

Keep Your Piece of the Pie

Today, with all the disruptors in the market, your piece of the pie is being compressed down from 85 percent to now 65 percent.

What are you going to do about it?

3 Suggestions: WHAT DO YOU STAND FOR?

Positioning Strategy No. 1: *Make an Offer, a Claim, a Promise or a Guarantee that No One Else Can Make or is Willing to Make.*

Promising something unique can definitely get you to stand out in your marketplace. Whether it's the type of marketing you provide or a bold offer, you need to set yourself apart from the competition.

Positioning Strategy No. 2: *Clearly Articulate Who You're For & Who You're Not For.*

When I say Sotheby's, what do you think of? High-end, luxury real estate, no doubt.

OK, what about Short Sale Kurt? Clearly, he specializes in short sales... which he did during the financial crisis and completely dominated that market to the point of actually having too many inbound leads coming his way! Why did people choose him so overwhelmingly? Because he made it so obvious what he did and who he was for.

Remember this: If you're for everyone, you're for no one.

Positioning Strategy No. 3: *Dominate a Niche*

It's been said that you need to narrow your focus to broaden your appeal. That's what niche marketing is all about. If you focus on...

...a well-defined geographic farm

...a certain zip-code

...a specific market segment such as "First-time buyers with mediocre credit. Your appeal will be greatly enhanced to people within those groups.

What will you do to grow your market share in the face of alternative methods trying to steal it from you?



A Few Examples:

Positioning Strategy No. 1: *Make an Offer, a Claim, a Promise or a Guarantee that No One Else Can Make or is Willing to Make.*

- If your home doesn't sell within X days, I'll buy it myself
- I will advertise your home on TV or in a prestigious magazine
- I will throw a Mega Open House party
- Or you can offer to do more for the same amount others charge: Partner with vendors so you can say you'll install new carpet, de-clutter and stage the property at a discounted rate, and that the sellers don't pay until the close of escrow.

Positioning Strategy No. 2: *Clearly Articulate Who You're For & Who You're Not For.*

- Sit down and answer the question of "Who's my ideal client?" with exacting detail. Spell out their needs, their ambitions, their pain points – and how you serve them accordingly.
- Then it's up to you to articulate that information in a provable way to truly stand out above the noise.

Positioning Strategy No. 3: *Dominate a Niche*

- You might choose to work with investors, non-owner occupieds, or exclusively condos, or pool homes, or high-rise living...
- FSBOs
- Resort & Vacation Homes
- Minority buying groups
- Singles
- Seniors (downsizing)
- Luxury
- Condominium Buyers & Sellers
- Distressed Properties & Homeowners
- Green & Eco-Friendly
- Smart Homes
- Homes with Private Landing Strips
- Flips
- Military Families
- International Investors
- Move Down Buyers
- Relocating Employees
- Geographical
 - Cities
 - Zip Codes
 - School Districts
 - Neighborhoods
 - Subdivisions
 - Counties
 - Waterfront Homes
 - Beachfront Homes
 - Downtown Homes
 - Financial District Homes
 - Lake Homes
 - Oceanfront Homes
 - Riverfront Homes
 - Homes Near A Shopping Center
 - Ski Homes
 - University Homes

The options are virtually endless.

The question is whether or not you're willing to lose a client in order to gain potentially many more clients.

What are you going to do about it?

Sit down and map it out free-form on the wall using giant post-it sheets until you feel you have a plan.

Then execute!



Thank you Tom Ferry International for the supplied material: One Big Scary Trend & Three Strategies To Overcome It - #TomFerryShow

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