

# What Are You Worth?

## *It's All About Value*

As you look at what you do from the eyes of a home seller, the word value must be part of your listing presentation. You can look on various websites and find real estate agents listing properties for as low as \$199.00. Are they providing value or just unbundling the total services typically provided? Is putting a home in MLS, asking the homeowner to fill out the forms and take their own pictures, and even have the homeowner set their own listing price, the kind of value or service you want to offer? Would that be the kind of service you want the market place to associate with the services offered by a professional real estate agent? I hope you say not only no, but not on my watch!

I often think of the services that other professionals provide and what would happen if a doctor figured out a way for a person to take their own x-rays or diagnose their own prescription for what they think is wrong with them? Would that be what a doctor would be proud of?

***I'm concerned if this trend continues soon to follow will be legislation putting minimum standards of responsibilities that must be offered in a real estate transaction.***



I don't think we want more laws and regulations governing our industry. The question also needs to be asked is what some discount or flat fee brokers offering, is it in the best

interests of the seller? I guess that's for each person or firm to decide.

So let's come back to VALUE. What are the total services of what you offer really worth? Isn't that the Value Proposition discussion that takes place in a typical listing presentation? Value is



difficult to define and is misunderstood by many. I don't think added value is just tacking on more stuff, giving more away, or even adding more services. That may shock many of you, but I think Value is more about you and what you are bringing to the transaction. It's your sincerity, honesty, knowledge and commitment to get the job done and make the transaction as stress free as possible.

So will a typical seller rather have you lower your commission or the price you charge; or lower the value you bring to the table? Think about that! Will any seller choose less knowledge, less honesty or less commitment in return for a lesser commission? And even if they did, is that what you want to be known for delivering?

***It doesn't matter what you charge until you present the value you offer!***

We often refer to premature price discussions as discussing price before presenting value. Until the seller knows what you do to market their home, how you deliver on your claims, how it has worked for others, and other terms of your listing agreement, it doesn't matter

what you charge. Does that make sense to you? If I said I charge fifty dollars to sell homes, does that mean anything without knowing what I do for the fifty dollars? If I said that is only a For Sale Sign and everything else is done by the homeowner, would that still be a bargain?

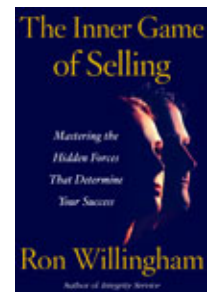
## **No Value, No Deal!**

As you move forward in building your career and designing the value you offer, let me suggest to you to think about value as much more than what you put in your listing presentation. It's much more than all the promises and guarantees. Take it to a new level and think about what you do that the seller neither asked you for or you told them you would provide. That really goes to show your character and what you're all about on the inside. That will do more to describe the true value of what you do more than all the flyers and marketing you offer. That will also bring you more repeat and referral business than you can imagine.

## ***The Inner Game of Selling should be on your must read list.***

It will explain why only a few succeed and why many others fail in sales.

Start now by planning for the next 12-months to look much different than the past 12. Set goals for investing in building yourself. Attend courses that build you and stay away from gimmicks, manipulation and tricks and tips to get people to do what they don't want to. You have so much to offer and providing value is more important than all the discounts and reductions that the low self-esteem people gravitate to. Your values are challenged almost every day. Be strong, be wise and above all don't lower your values for any reason.



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