

“Value” is a Four-Letter Word

The real estate market is more competitive than ever these days. Brokerage models, technology options, and the way real estate transactions are conducted evolve every day. This course is designed to show the license holder how to present themselves to clients and customers, ultimately enhancing the client/customer/agent relationship. What services they are legally able to provide and those from which they must refrain, with an emphasis on the value, both intrinsic and tangible, agents and brokers bring to the real estate transaction to secure client confidence, exhibit professional/ ethical representation, and to establish trust and credibility with clients.

Timed Outline:

Introduction& objectives – 5 min

What is “Value proposition” – 20 minutes

- Define the concept for real estate
- Elements of value proposition
- Value proposition examples
- Consumer perceptions

How to identify yours – 25 minutes

- Developing value proposition statement
- Establishing clear goals
- Determining your expertise value

Explain/Promote Value Proposition – 20 minutes

- Differentiating yourself from competition
- Building clientele
- Establishing Buyer credibility
- Establishing Seller credibility

Improve & Evolve – 25 minutes

- Conduct market research
- Focus on client/customer benefits
- Connect personally with client/customer
- Describe achievements
- Review & redo your proposition

Q&A - 5 minutes