



Realtor Value Proposition

Created by Erin Helle

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A real estate value proposition is a statement that allows an agent to communicate what value they can bring to clients and customers. This should focus on what the agent can do for their clients, how customers can benefit from them, and why customers should choose the agent over other agents.

Use this step-by-step guide to create a clear and concise value proposition you can share with your potential clients.

1. Define your Client:
2. Define your Primary Purpose:
3. Define yourself:

What sets you apart?

What makes you different?

What expertise do you have?

What is your competitive advantage?

4. Define your Values

What values do you hold personally?

What values do you want your business to hold?

5. Test Your Values

When were you most proud of your business?

When were you most fulfilled by your business?

When were you happiest in your business?

What values stick out to you? Are they in alignment with what you said you value?

6. Prioritize your values.

Associate each with a number starting and 1 and going until you run out of values. Whichever is most important comes first.



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7. Answer the following questions:

1- What can you do for your clients?

- ✓ What outcome can they expect?
- ✓ Focus on the quality of your work
- ✓ Focus on your proficiency and results

2- How can your clients benefit from your service and expertise?

- ✓ Focus on your outcomes
- ✓ Focus on your competitive advantage
- ✓ Focus on the feedback and reviews from previous clients

3- Why customers should choose you

- ✓ Focus on your Values
- ✓ Focus on who you are and what your business stands for
- ✓ Focus on your reputation and credibility

8. Write your own mission statement

_____ mission is to _____ for
(Agent's Name) (primary purpose)

_____ by _____
(primary client)

(how you achieve your purpose)

Optional Step: Share with Erin Helle for feedback and perspective. Email to:
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Agent Name:

Agent Mission Statement:

_____ mission is to _____ for
(Agent's Name) (primary purpose)

_____ by _____
(primary client)

(how you achieve your purpose)

What I can do for my clients:

- 1:
- 2:
- 3:

How my clients can benefit from my service and expertise:

- 1:
- 2:
- 3:

Why customers should choose me:

- 1:
- 2:
- 3: