



DEVELOPING THE POWER OF YOU

A VALUE PROPOSITION EXERCISE

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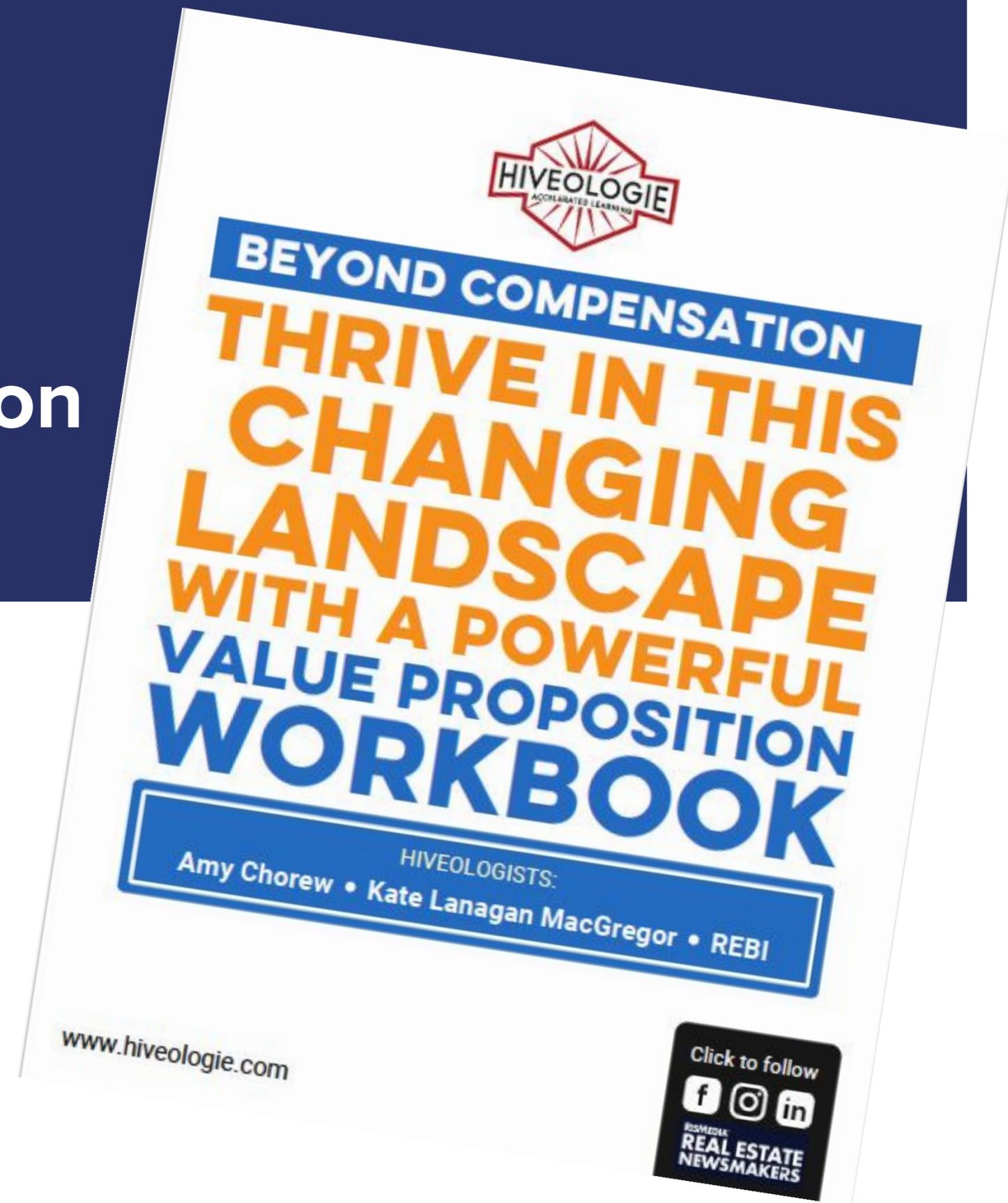


AGENDA

- Mission, Values
- Value Proposition
- Craft your Script and Tagline (Elevator Pitch)
- Market your Value

HANDOUT FOR SESSION

<https://bit.ly/AZValueProposition>



Do you know someone who knows about **CARS?**



Do you know someone who knows about **TRAVEL?**



Do you know someone who knows about **RESTAURANTS?**



Do you know someone who knows about **TV/Movies?**



BE THE ONE THEY CALL!

Be Top of Mind

Be Relevant and Prevalent

Be a Specialist



Do you know someone who knows the types of questions to ask of listings agents – especially in a multi-offer situation?

- Do you know someone who can negotiate and translate the results of a home inspection

Do you know someone who is a valued partner and contributor in their community

Do you know someone who is a cheerleader for buyers who are sorting out all the ins and outs of the most important financial transaction of their life?

Do you know someone who keeps track of important dates and timelines

CONSUMER COMMUNICATION IS KEY!

When we empower clients with knowledge and resources, we make them more confident and comfortable throughout the transaction.

- Think of all of the knowledge we have learned and internalized.
- Don't forget that most of our buyers and sellers **DO NOT KNOW** what we know!

OUR JOB?

Minimize the stress and risk and help them learn.



ARTICULATING VALUE OF THE REAL ESTATE PROFESSIONAL TO TODAY'S CONSUMER

As a trusted advisor and consultant, we are the navigators of the transaction with the goal of minimizing surprises and challenges. We capitalize on all resources available and necessary and synthesize it into a smooth successful transaction



LETS REVIEW THE COMMON TERMS

- **Mission**
- **Values**
- **Value Proposition**
- **Elevator Pitch**

MISSION, VISION, VALUES & VALUE PROPOSITION

MISSION

Defines the purpose of your Association and the effect you intend to have on the world around you. It states what you do for others and the approach you follow in order to achieve the aspirations you've set. Answers the question, "Why is my Association in business?"

VISION

A vision statement is a short statement—about one sentence—that describes the future-facing goals and ambitions of your Association.

VALUES

Defines the principles the Association will operate under to accomplish its mission and vision. Answers the question, "What is important to me and my people?"

VALUE PROPOSITION

An innovation, service, or feature intended to make an Association attractive to its members.

MISSION, VISION, VALUES & VALUE PROPOSITION

01

Mission

Defines your purpose of your business and the effect you intend to have on the world around you. It states what you do for others and the approach you follow in order to achieve the aspirations you've set. Answers the question, "Why am I in business?"

02

Values

Defines the principles the Company/Sales Agent will operate under to accomplish its mission and vision. Answers the question, "What is important to me and my people?"

03

Value Proposition

An innovation, service, or feature intended to make a company or a person attractive to customers.

04

Elevator Pitch

An elevator pitch is a brief (think 30 seconds!) way of introducing yourself, getting across a key point or two, and making a connection with someone.

MISSION STATEMENTS



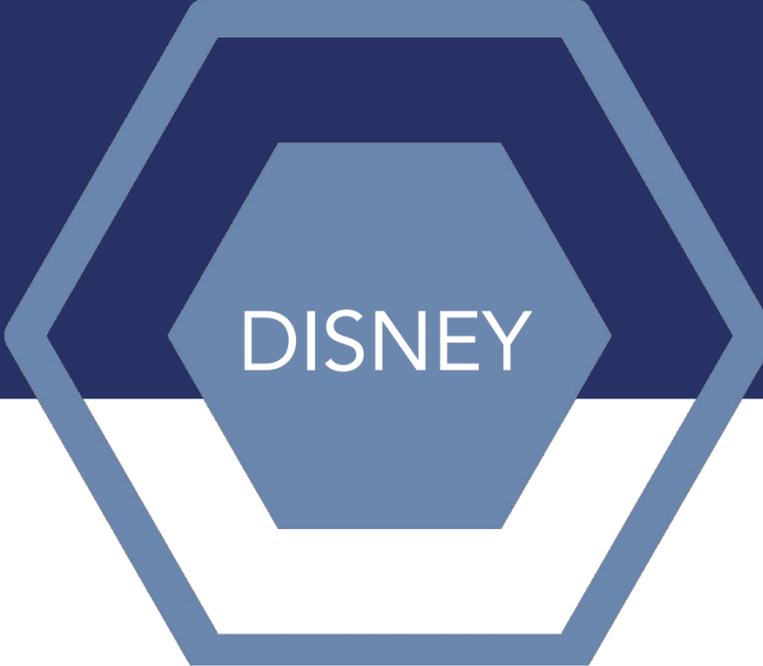
STARBUCKS

“to inspire and nurture the human spirit—one person, one cup, and one neighborhood at a time.”



SPOTIFY

“unlock the potential of human creativity by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it.”



DISNEY

“to entertain, inform, and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world’s premier entertainment company.”

Mission Statement



“
A mission statement, a brief yet comprehensive summary of a company's objectives and values, is essential for real estate firms to demonstrate professionalism, build trust, clarify purpose, and attract clients.

A well-crafted, brief statement **effectively communicates a lot with minimal words**, and will:

- **Showcase your company's professionalism**
- **Build trust**
- **Clarify your business to potential clients**
- **Motivate potential clients to contact you**

With integrity, expertise and hard work The Ace Estate Team delivers world class personal service helping our clients get great value for their homes and real estate investments while supporting our families and our community

To be the leading real estate and homeowner service company from Manhattan to Montauk Always exceeding our customers' expectations.

To be the best, full-service Real Estate company in the Triangle and to enhance our quality of life through active community involvement

At Ace Real Estate we aim to give our clients a specialised real estate experience, providing state-of-the-art professional services to vendors and buyers that create maximum benefit and personal satisfaction in a lifetime relationship.

Mission Statements

MISSION STATEMENTS



MissionCraft: Mission Statement Generator

By tomislavhorvat.com

MissionCraft is an innovative AI tool designed to generate unique and inspiring mission statements. Through intuitive step-by-step process, MissionCraft combines AI intelligence with your inputs to produce mission statements that embody your aspirations and guide your strategic path.

Writing
Category

10+
Conversations

Conversation Starters

Let's start!

Capabilities

✓ Browsing

 Start Chat

**WHAT IS YOUR
WHY**

**Why are you in
Real Estate**



EXERCISE – Call or Text

Hi there - I am at a career development session and in a class about Value Proposition. Instructor asked us to text three people whose opinion we value this question: What is unique about me that differentiates me in the real estate industry. Thanks!





VALUES

Defines the principles the company will operate under to accomplish its mission and vision. Answers the question, “What is important to me and my people?”

TOP LIST OF VALUES

● ● ●
On the next slide, you will see a list of words.

Take a few minutes . . .

Pick Three Values which resonate with you and your business



Core Values for RE Professionals

- Adaptability
- Adventure
- Altruism
- Ambition
- Authenticity
- Balance
- Beauty
- Being the best
- Belonging
- Career
- Caring
- Collaboration
- Commitment
- Community
- Compassion
- Competence
- Confidence
- Connection
- Contentment
- Contribution
- Cooperation
- Courage
- Dignity
- Diversity
- Environment
- Efficiency
- Equality
- Ethics
- Excellence
- Fairness
- Faith
- Family
- Financial stability
- Forgiveness
- Freedom
- Friendship
- Fun
- Future generations
- Generosity
- Giving back
- Grace
- Gratitude
- Growth
- Learning
- Love
- Loyalty
- Making a difference
- Nature
- Openness
- Optimism
- Order
- Parenting
- Patience
- Patriotism
- Peace
- Perseverance
- Personal Fulfilment
- Power
- Pride
- Recognition
- Reliability
- Resourcefulness
- Grace
- Gratitude
- Growth
- Harmony
- Honesty
- Hope
- Humility
- Humor
- Inclusion
- Independence
- Initiative
- Integrity
- Intuition
- Job security
- Joy
- Justice
- Kindness
- Knowledge
- Leadership
- Respect
- Responsibility
- Risk taking
- Safety
- Security
- Self-discipline
- Self-expression
- Service
- Simplicity
- Spirituality
- Sportsmanship
- Stewardship
- Success
- Teamwork
- Thrift
- Time
- Tradition
- Travel
- Trust
- Truth
- Understanding
- Uniqueness
- Usefulness
- Vision
- Vulnerability
- Wealth
- Well-being
- Wholeheartedness
- Wisdom

Integrity: Upholding honesty and strong moral principles.

Trustworthiness: Earning and maintaining trust in all interactions.

Respect: Treating everyone with dignity and consideration.

Empathy: Understanding and addressing client needs and concerns.

Professionalism: Demonstrating competence and reliability.

Effective Communication: Excelling in both conveying and listening.

Adaptability: Being flexible to market changes and client needs.

Persistence: Showing determination in overcoming challenges.

Accountability: Owning actions and outcomes.

Customer Focus: Prioritizing client satisfaction and loyalty.

Innovation: Applying creativity in problem-solving and strategy.

Teamwork: Collaborating for collective success.

Continuous Learning: Committing to personal and professional growth.

Results-Driven: Focusing on achieving goals and outcomes.

Ethical Selling: Ensuring fairness and transparency.

Enthusiasm: Showing passion and excitement for the work.

Problem-Solving: Effectively addressing and resolving issues.

Self-Motivation: Driving oneself towards goals and improvements.

Cultural Awareness: Understanding and respecting diverse backgrounds.

Strategic Thinking: Planning effectively for long-term success.

Patience: Exercising calmness and restraint in challenging situations.

Confidence: Displaying self-assurance and assertiveness.

Detail-Oriented: Paying attention to the small but crucial elements.

Open-Mindedness: Being receptive to new ideas and feedback.

Resilience: Bouncing back from setbacks with a positive attitude

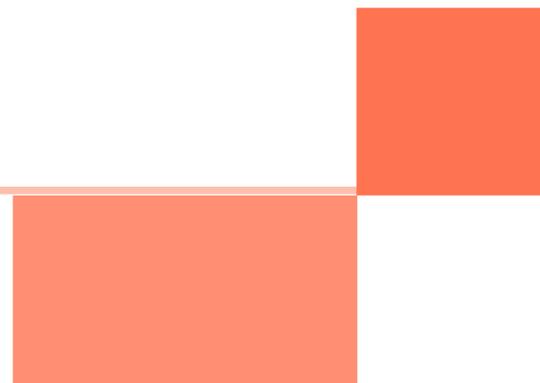
EXERCISE: VALUES

Identify the **ONE VALUE** – you feel you can not be without. -
We will use for our first Value Proposition



What is a **VALUE PROPOSITION**

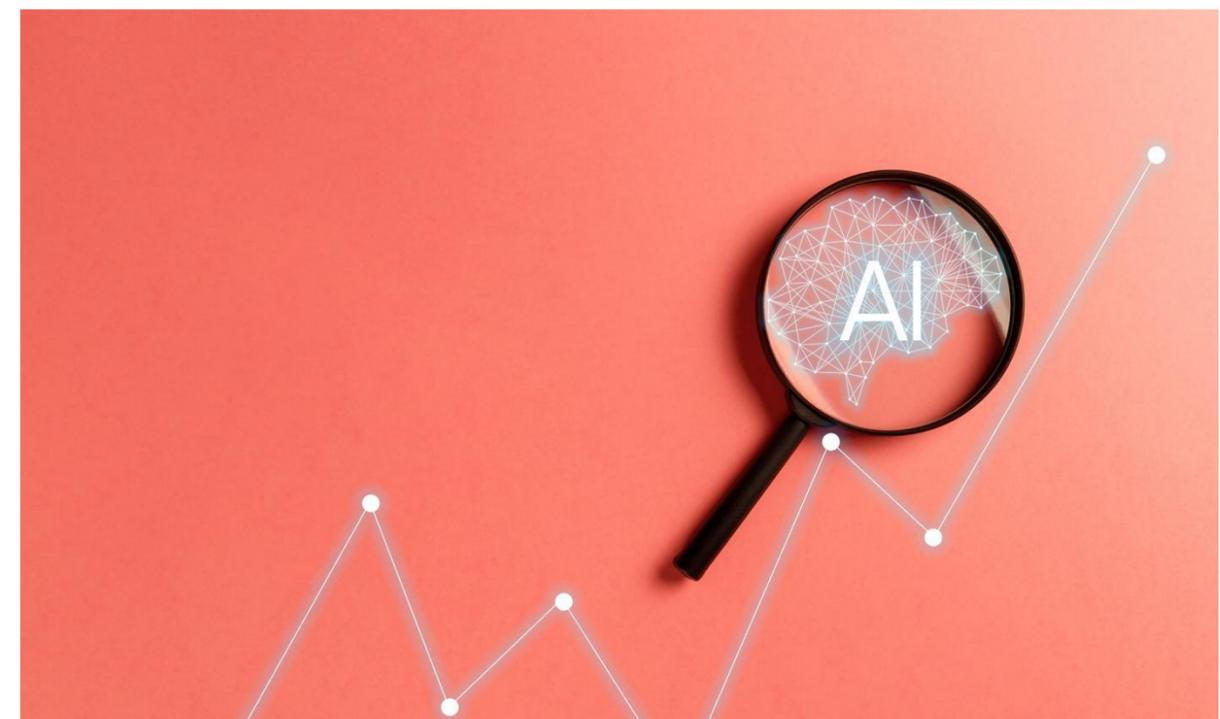
Now that you have a **CORE
VALUE** you can move into the
VALUE PROPOSITION



UNIQUE VALUE PROPOSITION

An innovation, service, or feature intended to make an you attractive to customers.

The value proposition is about how your business helps others. It is your elevator pitch on the benefits of what your real estate practice can offer.



Value Proposition WorkSheet

The Problem

Top 3 Problems
What is the crucial problem faced by your consumers? Capture their central frustration.

Existing Alternatives
Define one clear, direct competitor. Consider the other ways customers can address their problems. What products or services exist as alternatives to what you're offering? Fill out the Competitive Analysis Template.

Your Solutions

Top 3 Solutions
What is your solution to consumers' problems? Present the defining elements of your service: what makes it the top tool for addressing consumers' needs?

Key Metrics

Key Activities You Measure
How will you track consumer engagement, excitement, and usage of your product?

Unique Value Proposition

A Clear and compelling message
What is your solution to consumers' problems? Present the defining elements of your service: what makes it the top tool for addressing consumers' needs?

High-Level Concept
How does your product fit into the bigger picture? Where does it fall in the grand scheme of things?

Channels

Path to Customers
How will you interact with consumers, and inform them of your developments and services? Consider the most effective ways to reach users by analyzing a Customer Journey Map.

Print ads

Social media

Events

Word of mouth

Unfair

Advantage

Your Differentiator
How do you stand out from competitors? What puts you ahead of the pack? Why should consumers have confidence in your service above others?

Customer

Segments

Target Customers
Who can you help? Identify 3 to 4 user personas you envision turning to you for solutions. Try our User Persona Creator tool.

Early Adopters
Define the specific characteristics of your early adopters.

Cost Structure

Customer acquisition costs, distribution costs, hosting, people, etc.

What will it cost to launch and maintain your business? Consider each stage of your start-up from creating a website and acquiring users, to hiring employees and producing goods, to marketing products and getting them to consumers.

Revenue Streams

Revenue model, lifetime value, gross margin, etc.

What monetary sources will fuel your company? How will you generate income? Present a pricing model for your product or service, and then highlight other sources of revenue—ad sales, subscription fees, or asset sales.

VALUE PROPOSITION FORMULA

Target Customer+
Problem+
Unique Solution+
Benefit+
Proof

Target Customer: Who is your ideal customer? Define the demographic or business sector you're targeting.

Problem: What significant problem does your target customer have that requires solving?

Unique Solution: How does your product/service solve this problem? What makes your solution unique or better than others?

Benefit: What is the primary benefit the customer will experience by using your product/service?

Proof: What evidence can you provide to support your claims? This could be testimonials, case studies, data points, etc.



VALUE PROPOSITION SAMPLE

TARGET CUSTOMER - Overall Clientele

+ PROBLEM – Articulating what we do as Real Estate Agents

+ UNIQUE SOLUTION – Honesty, Integrity, Ethical, Adaptable

+ BENEFIT – Clear picture of what we offer

+ PROOF – They work with us

VALUE PROP FORMULA SAMPLE

Problem:

Many clients struggle to understand the full scope of services and the value that real estate agents provide.

Unique Solution:

Our approach is founded on honesty, integrity, and ethical practices. We adapt to the unique needs of each client, ensuring a personalized experience that sets us apart from the competition.

Benefit:

By choosing us, you'll gain a clear and comprehensive understanding of the exceptional services we offer. Our commitment to transparency and integrity ensures a smooth, confident, and rewarding real estate journey.

Proof:

Our track record speaks for itself. Numerous satisfied clients have chosen to work with us, experiencing firsthand the dedication and quality we bring to every transaction. Let us show you why we're the trusted choice for all your real estate needs.

VALUE PROPOSITION SAMPLE - Value

Many clients struggle to understand the full scope of services and the value that real estate agents provide. Our approach is founded on honesty, integrity, and ethical practices. We adapt to the unique needs of each client, ensuring a personalized experience that sets us apart from the competition. By choosing us, you'll gain a clear and comprehensive understanding of the exceptional services we offer. Let us show you why we're the trusted choice for all your real estate needs.



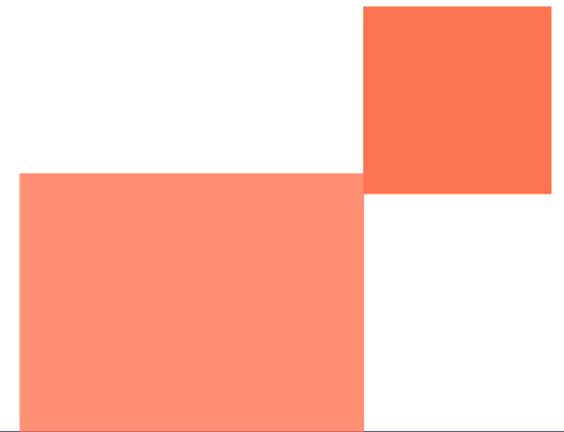
VALUE PROPOSITION SAMPLE - Value

Many clients struggle to understand the **full scope of services** and the **value that real estate agents** provide. Our approach is founded on **honesty, integrity, and ethical** practices. We adapt to the unique needs of each client, ensuring a **personalized experience** that sets us apart from the competition. By choosing us, you'll gain a clear and comprehensive understanding of the exceptional services we offer. Let us show you why we're the trusted choice for all your real estate needs.



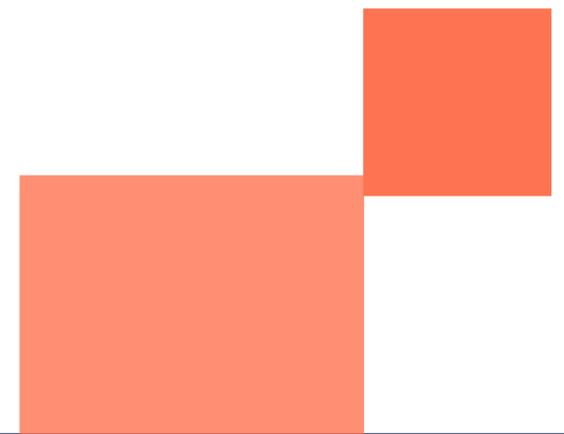
VALUE PROPOSITION SAMPLE - Value

Keeping the process simple is my top priority. Understanding your needs, and executing on a precise plan ensures a smooth, confident, and rewarding real estate journey. Let us show you why we're the trusted choice for all your real estate needs.



VALUE PROPOSITION SAMPLE - Value

Your satisfaction is my top priority. I listen to your needs, adapt my strategy accordingly, and work tirelessly to exceed your expectations, whether you're a first-time homebuyer or a seasoned investor.

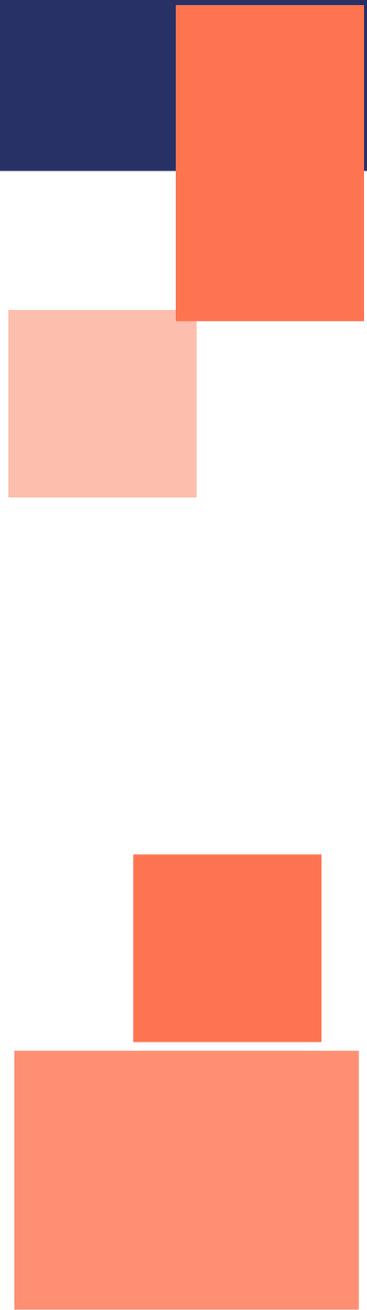


VALUE PROP FORMULA EXERCISE

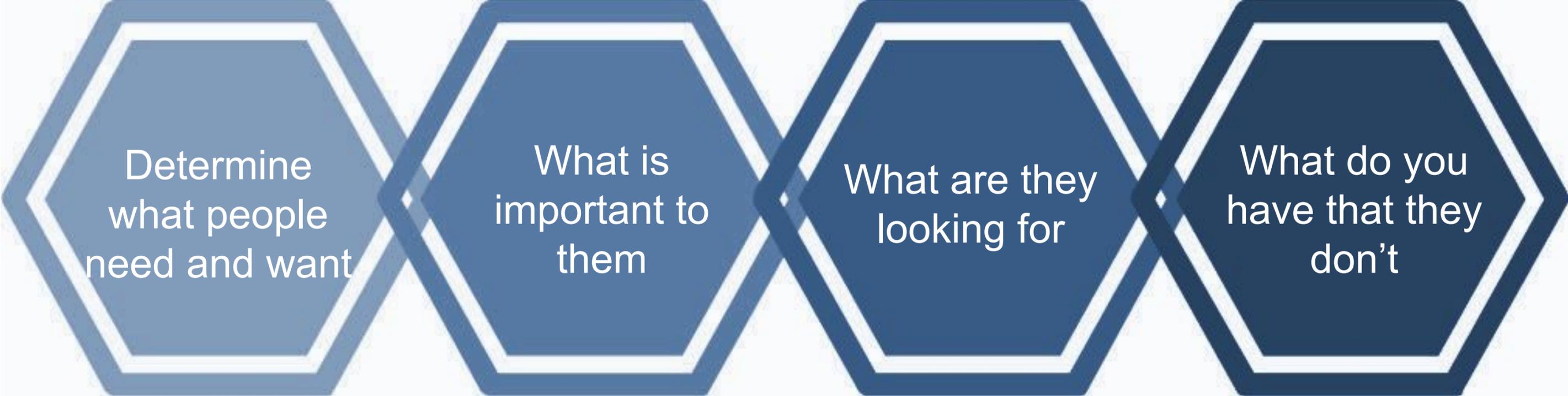
Think about your Values and incorporate into your Value Prop:

**Negotiation Expertise
Client Centric Approach
Proven Track Record
Stress Free Process**

**Comprehensive Support
Expert Local Knowledge
Technology Driven Marketing
Personalized Service**



HOW TO PROVIDE VALUE



Determine
what people
need and want

What is
important to
them

What are they
looking for

What do you
have that they
don't

VALUE PROPOSITION FORMULA

Target Customer+

Problem+

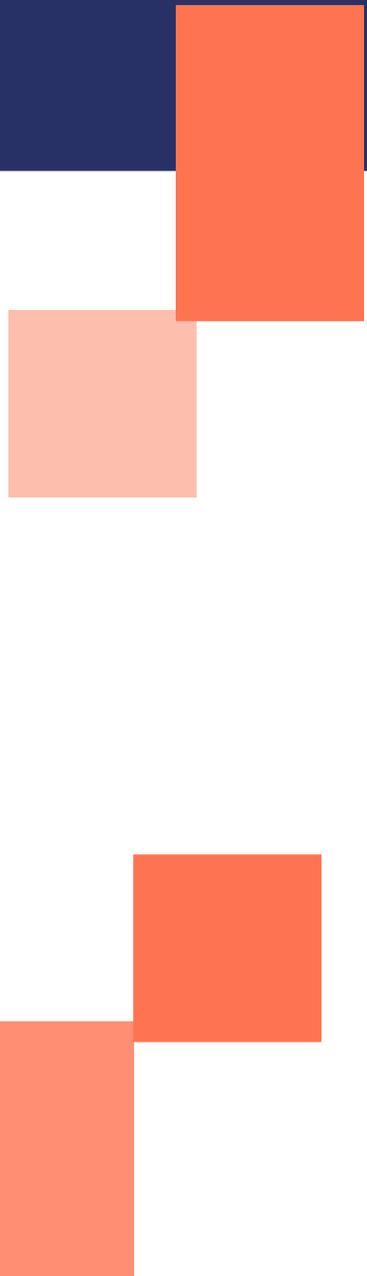
Unique Solution+

Benefit+

Proof

VALUE PROP FORMULA EXERCISE

Choose a specific buyer or seller, find out their need and create a “UVP” that communicates that you are the person to help them achieve that



TARGET AUDIENCE

Sellers

Buyers

Luxury Consumer

First time buyers

Divorced

Empty Nesters

Move Up Clients

Second Homes

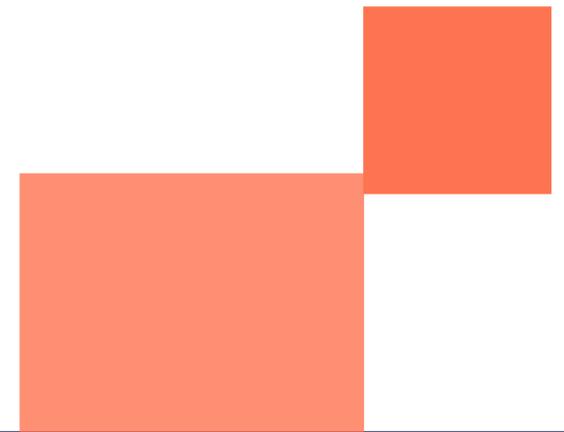
Investors

Condos, Coops



VALUE PROPOSITION SAMPLE

- TARGET CUSTOMER** - First-Time Buyer
- + PROBLEM** - Never bought a home before
- + UNIQUE SOLUTION** - Your first-time buyer system covers the process and allays their fears
- + BENEFIT** - They feel aligned with you
- + PROOF** - They hire you and sign the Buyer Broker Agreement for 6 months



VALUE PROPOSITION SAMPLE

TARGET CUSTOMER - First-Time Buyer

+ **PROBLEM** - No additional funds to pay buyer broker

+ **UNIQUE SOLUTION** - You share the options of how to include fee in the transaction

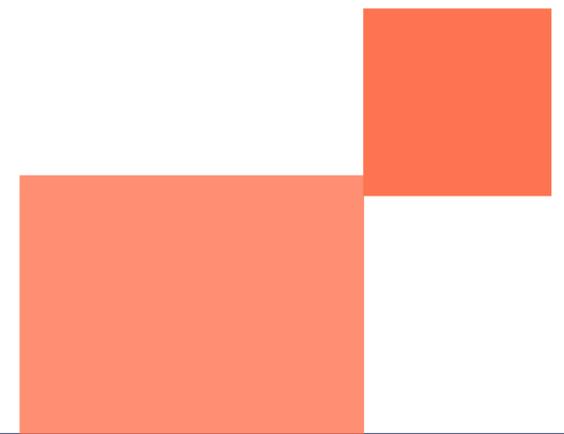
+ **BENEFIT** - No additional funds needed at closing

+ **PROOF** – They Refer you



VALUE PROPOSITION SAMPLE - Client

Being a first-time buyer is truly exciting. My step-by-step plan keeps you in the know and comfortable about the process. Let's review the plan and get started."



VALUE PROPOSITION SAMPLE

- TARGET CUSTOMER** - Investors seeking profitable real estate opportunities
- + PROBLEM** - Navigating complex and ever-changing real estate markets to find lucrative investments.
- + UNIQUE SOLUTION** - Expert insights and analysis with deep market understanding – I am an investor myself – in single family, multifamily, Airbnb, and passive commercial,
- + BENEFIT** - Informed investment decisions leading to higher returns & reduced risk.
- + PROOF** – Portfolio of successful investment cases and client endorsements.

ELEVATOR PITCH

An elevator pitch is a brief (think 30 seconds!) way of introducing yourself, getting across a key point or two, and making a connection with someone. It's called an elevator pitch because it takes roughly the amount of time you'd spend riding an elevator with someone.



ELEVATOR PITCH EXERCISE

START WITH YOUR UVP

Draft a brief statement that covers all these elements in a fluid engaging way

Concise: Stick to the 30-second time limit. Cut out any jargon or unnecessary details.

Clear: Make sure your message is easily understood by someone with no real estate knowledge.

Compelling: Highlight what makes you unique and why someone should choose you over others.

Add a call to action: What do you want the listener to do next?

VALUE PROPOSITION SAMPLE - Value

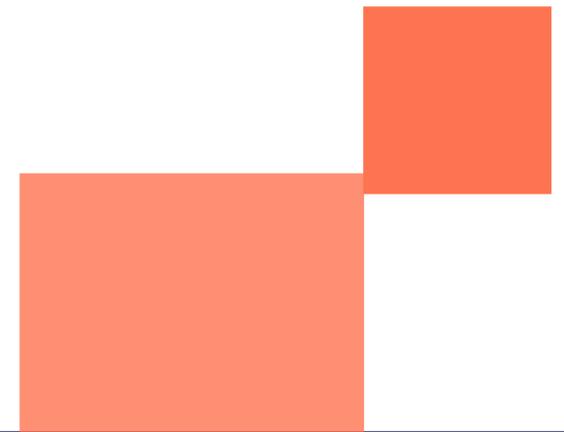
Many clients struggle to understand the full scope of services and the value that real estate agents provide. Our approach is founded on honesty, integrity, and ethical practices. We adapt to the unique needs of each client, ensuring a personalized experience that sets us apart from the competition. By choosing us, you'll gain a clear and comprehensive understanding of the exceptional services we offer. Let us show you why we're the trusted choice for all your real estate needs.



VALUE PROPOSITION SAMPLE - Elevator Pitch

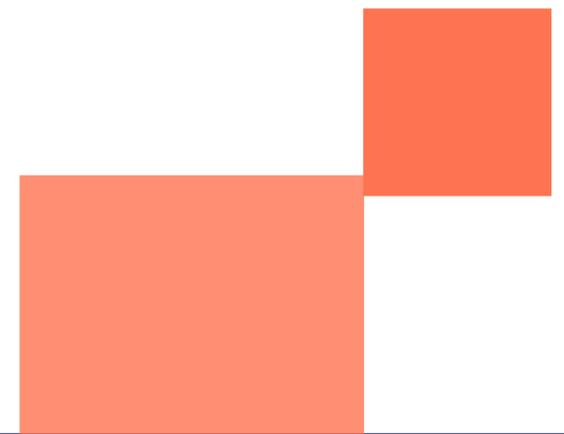
I am in real estate! Many people don't understand the **full scope of services** that we provide. Everything we do is based on integrity and we also adapt to your unique needs so you have a true personalized experience. Would love to show you the services we offer and how we can help you with selling your home.

May I get your information so I can connect? .



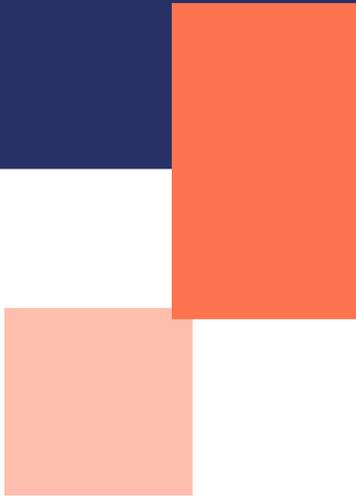
VALUE PROPOSITION SAMPLE - Value

Your satisfaction is my top priority. I listen to your needs, adapt my strategy accordingly, and work tirelessly to exceed your expectations, whether you're a first-time homebuyer or a seasoned investor."



VALUE PROP FORMULA

Target Customer+
Problem+
Unique Solution+
Benefit+
Proof
Outcome



New Seller Conversations

Pre-handle sudden changes in the industry from staying the course in your conversations with your clients.

- For your sellers, unbundle the 'total commission' in your compensation conversation
- Offer them the options of compensating a buyers agent for bringing a 'ready willing and able' buyer.



New Seller Conversations

- The seller decides buyer agent compensation fee during the Express Listing Agreement, if any.
- Avoid inciting fear by saying that if they do not offer it, the buyers agent will never show it to their buyers. (STEERING)



Consistent Buyer Conversations

For buyers, utilize the Express Exclusive Buyer Representation Agreement, and specify the options on how you get compensated.

- Anticipate no compensation displayed on MLS
- There *may* be offers of compensation on other sites, like the company website
- Identify several options for BA including requesting seller concession
- State that the fee may also be requested directly from the buyer as part of negotiations

Anticipate confusion! Practice your scripts!



NAR RESOURCES

- **FACTS.REALTOR**
- **FOR OUR CONSUMERS:
competition.realtor**

COMMUNICATION IS KEY



DIRECT COMMUNICATION, LISTENING IS KEY

This is a paradigm shift. It will take practice, and the early adopters will benefit.
We have been moving in this direction, and so we stay undistracted.

Become excellent at all of your contracts,
and learn to stay away from the scripts that hurt our industry.

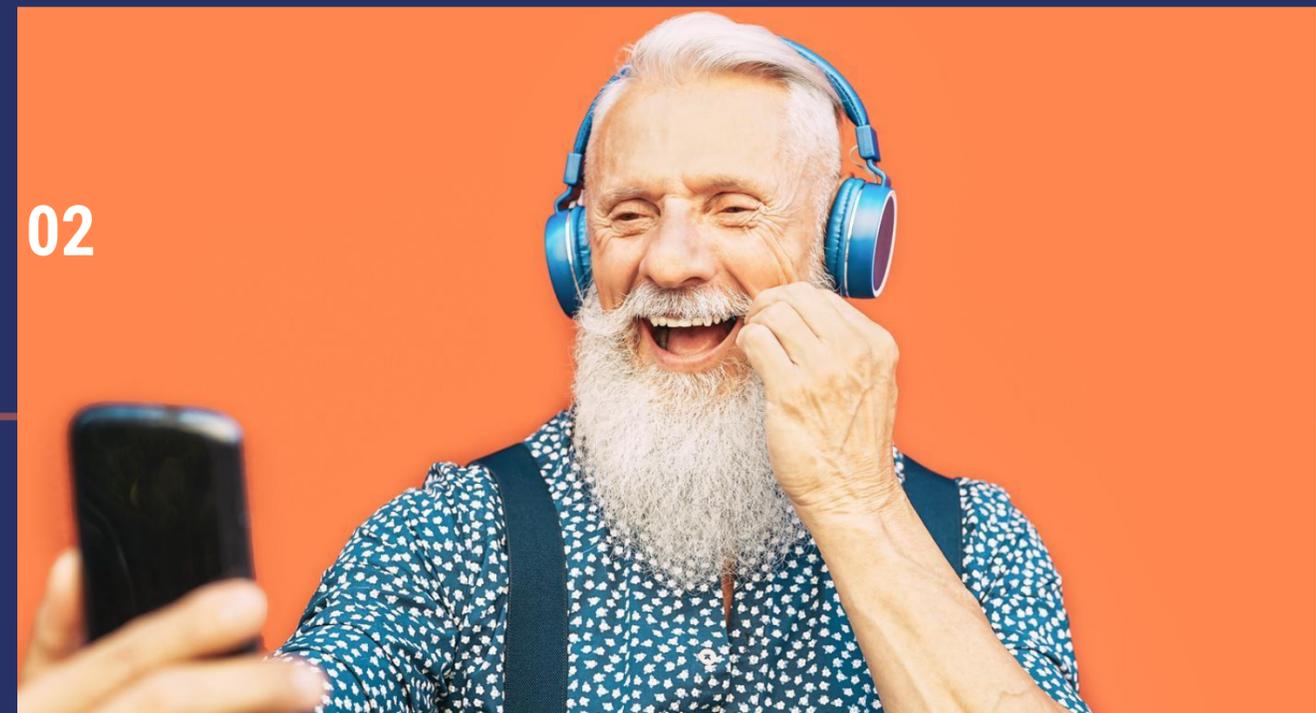
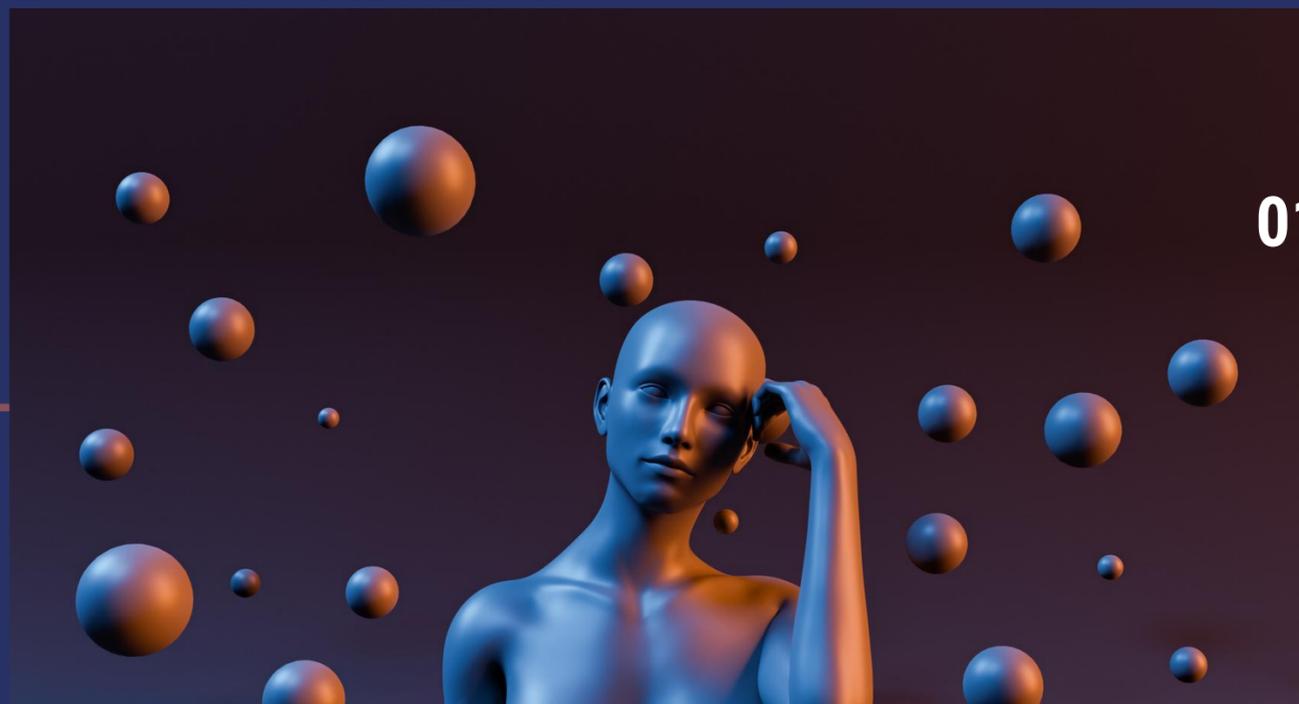
Remember that you have been a learner before.
Find your purpose and follow your passion!
Feel the PULL of your MOTIVATION for PLEASURE!



YOU HAVE VALUE – MAKE IT KNOWN

You've spent the time crafting a unique value proposition to set you apart from the other real estate professionals, now it's time to share it.

Here are **some ways** to spread the word about you



EXECUTE YOUR VALUE PROPOSITION SO YOUR CLIENTS KNOW IT!

**Make your
UVP part of
your
message**

**Spread
the word
to your
Network**

**Make your
value known**

MAKE YOUR VALUE KNOWN

**Make your
UVP part of
your
Message**

Add your unique value proposition, or some form of it, under your image on your website.

Any marketing material you send out to potential customers like Flyers/Postcards, Newsletters should include your UVP.

MAKE YOUR VALUE KNOWN

**Make your
UVP part of
your
Message**

Email Signatures / Business Cards

E-newsletter

Website (The graphic should be prominent on the homepage.)

“About Us” Webpage (Include the entire value proposition that clearly says, “Why?”)

MAKE YOUR VALUE KNOWN

●
●
●

**Spread
the word
to your
Network**

Plan a SPLASH campaign. Getting your prospects attention requires something new, different and visible. Then? Repeat and repeat and repeat.

MAKE YOUR VALUE KNOWN

Make sure your Network knows your UVP.

Coach them to be able to articulate your Value Proposition!



MAKE YOUR VALUE KNOWN

● ● ●
**Start all
Presentations
with your UVP**

**Start every presentation with
your unique value proposition.**

Change UVP for specific clients

BE THE PERSON YOUR NETWORK CALLS

●
●
●
**Get the proverbial elevator pitch
down**

Train your network

Present your UVP



HANDOUT FOR SESSION

<https://bit.ly/AZValueProposition>

