

Activity – Your Turn

Prepare to develop or refine your Value Proposition. Complete the following statements.

I exceed expectations by:

I deliver an exceptional experience for
my customers by:

My personal strengths are:

My teams' strengths are:

Note: Refer back to the tables of what customers want and need on page 27 and 28.

“Top agents can easily explain what services they will provide to anyone who hires them; this is your Value Proposition.”

—THE MILLIONAIRE REAL ESTATE AGENT

Activity: Your Value Proposition

Break into groups of two or three. Take 10 minutes to role-play and practice your Value Proposition.

What is your Value Proposition for sellers?

What is your Value Proposition for buyers?

For help writing and presenting your Value Proposition refer to KWU’s Lead Generation 36:12:3 course, Power Session 1: Building Validity and Positioning.