits, elevates the value of true professionals who can educate consumers and handle newly required conversations, like signing buyer agreements. He stresses that agents must embrace their role as skilled sales professionals, not just “matchmakers,” and focus on building relationships with clients *after* the sale, as this is where the real business lies.

He then pivots to two critical components for future success: leveraging Artificial Intelligence (AI) and building a strong personal brand. James highlights that 82% of consumers now use AI first for real estate information and urges agents to use AI

tools to optimize their online presence to get recommended. Finally, he emphasizes that a strong personal brand is the ultimate differentiator. He redefines modern branding as providing value by commenting on relevant topics (“this, not me”) rather than self-promotion. James concludes that in today’s digital world, agents must build an online presence so strong that they are known by clients before the first meeting, as mutual first impressions are a sign of being behind the competition.

Knowledge Points

1. Market Analysis and Agent Professionalism

- **The Current Real Estate Market State**
 - The market is in a unique and fractured “tug of war” state. Many sellers believe it’s still the 2023 market, while buyers think it’s like 2006.
 - The market recently saw 4.06 million sales, a volume not seen since 1995 when there were 70 million fewer people in the country.
 - In 2005, with 50 million fewer people, there were 7.2 million transactions, suggesting a potential for a boom if market certainty increases.
 - A large pool of potential buyers (e.g., nine million people aged 26-35 still living with their parents) is held back by market uncertainty.
- **The Role and Identity of a Real Estate Agent**
 - Agents should identify as being in “sales,” not as “matchmakers,” as sales involve skill, whereas matchmaking can be done by an app or AI. Consumers need skilled professionals for their largest asset purchase.
 - An amateur practices to get it right; a professional practices so much they can’t get it wrong, achieving unconscious competence.
- **State of the Real Estate Industry and Resilience**
 - Despite lawsuits and negative headlines, the agent’s value is higher than ever. Last year, a record 91% of people used an agent, commissions are higher, and FSBOs are at an all-time low.
 - Recent industry changes, such as mandatory signed buyer agreements, benefit professionals by separating them from amateurs. These “awkward conversations” are a chance for skilled communicators to shine.

2. Communication, Client Education, and Relationships

- **The Importance of Language and "Scripts"**

- Words matter significantly in real estate. The goal isn't to be a robot, but to understand that the quality of answers comes from the quality of questions. Everyone uses scripts (e.g., small talk about weather), so agents should master theirs.
- **Educating Consumers in an Uncertain Market**
 - Consumers need more education than ever. If agents don't educate the market, the media will fill the void with misinformation.
 - Agents have historically trained consumers to "time the market" like it's crypto or penny stocks, a flawed approach for a long-term asset like real estate.
- **Answering "Is it a good time to buy?"**
 - The correct time to buy is whenever the client is "ready, willing, and able." There has never been a 10-year period where the market has gone down, so waiting often leads to regret.
- **Shifting Focus to Post-Close Activities**
 - Agents should stop using the term "past clients." The transaction is the *start* of the relationship, not the end.
 - While most agents focus on pre-close lead generation, "all the money is post-close." Agents must build robust systems for long-term client care.
 - Nobody can "steal" a client you are actively taking care of. Clients leave due to neglect.



3. The Impact of Artificial Intelligence (AI) on Real Estate

- **Shift in Consumer Behavior**

- A Realtor.com survey shows 82% of consumers now use AI platforms first for market information or to find an agent, a trend that will only grow.
- An AI recommendation has a 440% higher closing rate than any other organic source.

- **Practical AI Application for Agents**

- “Visibility trumps ability.” Agents must be visible on AI platforms to be an option for consumers.
- Agents should use AI (like ChatGPT) to find top recommended agents in their area and understand the selection criteria.
- Use specific prompts to ask AI for a step-by-step, copy-and-paste plan to optimize websites, social media, and bios to become more likely to be recommended.
- Have AI write professional bios optimized for character limits on various platforms.

4. The Power of Personal Branding

- **Brand as the Ultimate Differentiator**

- Moving forward, brand is the most critical factor for success.
- Most agents’ marketing is incorrectly focused on properties. “Housing doesn’t need branding. You do.”

- **Modern Branding: "This, Not Me"**

- Effective modern branding is not about self-promotion (“me, me, me”) but about providing value by commenting on relevant topics (“this, this, this”), like local news, market articles, or community events.
- This approach helps build visibility and authority. Social media is “modern day marketing” and cannot be ignored.

- **The End of Mutual First Impressions**

- The old adage about first impressions is outdated. In the digital age, clients should already know you through your online content before you meet.
- If you are having a mutual first impression with a client, you have “already lost” because your competition has already built a digital relationship with them.
- In a post-AI world, consumers will start searching by brand name, making a strong brand essential.



5. Actionable Takeaways and Resources

- **Commitment to Action**
 - Attendees should leave conferences with actionable items to implement, not just “a hangover.”
- **Free Training Resources**
 - Jared James offers free, in-depth training materials (on AI, branding, templates, etc.) accessible via a QR code or the URL jaredjamesday.com/free.

Questions

- [Insert Question/Confusion]

Assignments

- [] 1. Stop identifying as a “matchmaker” and embrace the role of a skilled sales professional.
- [] 2. Practice communication and develop effective answers to common client questions like, “Is it a good time to buy?”.
- [] 3. Re-evaluate your business to prioritize post-close client relationship management and implement a system to stay in touch with clients after the sale.
- [] 4. Use an AI platform (e.g., GPT, Claude) to analyze top agents in your area and generate a step-by-step plan to optimize your own online presence

(website, social media, bio) to be more AI-friendly.

- [] 5. Review your social media profiles and shift your content strategy from focusing on properties to personal branding by providing value and commenting on relevant topics (“this, not me”).
- [] 6. Access the free training materials offered at jaredjamesday.com/free to get step-by-step guidance on AI and branding.