



Writing your Personal Value Proposition

Start brainstorming: Make a list of the key skills, experiences, and accomplishments that make you a valuable and exceptional agent. What are your greatest skills and strengths? Your strengths can be skills, areas of knowledge, personal qualities and/or past experiences. Construct a list of strengths, skills and experiences which would enable you to carry out your role at a very high level.

Key Strengths

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Skills

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Experiences

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Use values: Clients want to know what tangible results they will get by hiring you. This is a great way to demonstrate how you will add value to your client.

Values You Add to your client

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Focus on the present: Your value proposition should not focus on the past. Tell your clients what you can do for them, not what you've done for others.

What will you do for your client? Every Transaction? And After?

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Be concise: Your value proposition should be no longer than 100-150 words. Use bullet points to highlight three or four of the key reasons why you are the real estate professional of choice.

What are your top 3-4 bullet points?

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Be bold: Bold particularly strong words or phrases to catch your client's eye.

Take what you wrote above and craft it into your statement below:
