



ARIZONA REALTORS®  
**KEY CONTACT**  
PROGRAM

# Effective Communication Strategies

Brandon Garner –  
Director, Consulting  
Aristotle

## Why Effective Communication Matters

- Legislators rely on trusted contacts on key issues
- Personal connections enhance influence
- Effective communication ensures REALTORS® voices are heard in policy discussions

## Understanding your Legislators Perspective

- Legislators have many competing interests and time constraints
- Customize your message to fit their perspective
- Legislators are highly focused on policies that will resonate with voters.



# Preparation is Key



Research the legislator's stance on real estate and housing issues



Know your key talking points and statistics



Practice clear and concise messaging



Anticipate questions or concerns

# Productive Meeting Structure



## Introduction

- Briefly introduce yourself and your role



## State the Issue

- Explain the topic in a clear and focused manner



## Provide Data and Examples

- Offer relevant information and case studies



## Ask for Support

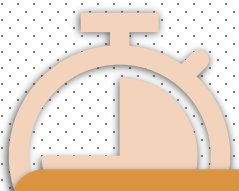
- Be direct in asking for specific actions or support



## Follow-up

- Leave materials and offer further assistance

# Messaging Tips for Effective Communication



1

**Be concise:**  
Legislators are often pressed for time



2

**Stay on topic:**  
Focus on one or two key issues



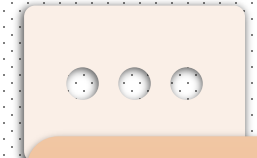
3

**Use local examples:**  
Personalize issues to their district or constituents



4

**Stay positive:**  
Be respectful and solution-focused



**Avoid jargon:**  
Keep language simple and clear

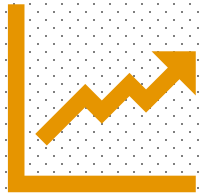


ARIZONA REALTORS®  
**KEY CONTACT**  
PROGRAM

# Leveraging Data and Research



Provide clear, compelling data to back up your points



Use Arizona-specific housing and real estate market trends



Share success stories from other states or regions when applicable



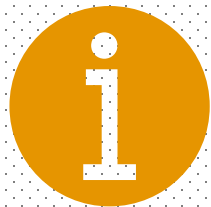
# The Power of Follow-up



Send a follow-up email or letter summarizing the meeting

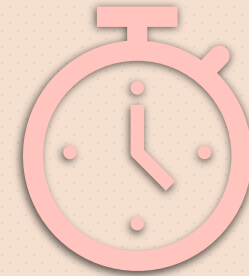


Keep the legislator informed of ongoing developments in your area of expertise



Offer additional information or answer any questions raised

# Active Listening in Advocacy



## What is Active Listening?

- Fully focus, understand, and respond thoughtfully.
- Go beyond hearing words—engage with the speaker

## Why It Matters

- Builds trust and rapport.
- Understand the legislator's concerns and priorities.
- Encourages productive dialogue.

## Techniques

- Maintain eye contact and give affirmations (nod, "I see").
- Paraphrase for clarity ("So, you're saying...").
- Ask clarifying questions.
- Avoid interrupting.

## Show Empathy

- Acknowledge their perspective, even if you disagree.
- Validate concerns with real-world examples.

## Respond Thoughtfully

- Take time to process before replying.
- Offer specific solutions or compromises.





# Nonverbal communication



**Energy:** Positive, high-energy body language is important when delivering a message in-person.



**Voice:** “Its not what you said, its how you said it”.



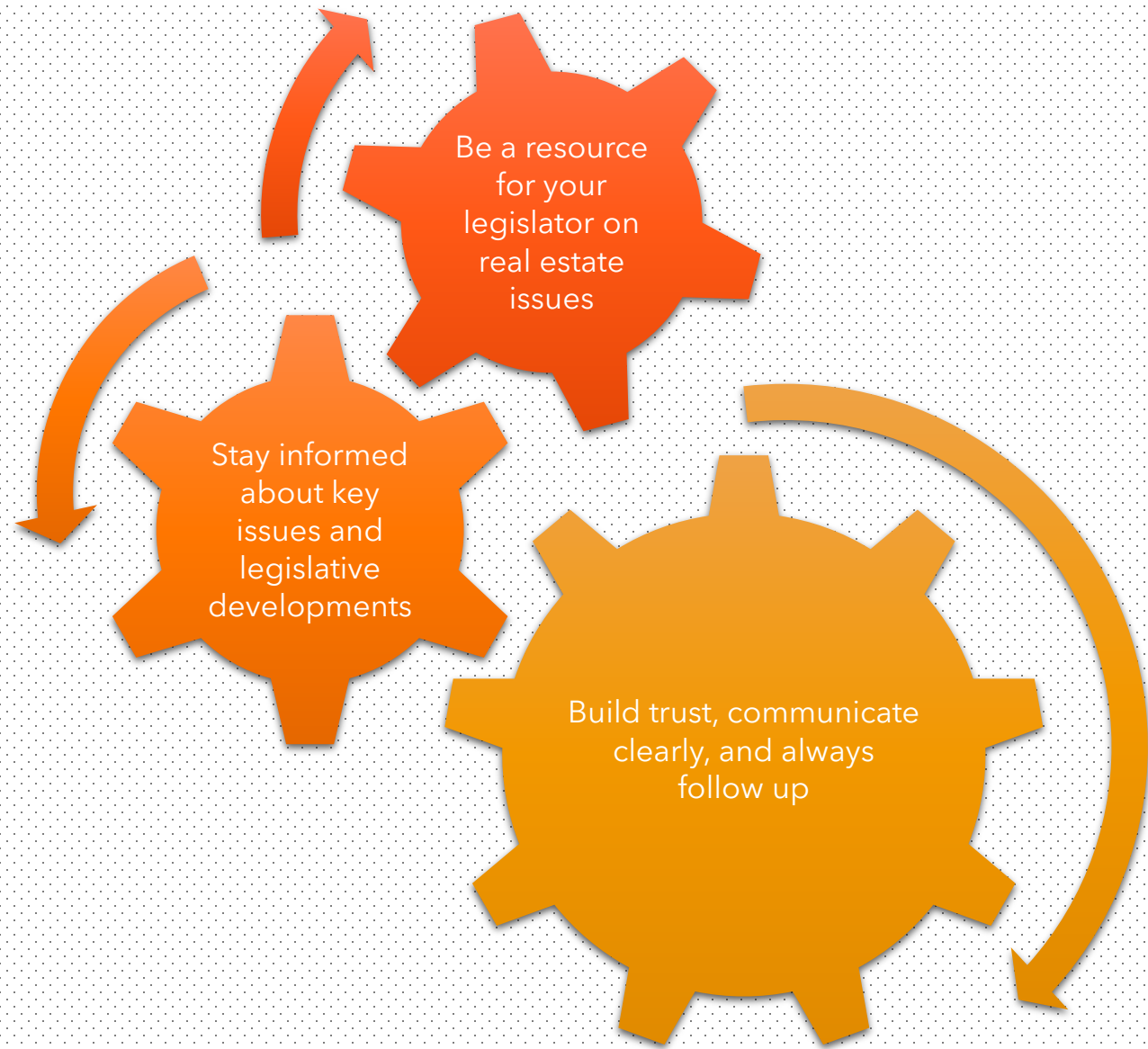
**Eye Contact:** Projects confidence and projects that you are an expert.



**Gestures:** Standing stiff and lifeless makes you look uncomfortable. Stand straight, use hand gestures when appropriate.



# Key Takeaways and Best Practices



**Thank you**  
**for being an Arizona REALTORS® Key**  
**Contact!**



ARIZONA REALTORS®  
**KEY CONTACT**  
PROGRAM