



Skills to Spark a Great Career



Real Estate
Expert

SESSION 4

Define Your Value





Today's Agenda



**Real Estate
Expert**



**Lead
Generation**



**Lead
Follow-up**



Transaction

Notes:



The Value Proposition

Your Value Proposition Defined

1. Is a unique, memorable, and persuasive statement that expresses the true value of working with you
2. Addresses the specific and special needs of the buyers and sellers in your market
3. States what you will do for your client to earn your commission
4. Holds you accountable to high standards



Benefits of a Value Proposition

1. Helps your clients understand your value and expertise

2. Protects your commission

3. Builds strong and trusting relationships



The Purpose of Real Estate

Buyers

To find just the right home, at the best price, in the right time, with the least number of problems.

Sellers

To net the most amount of money, in the shortest amount of time, with the least number of problems.

Prevent or Minimize Possible Challenges

Top 10 Service Areas of the Value Proposition

Services You Offer to Buyers	Services You Offer to Sellers
<ol style="list-style-type: none">1. Needs Analysis2. Prequalification or Pre-approval3. Neighborhood Information4. Home Search5. Make an Offer6. Negotiating to Buy7. Vendor Coordination8. Preclose Preparation9. Closing10. Post Closing	<ol style="list-style-type: none">1. Needs Analysis2. Pricing Strategy3. Property Preparation4. Marketing Strategy5. Receive an Offer6. Negotiating to Sell7. Sell8. Preclose Preparation9. Closing10. Post Closing



What **Buyers** Want Most from Their Agent

- Help find the right home to purchase **52%**
- Help buyer negotiate the terms of sale **13%**
- Help with the price negotiations **11%**
- Other **24%**



What **Sellers** Want Most from Their Agent

- Help price home competitively **21%**
- Help the seller market their home to potential buyers **20%**
- Help sell the home within a specific timeframe **16%**
- Help the seller find ways to fix up their home to sell it for more **16%**
- Other **27%**

Factors **Sellers** Value When Choosing an Agent

- Reputation of agent **32%**
- Agent is honest and trustworthy **19%**
- Agent is a friend or family member **17%**
- Other **44%**

2021 Profile of Home Buyers and Sellers, National Association of REALTORS®

Notes:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



Define Your Value Proposition

Step 1: Identify your knowledge, attitudes, skills, and beliefs that make you qualified to be a great real estate agent.

- List your knowledge, attitudes, skills, and beliefs in the *Your Attributes* column in the table below. An example has been provided for each category.
- After you have written your attributes, CIRCLE the ones that align with what buyers and sellers value from the NAR data on pages 4.6-4.7. STAR the attributes that show how you stand out as an agent.

Category	Your Attributes
Your Knowledge	<i>Example: Finance degree</i>
Your Attitudes	<i>Example: Committed</i>
Your Skills	<i>Example: Problem solving</i>
Your Beliefs	<i>Example: Integrity</i>



Step 2: Transform the value you provide and the value of KW and your Market Center into benefits for your clients.

- Choose three attributes you circled or starred in Step 1 and rewrite them in terms of how they benefit your client. An example has been provided for you in the first row.

Your Knowledge, Attitudes, Skills, and Beliefs	Benefit to Your Client
<i>Example: Integrity</i>	<i>Honest, dedicated service and the assurance that you will keep the commitments you make</i>

- Choose three examples of value you receive from Keller Williams and your Market Center and rewrite them in terms of how they benefit your client. Refer to what you learned in Ignite Session 1 if needed. An example has been provided for you in the first row.

Keller Williams and Market Center Value	Benefit to Your Client
<i>Example: KW App</i>	<i>From appointment to close, the KW App's features provide opportunities to stay connected with your client throughout the entire transaction</i>



Step 3: Build your Value Proposition statement .

Combine a client benefit from each table you wrote in Step 2 to create a Value Proposition statement you can use in your use while prospecting, marketing, and in your dialogue with your clients.

Example: As you navigate your real estate transaction, I provide service that is dedicated and personalized to your needs by using the KW App to stay connected with you.

Your Value Proposition Statement:



Aha's



Turn Aha's into Achievement

How has your **THINKING** changed?

What do you **FEEL** differently about? What was meaningful for you today?


How will your behaviors be different going forward? What **ACTIONS** will you take?

What **TOOLS**, models, or systems will you use? How will they make you accountable?

Daily Success System

Success Activities

These are suggested activities for the second half of your session.



DAILY SUCCESS SYSTEM

☐

___ of 10 CONVERSATIONS
➔

☐

___ of 10 CONTACTS ADDED
➔

☐

___ of 10 HANDWRITTEN NOTES
➔

☐

10-5-1 SOCIAL MEDIA ENGAGEMENT
➔

☐

ENRICHMENTS
➔

☐

















APPOINTMENTS
➔

☐

AGREEMENTS
➔

☐

CLOSINGS
➔

10					
					
5					
1	 <div style="display: inline-block; vertical-align: middle; text-align: left;"> Social Media Engagement </div>				

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.



Conversation Sheet

Get your phone and the list of contacts you prepared for this session. You may also have a few referral names to connect with.

Use the conversation starters provided to you in earlier sessions.

1. Call for 20 minutes and make contact with as many people as possible.
2. Ask for business, that is, an appointment, if it's a strong lead.
3. Ask for referrals from each contact.
4. Offer your KW App to each contact.

Record your results below and share them at the end of the conversation.

Name	#	Email	Notes

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.

