



SHINE BRIGHT

3 TIPS FOR ESTABLISHING AN UNBEATABLE VALUE PROPOSITION

As a real estate sales associate, your name is your reputation – and it's on the line every time you meet with someone new. If you're like most business owners, you have a strong idea of what value you bring to the table. Whether you are a seasoned veteran of the industry or new to real estate, it's always wise to evaluate your value proposition because the market is ever changing. You need to change with it to keep relevant.

Conveying that value in words might be more difficult than it seems. Here are three tips on crafting the best value proposition possible:

TIP 1

ASK YOURSELF SOME QUESTIONS. Writing your value proposition starts with figuring out a succinct way to sum up who you are and the services you provide. How do you articulate the ideas that motivate and inspire you to do what you do? What benefits will clients receive from working with you? What expertise do you offer? How can you help them accomplish their goals? What are your three core services?

TIP 2

PUT THOSE RESPONSES INTO WRITING. At its heart, a well-crafted and communicated value proposition is what sells people on working with you. It should be succinct and easy to understand. Including visuals is a great way to convey the message. Above all, the best value propositions don't overpromise and under deliver, so avoid jargon and hype that you can't substantiate.

For example, let's say you excel at selling homes quickly and for top dollar. Not only do you have the track record (and data) to back it up, but you also have client testimonials galore to share. Your marketing plan provides listings exposure that increases the chances of finding the right buyer for your clients' properties.

TIP 3

BE SPECIFIC ON WHAT YOU BRING TO THE TABLE. Let's say you've determined that the benefit sellers reap when they work with you is a quick closing with a high rate of return on their investment. Your value proposition could be, "I sell homes quickly and for top dollar, backed by a comprehensive marketing plan." This might be particularly effective with converting for-sale-by-owner sellers or online leads.

When it comes to conveying your value to buyers, focus on how you can meet their needs and deliver the most relevant properties that match their wish list.

Test out your value proposition with a few people, and ask for feedback before incorporating it into your marketing. Once you figure out how to better communicate the value you offer to buyers and sellers (and deliver outstanding results), you'll have an easier time turning potential customers into clients for life.

HELPING YOU SHINE BRIGHT