

# GROW YOUR BUSINESS



## **5 Things Every Realtor Needs to Stand-Out and Be Memorable**

**By Mike Hobbs**  
**Mortgage Banker - Professional Marketer**  
**Business Owner - Radio Personality - Author**  
**Telly Award Winner**

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## Introduction

Thank you for your interest in my book, **5 Things Every Realtor Needs to Stand-Out and Be Memorable**. My hope is, from this easy read you'll take away a few things that get you critically thinking about how to distinguish yourself from other Real Estate Agents/Realtors, and in so doing, meet the needs of your clients in a more impactful way. I hope you'll discover new ways to find your unique voice, hence, distinguish yourself from the competition by standing-out and being memorable.

There must be more to being a real estate agent than who you are and why you do it, and it must be **demand-sided**. Being demand-sided means, giving your clients exactly what they want, not what you **think** they want. Being seen as different starts with your vocabulary. You should consider, not just describing yourself as a real estate agent or a Realtor because, that only defines what you do and everybody else can usually say the same thing. Real estate agents consistently describe themselves by title and by what they do. Your clients want the WHYS, not the WHATs. During this short read, we'll discuss 5 Things you can easily do to stand-out and be memorable while truly building relationships with your clients... allowing you to listen, communicate, engage, and collaborate with them in more meaningful ways...making you the authority in real estate.

There should be more to you than can be described by the title real estate agent or Realtor. In this book, we'll scratch the surface of ways to make yourself unique, starting with these 5 Things you can easily implement. Have an open mind as I'm going to ask you to do some critical thinking. These exercises will truly make a difference in your business as well as your personal life.

Thanks again for taking an interest in my eBook. As a professional real estate marketer, it is my passion to help real estate agents find their unique voice and grow their business. Sometimes it's the smallest changes that can make the biggest difference in that growth and I'm driven to help you find those subtle changes in a creative, fun, and purposeful way.



# SECTION 1:

## WHAT DO YOU DO FOR A LIVING?

When meeting someone and being asked what you do for a living, you should drop the word Realtor and real estate agent from your opening line. We're going to focus on dropping the canned "I'm a Realtor and I help people buy and sell real estate." It's true, a Realtor is what you are and selling real estate is what you do, but I'd like you to focus on a **demand-sided proposition**, which gives your customers what they **really** want, not what you **think** they want. In other words, why should your customer care that you're a Realtor? In order to change your "pitch," you'll need to focus on the "why" of the client relationship proposition. What benefit do you provide your clients? Not features mind you, but *emotional tangible* benefits. Remember, we are talking about making YOU **stand-out and be memorable**.



Here's a good example... In 1947, Red's Giant Hamberg (and yes it is spelled correctly) was an old restaurant (*Tuttle, 2014*) on Route 66 in Springfield, Missouri, and they opened the very first drive-thru restaurant. Question: Was the drive-thru a **feature** or a **benefit**? Answer: The drive-thru was a **benefit**, because no

other restaurant in the country had one. Their drive-thru became just a **feature** once other restaurants had them.

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In the Hamberg example above, today's Realtor equates to today's drive-thru... almost every fast-food restaurant has a drive-thru, similarly, there are Realtors everywhere offering the same services that can be found anywhere. The benefit of using you above every other Realtor must be equal to the benefit a customer received when they were able to use Red's, one and only, drive-thru to get their hamburger. Red's was unique. You must be unique. But how?



As a Realtor, you need to find that **benefit** you possess which differentiates you from everyone else. Red's wouldn't have only advertised they have a drive-thru...the WHAT. They would have described customer benefits, the emotional tangible benefit, from using their drive-thru...the WHY. For example Red's UVP, Unique Value Proposition, could have been: "Stay in your car, pay in your car, and have one of Red's giant hamburgers while driving through to your destination."

**That's the WHY!** That's what your customers care about.

How do *you* unlock *your* WHY, that which resonates with your customers? We'll talk more about this in Section 3.



## SECTION 2: YOUR UVP...



What is your Unique Value Proposition (UVP)? Most real estate agencies focus on their Unique Selling Proposition (USP). A USP is a short phrase/statement used to describe what makes you different from other agents. Examples could be: "I've been licensed for 32 years." "I'm #1 in my office for the past three years." "I'm a PSA, GRI, CPRES and a SRES." These examples of USPs focus on you, but the focus really SHOULD be about your client, what they want and what they need. Why should they care about you? How will you solve their problem? Certainly, not with credentials...because everyone else could say the same thing. You get the idea. These examples of USPs focus on you, but it really **MUST BE** about your client and what they want and need.

A USP is so commonly used in the real estate industry because it's easy to come by. Easy, because it's what you organically know...it's about **you**. If a client asks you about yourself, what do you say? It's usually all about you at that point and that's OK...if you want to remain hidden in that sea of normality. "I'm a Realtor and have



been helping people buy and sell real estate for 32 years." When you're asked, your anthropology has taught you how to respond. It's all about you, but hey, the client asked about you, didn't they?. In Section 1, we asked you to define yourself

without using the term Realtor or real estate agent. There's a reason for this and it's because you should focus on your UVP, not your USP. A USP is easy because it's about you. A UVP, not so much, because it's about what your clients want.



How do you create your UVP? It's just like anything else worthwhile. It takes time, patience and practice, and starting anything new is the hardest step. In Section 3 ahead, you'll be asked to work on your three words and three questions that will help you define your UVP. Remember, **YOUR UVP IS ABOUT THE VALUE YOU BRING TO YOUR CLIENTS. THAT EMOTIONAL TANGIBLE BENEFIT THAT MEETS THEIR NEED.** In a sophisticated marketplace like real estate, where Realtors and real estate agents are found everywhere, where today most Realtors all sound alike and from the clients' perspective, make the same claims, and provide the same services...having a UVP is a must if you want to differentiate yourself from the pack. It's all about *standing-out and being memorable*...differentiating yourself.

Here's a good format to use in helping you create your UVP:

**"I provide you with a proven turn-key selling process that attracts 100s of buyers while giving them purchasing peace of mind. I provide guidance on selling your home to obtain the highest price in the shortest amount of time so you can focus on your family's future."**

This example of a UVP describes clear results from hiring you as the **ONLY** agent to sell their home. Use this example as a template to create your own UVP. Remember, it's about the clear benefits your target client receives when making the decision to hire you as their Realtor. If done correctly, you will stand-out and be memorable because you're listening to your clients and communicating in a way that resonates with what they want. This allows you to engage in a relationship and collaborate...sealing the relationship with you as the authority in your industry.

When a client understands your value, you'll increase client loyalty, build relationships and maintain them while improving your brand reputation. That's **How to Grow Your Business.**





## SECTION 3: THE WHY?

On your road to **Standing-Out and Being Memorable**, let's focus on WHY people should hire you as their Realtor. As discussed in Section 2, your Unique Value Proposition (UVP) is your stake in the ground that clearly defines the difference between you and all other real estate agents doing exactly what is minimally perceived you do... helping people buy and sell real estate. As in the example on the previous page, your UVP will be a statement comprised of one to three short sentences that clearly defines the benefits to your clients when they hire you, and why they should care.

Remember Red's Giant Hamberg? A great UVP for Red's would be: **The first and only restaurant in Missouri to provide a fast and convenient way to enjoy a tasty meal on the go. Stay in your car, pay in your car, and eat in your car while you keep rolling onward to your destination.** In this example of a potential Red's UVP, the word "drive-thru" isn't used. It speaks directly to the WHY come to Red's. So, why should someone hire you as their Realtor. What's your Unique Value Proposition... your UVP?

Remember earlier in the book when I introduced demand-sided proposition? This term describes the concept of what your client wants... what **they** really want. Not what you think they want. Here are three questions to help you move on down the road to distinction among all those other Realtors... your competition.

1. What do your clients want?
2. What problem do you solve?
3. Why should your clients care?



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This process will take some time, so don't rush it. Embrace it, as this is the creative part of differentiating yourself from that sea of normality and it will take some time to do it right. Find someone you trust to do this exercise with and develop answers for the three questions above. We suggest you plan on performing the exercise, walking away and coming back to it a few times. This allows you to maintain an open-mind and develop a more purposeful and personal description. Make sure you write your concepts out. **Think of it his way: Write drunk, edit sober!** And, it takes time to sober up, so don't rush into editing... :-)

The most important aspects of defining your WHY also supports your brand. Those client benefits defined by your WHY should translate to your brand identity. Your brand is what people say about you when you're not around. It's what defines you in a snap shot as a Realtor. What do you want people to say about you when you're not present? Think about a familiar brand...FORD, for example. When you think of FORD, what instantly comes to mind? Probably: first car maker, safe, dependable, great trucks, "Built Ford Tough," etc. That's what you strive to achieve as a Realtor.

What comes to mind when people hear your name...your brand?

Here's a brain teaser. **DISCLAIMER:** *Thinking this much about your brand can cause extreme brain pain. You should proceed at your own risk.*



Along with the three questions (page7), pick three words that describe your brand. If you're not sure what your brand is yet, think of it this way... YOU, as a Realtor, are a brand and you have something that sets you apart from every other real estate agent. You are the brand ambassador of your brand. It defines the personal relationship you

want your client to have with your brand. Just as your personality sets you apart from everyone else, your brand should strive to have a personal relationship with your clients, setting you apart from every other agent. So, what three words best describe you, based on what your clients really want? Demand sided thinking is required here. McDonald's started with their three words, "fast, convenient, tasty," but if we think about it, those words could describe the McDonald's brand of old and probably still support a demand sided proposition today. Don't McDonald's customers want efficiency, convenience and good tasting food? Sure they do!

With the answers to your three questions and three words, you will start to formulate your identity and your brand, but remember, it needs to be demand-sided and market-driven. Market-driven is a term defining what the client is doing and what they want. For example, in the cell phone industry, people wanted smart phones. So, give them what the market dictates, what they want. The term, Market Driven, is similar to a demand-sided proposition, but just more global.

## SECTION 4: AVATARS CAN BE REAL PEOPLE!

Creating Avatars can be a fun and productive way for you to define your specific **TARGET** audience. I went through the same process when I first sat down to develop my businesses. I knew I wanted to be different (don't we all!), but how could I do so in a way that resonated with my clients? Especially when the public sees some products and services as a commodity...especially real estate agents.

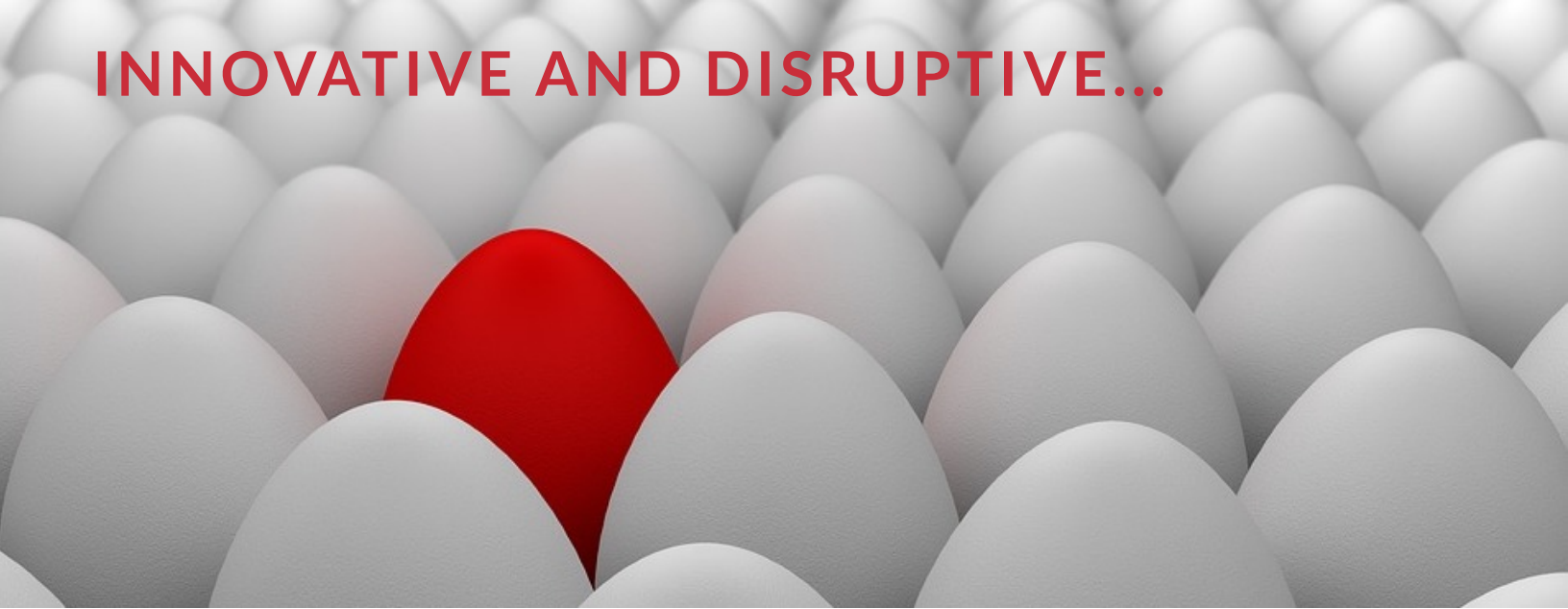
It requires a lot of time really thinking critically about your customers... who they are, and based on their needs, what do they want? To the point, if you can describe your clients' problems better than they can AND provide a solution... you become the authority. That requires you to really drill down on who your client is. If you don't understand them, you can't possibly relate to their problems, let alone provide a solution. They shouldn't hire you.

Have you ever gone to a referral group and listened to another Realtor describe their perfect client? You'll most likely hear them say they help *anyone* looking to buy or sell real estate. Most agents spend little time really thinking about their target audience. Notice, I said **TARGET** audience again. That means segmenting your clients based on their attributes and psychographics (interests, attitudes & opinions). I use shampoo as a good illustration for this...



Fig. 1.1

# INNOVATIVE AND DISRUPTIVE...



The shampoo aisle in any grocery store looks like Figure 1.1 on the previous page, doesn't it? So many to choose from, but each manufacturer has branded each bottle, promoting it to a specific customer with a specific problem that their shampoo specifically solves. Did I overuse the word specific? For good reason. You need to define your ideal client by their specific problems, and be demand-sided in your thinking. When a client engages with you, what are they looking for? What experience are they expecting? How can you provide that for them? For example; the scheduling of showings of a client's property and how they imagine those events impact them could be a real problem for some sellers. Something to think about...how can you solve this problem before it occurs? In real estate, you have two main client macro segments; the buyer and the seller. Now, drill down even deeper into what really makes each of them tick. Who are they and what do they want?

Remember the example of a real estate agent at the referral group describing their ideal client as "anyone looking to buy or sell real estate?" When an agent does this, they get swallowed up in a sea of diluted normality. There are lots of real estate agencies and agents serving up the same real estate menu to the client, and if everyone's serving the same thing, you become a commodity in the mind of the consumer.

Remember, we're talking about **STANDING-OUT, BEING MEMORABLE!**

Here's an easy and fun way to identify and understand your ideal client:

Define your ideal client as an Avatar. No, an Avatar is not the big blue person from the previous page or the movie bearing the same name. An Avatar is a fictional composite character that reflects attributes and characteristics of your ideal client. You can have many Avatars, but when you find a common problem to solve between the different Avatars you've created, you can use that solution (the WHY) in defining your brand. Take sellers for example. You'll have several different seller Avatars, but they may all have one or two identical problems to solve. Use this to further define your brand, messaging and elevator pitch/UVP.





Define your IDEAL client, meaning your TARGET customer, by creating a client Avatar with this exercise: (Template available upon request)

Think about your perfect client.

1. Age?
2. Gender?
3. Lifestyle?
4. Are they married?
5. Do they have children?
6. Where do they work?
7. Income range?
8. Who do they look up to?
9. Leisure Habits?
10. Favorite TV shows/magazines?

This looks like a lot of work, but it can be really fun! Name your Avatars as well... Sally Sophisticated or Bob Browser, for example. I did! By answering these questions, you will define your target client and from there, you'll be able to define their problems. Then, with knowing their problems, you can create solutions. These solutions will help you describe your business in terms of your customers' needs. Now we're talking! You are on your way to **standing-out and being memorable**. You will also become an authority and when that happens, you earn trust. You earn what you are worth.



## SECTION 5: LET'S TALK DISTINCTIVE COMPETENCY.

What you aspire to achieve from all that's been discussed so far is, Distinctive Competency (DC). **Having DC means you provide a better service, a better product, or a better customer experience than any other Realtor in your community, or more globally, in your industry.** Not just by using the word "better," but by providing a UVP that gives your client exactly what they want. In doing so, they know they can't get what you provide anywhere else. That's Distinctive Competency in a brand...in you! DC supports your brand and you, and is that which quantifies how you/your business are different, smarter... better. Is this concept *BOLD*? *AUDACIOUS*? Sure it is, but you strive to be **UNIQUE** from all other Realtors perceived as offering the same thing you do. If you're not different, how will your ideal client find you among all the other real estate agent choices they have? How will they know you add tangible value to the relationship? Why would they hire you? How can you **Stand-Out and Be Memorable**? All Realtors are the same, until they're not!

Your DC is defined in your UVP and further expressed in the words and phrases (taglines and slogans) you use to define you and your brand. Once you've figured out what problems your ideal client has, and define and provide a solution for them, you will be able to describe who you are, the benefits you provide, and why your client should care. If any other Realtor can make the same claim you can, then you are not unique. Focus on the features and benefits you provide when solving a clients' problem...meeting their need. Strive to say and represent something unique that you do best... better than any other real estate agent... and that which your client wants. Only then will you be distinctively competent.

Being unique allows you to claim a spot not taken by most. When done properly, your proposition will meet the needs of your client, and you will **STAND-OUT and BE MEMORABLE.**



Thank you for downloading my **5 Things Every Realtor Needs to Stand-Out and Be Memorable** e-Book. I hope you enjoyed the read, and are able to implement these 5 things in helping you make a change to improve your business, change your life and solidify client relationships. If you would like help crafting your customer avatar, I'm happy to share a template with you and walk you through the steps in defining your ideal client.

As a real estate brand specialist, I am passionate about empowering real estate agents to **Stand Out and Be Memorable**, and help them develop their unique brand so they can provide their clients with superior value. It all starts with strategy, critical thinking and a commitment to place your clients' needs first.

As a mortgage banker and professional marketer, I'm happy to provide you with complimentary assistance in helping you implement all 5 Things discussed in my e-Book.

Grow your business, **Stand-Out and Be Memorable**. Change your business - change your life! I look forward to hearing from you.

Respectfully,

MadDog Mike Hobbs  
The MadDog Mortgage Team  
Powered by Chem Financial

Producing Branch Manager  
nmls# 1804310

(208) 643-2865  
(805) 340-3694

MHobbs@GoldStarFinancial.com  
MikeHobbs1.com  
The MadDogStory.com



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## About the Author

Mike Hobbs is a professional marketer, former radio personality, former Realtor, author, business owner, coach, and a mortgage banker whose passion leads him to help realtors grow their business while helping them acquire, engage, collaborate and retain customers.

Mike acquired his marketing degree at CSUDH in the 1984 and then furthered his learning experience by graduating in 2017 Magna Cum Laude with a new degree in e-Marketing from Ashford University, Forbes School of Business. Mike recently authored the e-Book: Grow Your Business - 5 Things Every Realtor Needs to Stand-Out and Be Memorable and has been invited as a guest speaker on other financial radio shows, YouTube channels, and speaking engagements related to marketing in the real estate vertical. Mike is very proud of his time on both the radio and on film producing shows like Rebel Realtors Radio and Mortgage Madness, as well as being a Telly Award recipient for a short film, Best in Comedy and Business on dispelling mortgage myths as well as a Viral Video, Mortgage Police, To Protect & Serve.

Mike has always had a passion for marketing and a desire to identify with realtors as he has owned a mortgage corporation, a DOC escrow corporation and two real estate agencies over his career. This passion drives him to provide solutions that are specific, measured, and achievable. Mike places great importance on the needs of the Realtor, their business and their clients. He realized that meeting the needs of his Realtor Referral Partners required him to focus on providing superior value by creating tools and programs that make them stand out from their competition. Mike has integrated this value proposition into his relationships with his realtors, benefiting them in their quest to obtain distinctive competency while providing unparalleled Home Loan service and superior value to their clients.

One more thing...Mike operates from one of his favorite ethic discussions, one originating from a feminist ethic...an ethos of care. Placing others' well-being above his own. You'll know more about Mike and his passion for life, faith, family and his clients at [TheMadDogStory.com](http://TheMadDogStory.com).