

IGNITE

SPARK 6:

DELIVER YOUR VALUE
PROPOSITION

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WARNING! Real estate agents who violate The Telephone Consumer Protection Act (TCPA) and the National Do Not Call Registry face potentially catastrophic legal damages. Do NOT use or leave artificial or prerecorded messages, and check the National Registry and your internal registry before you dial.

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The Three Aspects of Service

1. PURPOSE

Know the underlying purpose of _____.

2. VALUE PROPOSITION

_____ of how you deliver on that purpose.

3. FIDUCIARY

Continual drive to put _____ above all else.

Aha's

Reflect on Your Value

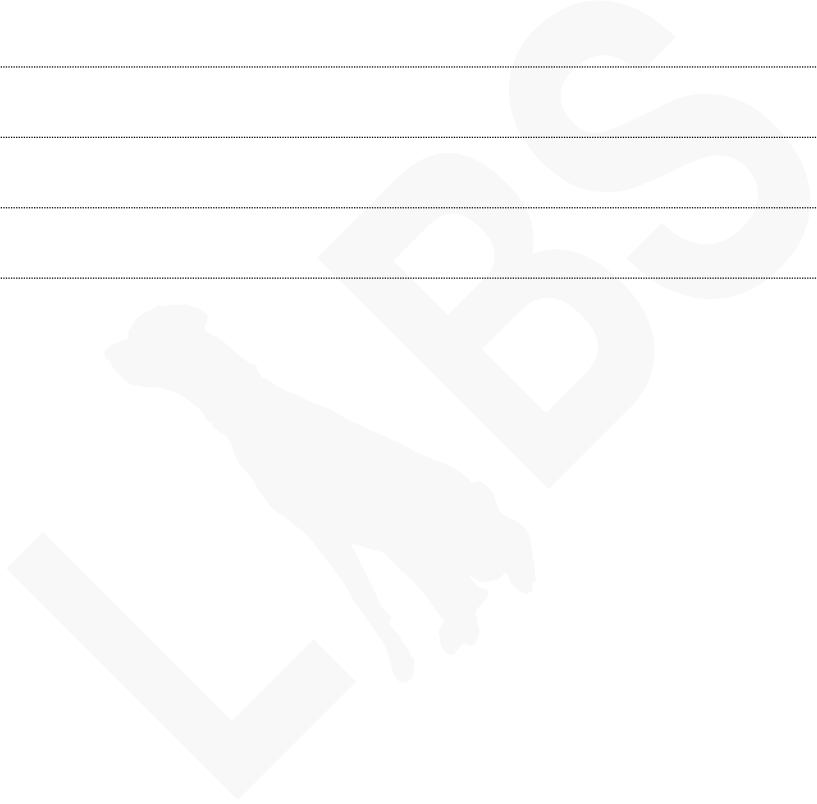
1. What words would you use to describe yourself?

2. How would people who know you personally describe you?

3. What skills do you have that make you great at real estate?

4. What experiences do you have that make you great at real estate?

- 5. Consider the three aspects of service: purpose, value proposition, and fiduciary. How are these aspects already present in your relationship with your clients? How could you improve your service based on your understanding of these three aspects?



What Buyers Want

Help find the right home to purchase	52%	Help determining how much home the buyer can afford	4%
Help buyer negotiate terms of sale	14%	Help find and arrange financing	2%
Help with price negotiations	11%	Help teach buyer more about neighborhood or area	1%
Determine what comparable homes are selling for	6%	Help find renters of buyer's property	<1%
Help with paperwork	6%	Other	2%

2018 Profile of Home Buyers and Sellers, NAR

What Buyers Value

Agent is honest and trustworthy	19%	Agent is timely with responses	6%
Agent's experience	16%	Agent seems 100% accessible because of use of technology like tablet or smartphone	5%
Reputation of agent	16%	Agent's association with a particular firm	2%
Agent is friend or family member	14%	Active in local community/volunteerism	1%
Agent's knowledge of the neighborhood	8%	Professional designations held by agent	1%
Agent has caring personality/good listener	8%	Other	4%

2018 Profile of Home Buyers and Sellers, NAR

Client-Centered Language: Buyers

- What skills do you have, or services do you offer that align with what buyers want?

- What characteristics or habits do you have that align with what buyers value?

- In your group, select a few of your answers from above and rephrase them as benefits for your clients. Help your partners be a client-centered in their language as possible.

What Sellers Want

Help seller market home to potential buyers	20%	Help with negotiation and dealing with buyers	6%
Help price home competitively	20%	Help with paperwork/inspections/preparing for settlement	4%
Help sell the home within specific timeframe	19%	Help seller see homes available for purchase	2%
Help find a buyer for home	14%	Help create and post videos to provide tour of home	1%
Help seller find ways to fix up home to sell it for more	14%	Other	1%

2018 Profile of Home Buyers and Sellers, NAR

What Sellers Value

Reputation of agent	31%	Agent's commission	4%
Agent is honest and trustworthy	19%	Agent's association with a particular firm	4%
Agent is friend or family member	15%	Agent seems 100% accessible because of use of technology like tablet or smartphone	3%
Agent's knowledge of the neighborhood	13%	Professional designations held by agent	1%
Agent has a caring personality/good listener	4%	Other	6%

2018 Profile of Home Buyers and Sellers, NAR

Client-Centered Language: Sellers

- What skills do you have, or services do you offer that align with what sellers want?

- What characteristics or habits do you have that align with what sellers value?

- In your group, select a few of your answers from above and rephrase them as benefits for your clients. Help your partners be a client-centered in their language as possible.

Growth Opportunities

Buyers and Sellers: Aha's

Increase Your Value with Technology

Visit KW's Tech Enabled Agent page (<http://www.kwconnect.com/tech-enabled-agent>)*and identify available and upcoming technology that will add additional value to your clients.

Technology	Benefit for Client

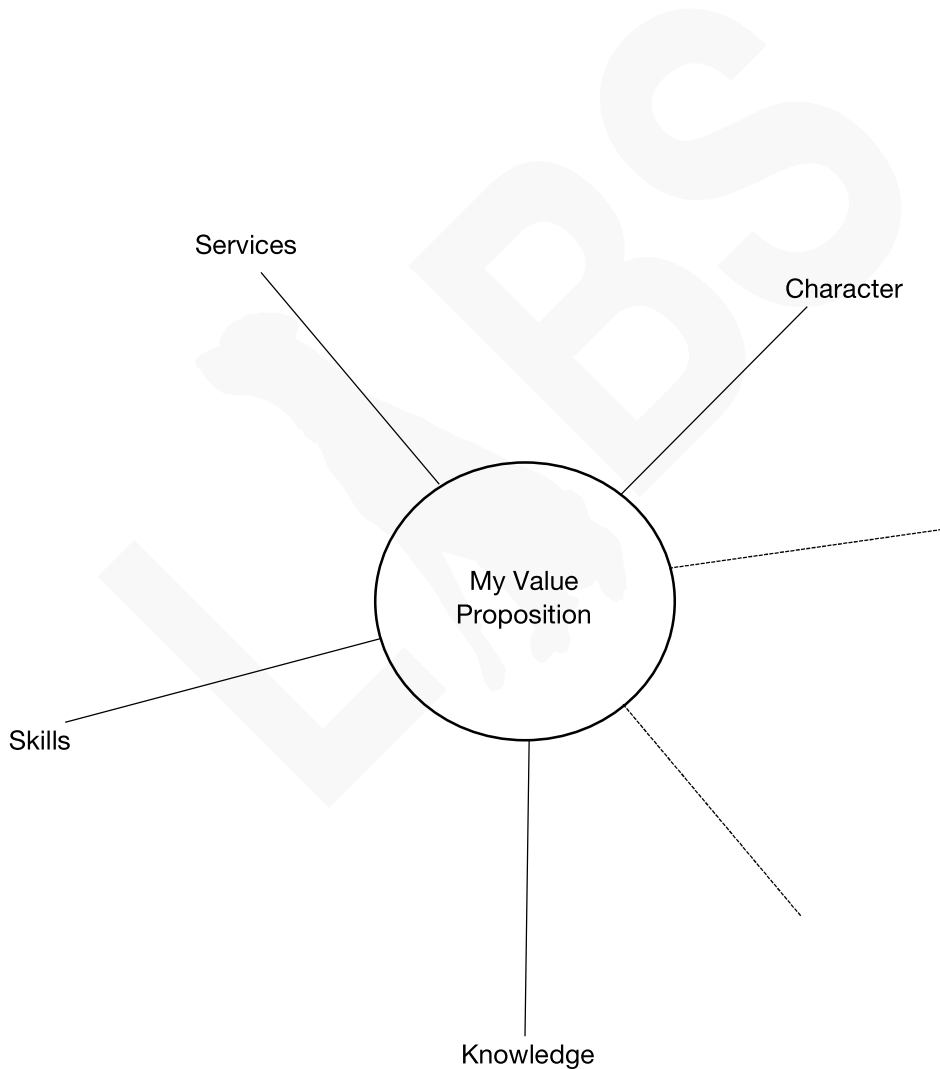
- What additional technology could you implement to create an even better experience?

* Visit KW Connect > Technology > Tech-Enabled Agent

Craft Your Value Proposition

Value Proposition: Mind Map

Review your answers to today's value activities (pp. 4-5, 8, 10, 12). On the page below, brainstorm on what you want to include in your Value Proposition statement. A few areas of the mind map have been created for you; add your unique answers to those areas. Add new areas as you see fit.



Value Proposition: Statement

Now that you've visualized your value all in one place, it's time to craft your Value Proposition statement. This is a statement that you can share with potential clients, selectively include in marketing, and build your business on.

Remember, your Value Proposition statement is a unique, memorable, and persuasive statement that expresses the true value of working with you, says what you're doing to earn your commission, and holds you accountable to high standards.



Aha's

Grow and Keep Your Expertise

In your group, select a neighborhood you'd like to focus on. Discover resources that help keep you informed on how that neighborhood is developing. Possible areas of interest may include:

- Is there an HOA? When do they meet? Can you find their bylaws online?
- Have there been any recent news stories on development in that area?
- When does the City Council for that area meet to discuss any changes that might affect residents?
- Does your chosen neighborhood have any dedicated member groups on social media?
- Where does that neighbor get its water? Power? Trash collection?
- How are its schools?

Neighborhood:

Resource	What We Learned

Uphold the Standard with Allied Resources





With your partner, identify one service you would like to start providing through a business partnership.

- What are 3 - 5 standards any business you partner with must meet to uphold the promise of your value proposition statement?

- Using your answers above, create 3 – 5 questions you should ask to ensure that your allied resources are holding themselves to the same standard you are.

Recap and Create Your Success List

Recap: Turn Aha's to Achievement

 <p>How has your thinking changed?</p>	
 <p>What do you feel differently about? What was meaningful for you today?</p>	
 <p>How will your behaviors be different going forward? What actions will you take?</p>	
 <p>What tools, models, or systems will you use? How will they make you accountable?</p>	