



# Real Estate Expert

## **SESSION 4**

# Define Your Value



# Today's Agenda

  
**Real Estate  
Expert**



  
**Lead  
Generation**



  
**Lead  
Follow-up**



  
**Transaction**

Notes:

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# 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



Top agents can easily explain what services they will provide to anyone who hires them.

**Gary Keller**

*The Millionaire Real Estate Agent*

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## Benefits of a Value Proposition

1. Helps your clients understand your value and expertise

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2. Protects your commission

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3. Builds strong and trusting relationships

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# Connect to Your Value

- How does being a part of the Keller Williams family bolster your personal Value Proposition?

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- How does your Value Proposition relate to serving as a fiduciary for your clients?

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- How does being a market expert add to your Value Proposition?

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**Aha's**

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# 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

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# Top 10 Service Areas of the Value Proposition

| Services You Offer to Buyers        | Services You Offer to Sellers |
|-------------------------------------|-------------------------------|
| 1. Needs Analysis                   | 1. Needs Analysis             |
| 2. Prequalification or Pre-approval | 2. Pricing Strategy           |
| 3. Neighborhood Information         | 3. Property Preparation       |
| 4. Home Search                      | 4. Marketing Strategy         |
| 5. Make an Offer                    | 5. Receive an Offer           |
| 6. Negotiating to Buy               | 6. Negotiating to Sell        |
| 7. Vendor Coordination              | 7. Sell                       |
| 8. Preclose Preparation             | 8. Preclose Preparation       |
| 9. Closing                          | 9. Closing                    |
| 10. Post Closing                    | 10. 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%**

## Factors **Buyers** Value When Choosing an Agent

- Agent is honest and trustworthy **20%**
- Agent's experience **19%**
- Reputation of Agent **17%**
- Other **44%**

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

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## 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®

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# KW Technology and Your Value Proposition

- SmartPlans

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- KW App

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- Agent Sites

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# 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                        |
|------------------------------|--|
| <p><b>Your Knowledge</b></p> | <p><i>Example: Finance degree</i></p>  |
| <p><b>Your Attitudes</b></p> | <p><i>Example: Committed</i></p>       |
| <p><b>Your Skills</b></p>    | <p><i>Example: Problem solving</i></p> |
| <p><b>Your Beliefs</b></p>   | <p><i>Example: Integrity</i></p>       |



## 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:**

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# 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

|           |   |   |   |   |   |
|-----------|---|---|---|---|---|
| <b>10</b> |                                 |  |  |  |  |
|           |                                 |  |  |  |  |
| <b>5</b>  |                                 |  |  |  |  |
| <b>1</b>  |  <b>Social Media Engagement</b> |   |   |   |   |

**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 |
|------|---|-------|-------|
|      |   |       |       |
|      |   |       |       |
|      |   |       |       |
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