



### 3.2.17 The Skill of Sharing your Value

Realtors are valuable to Sellers and Buyers. WE know that... yet, how do we convey that message?

Today's Skills Training call will be about how to share the perception of that value with the public without bragging, but instead with facts and testimonials.

Do most people, in general, have any idea what we do to earn our commission?

How many of you take the time to explain what you do (your Value) to a potential client? And explain how they don't pay anything (in most cases) until we 100% fulfill our duties... and then where that money goes...

Why is this important?

Because... If they don't know, they may not take your advice, they may undervalue you and your service, or ask for reductions in your pay...

You need an EOB (Explanation of Benefits)

[https://en.wikipedia.org/wiki/Explanation\\_of\\_benefits](https://en.wikipedia.org/wiki/Explanation_of_benefits)

Have you ever wondered how others get paid that you work with?

Wealth Manager for example? How about a Doctor? Any idea? Health or Life insurance Broker?

We often have no idea how others are paid and yet our income seems "up for grabs" a lot of the time.

Let's talk first about the value we bring:

How many of you know of a Buyer that bought a money pit or losing investment because they didn't use an Agent and didn't properly inspect the home or didn't understand the comparable sales?

How many of you know of a Seller that someone took advantage of and bought at a huge discount leaving money on the table, or more specifically in the pockets of the Buyer?

FSBO report from NAR says we (Realtors) average 9-23% MORE for a home than people who sold on their own.

Why?

Listing too low.

Taking low offer due to few showings and only offer coming in. Low exposure.

Selling below value "since there was no commission."

Negotiation big \$ off price or in repairs due to no hope for another offer last minute and not understanding this was possible.

Selling to someone they know at a discount (would they write that same person a check? No. But they give them the money in the bank that is their home without us standing in)

They have 1 house to sell, buyers have a new house listed each day to choose from. If not urgent, they wait.

Other why's?

How do we show the value we bring?



Somehow we have to show examples above and explain in stories or pictures or videos how having a Realtor is a protection for them.

We have a responsibility to show our value so the Seller can make a good decision to hire a professional.

We bring:

Objective 3rd party to advise.

Knowledge and Expertise and Experience they just don't have.

A voice of sanity during one of the most stressful times in their life.

Compassion in the midst of inevitable challenges.

Someone to talk to... Is this normal?

Advice without being attached to the results = a level head

Passion for representation of them and their interests

How to show this? Must show results... examples:

Being "against" war or guns is ineffective. Showing the RESULT of war or guns is effective.

Being "against buying a bad fixer-upper is ineffective. Showing an example of one that didn't work and the \$\$, time, energy lost is effective.

Testimonials showing what others say you did for them IS effective. It shows RESULTS.

Fun video's like the ones Realtor.com recently did IS effective:

[http://www.realtor.com/welcome/sharinghub/?inf\\_contact\\_key=7419cb530472df08a74f879d6c37e201b92b409a165278deaf45117c9f9bc7cd](http://www.realtor.com/welcome/sharinghub/?inf_contact_key=7419cb530472df08a74f879d6c37e201b92b409a165278deaf45117c9f9bc7cd)

We Protect Buyers and Sellers from being taken advantage of. What story can you tell to SHOW that?

We help people price so they sell! What facts, graphs, or story can you tell to SHOW that? (Monopoly houses)

We Expose the home to the most potential buyers to get the highest possible price in least time. What facts, graphs, or story can you tell to SHOW that?

Sellers make more \$\$ using an Agent. What facts, graphs, or story can you tell to SHOW that?

Buyers save more \$\$ using an Agent. What facts, graphs, or story can you tell to SHOW that?

We bring a voice of sanity to people on the border between Visionary and Physical realities. What facts, graphs, or story can you tell to SHOW that?

<https://www.thebalance.com/real-estate-agent-skills-and-qualities-2866859>

<http://www.realtor.com/advice/buy/why-use-a-realtor-6-important-reasons/>

<http://www.hobbsherder.com/value-real-estate-agent-fire-worth/>