

How do I differentiate my business?

Cus

Permission to Profit Worksheet #5

*\*Based on your work on defining who your ideal client is (in worksheet #2 “What Business do I want to build?”) what problem, issue, or desire do they have that you can and want to solve, address, meet?*

*\*Be sure that your primary message compliments your other business plan work on worksheet #2 as well. Buyer/seller focus, agent/team approach, office setup, lead sources etc.*

What specific valuable tasks do you perform to serve your clients currently?

What do most agents in your area do?

What fee do home owners expect agents to charge in your market?

What fee do most agents in your market actually charge?

What fee do you currently charge?

What would you like to add to your current service offering?

Do you have a track record of selling homes higher than other agents therefore putting more money in your clients’ pockets?

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Do you have a track record of selling homes faster than other agents therefore delivering more value to your clients?

Do you have a significantly higher than average rate of selling homes to your “in house” buyer list?

What else do you do that is positive for your clients, but rare in your market?

How can you communicate what you offer in a way that your ideal client would read/hear/view it as the exact thing he/she has been looking for?

What short but powerful sentence or phrase would grab his/her attention and compel him/her to reach out to you right then? Focus on the ideal client first by starting your primary message with You, Your, or descriptive terms about them and not you. *For example: Your 1-5 acre home sold over the average price and under the average time guaranteed!*

How is your primary message different from most agents in your market?

Do you honestly feel that you offer more / less / or the same value as most agents in your market?

What fee would accurately reflect your current value to clients?

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