

State Your Value

Value Proposition:

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.

Craft a Unique Value Proposition

1. **Identify** your skills, services, insights, experiences, and qualities that make you great at real estate.
2. **Elevate** your services with technology.
3. **Transform** those attributes and abilities into benefits for your clients.

What skills, insights, and experiences do you have that make you great at real estate?

Identify

Skills, services, insights, experiences and qualities.

What words would you use to describe yourself?

What words would others use to describe you?

What are services you offer that are made faster, more convenient, or more accurate when you use Keller Williams technology?

Elevate
Your services with
technology.

→ **Transform** What you offer into benefits for your clients.

Take what you can do and put it in the language of what they want. For example:

I am bilingual.

“You have access to a large pool of potential buyers for your home who are often overlooked by other agents.”

I use Kelle Neighborhood Market Snaps on my smartphone.

“You always have access to the latest, most accurate information because I have the resources for any on-the-spot research you need.”

I’m active in several local organizations and charities.

“You have access to the dozens of potential buyers and sellers I meet every week.”

Look at the offerings you identified in yourself on the first page. Transform those statements so that they emphasize your client and how you can best help them.

Then rewrite them as a paragraph that summarizes everything you offer. This will become your unique value proposition.

