

# MAKE YOUR BROKERAGE STAND OUT

Define & communicate a unique value proposition that really resonates with agents



## TOP 3 WAYS TO STAND OUT

- ✓ Provide training and development
- ✓ Create a strong environment and community
- ✓ Connect consistently



## VALUE

[val-yoo] n. *that which is desirable or worthy of esteem for its own sake.*



## HOW TO CREATE A GREAT VALUE PROPOSITION

- ✓ Make a list of the services you offer
- ✓ Prioritize based on what you value
- ✓ Ask your favorite agents for feedback:

“

1. WHY DID YOU JOIN?
2. WHAT MAKES YOU STAY?
3. WHEN YOU REFER US WHAT DO YOU SAY?

”

## BENEFITS OF A SOLID VALUE PROPOSITION:

### ...FOR YOUR TEAM

Creates a synergistic & productive environment

Gives your team a clear message to share with clients or when referring to other agents.

### ...FOR RECRUITING

Differentiates your office from the competition

Attracts like-minded individuals.

### ...FOR YOU

Fosters loyalty from and connection with your agents

Intensifies your focus.

