

As a real estate agent, your 'UNIQUE' Listing Value Proposition might include:

- I'm HONEST
- I'm NOT DESPERATE (always WANT the deal.....never NEED the deal)
- I am a SUCCESS at what I do (personal statistics)
- My company helps more **Buyers** than 99.% of ALL offices
- My company helps more **Sellers** than 99% of ALL offices
- You can get them the **MOST NET**
- You can get their home **SOLD** in the **LEAST AMOUNT** of **TIME**
- You can get their home **SOLD** with...
the **LEAST AMOUNT** of **STRESS & Inconvenience**
- I'll GUARANTEE my service!
(I'll do what I say I'll do, the way I say I'll do it, when I say I'll do it!)
* And I'll put it in **WRITING!**

AGENT 7 SERVICES PROFILE

- You understand the paperwork and all the forms needed in a real estate transaction.

- You are a full-time real estate agent. Marketing and selling homes is your job.

* If part time...you only work with x# of Sellers per year ????

- You know the local real estate market (RPR), so the home can be priced competitively.

- You can be objective. (FSBOs have a difficult time being objective because they are emotionally tied to the home).

- You can qualify prospective buyers.

- You have negotiating skills.

- You can get the deal closed.