

Winning Real Estate Value Propositions

Written & Presented by:
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You Tube Course Description: <https://youtu.be/mUQih3vrWK8>

Course Length: 1.5 hours of class time

Learning Objectives:

The objective of this program is to introduce Realtors to the subject of how best to establish and articulate “Value Proposition” to the client. Surprisingly, many Realtors can not quickly articulate. Key “Value Proposition” learning objectives:

- 1) Best methods of articulating and establishing the “Value Proposition” of your Brokerage and MLS.
- 2) Best methods of articulating and establishing your “Value Proposition” for Buyers.
- 3) Best methods of articulating and establishing your “Value Proposition” for Sellers.
- 4) How best to understand the client’s needs and core values such that your “Value Proposition” is understood.
- 5) How risk, increases value and how best to articulate this key fact.

This program is a very good convention presentation and or special sales rally event topic. Realtor's get lost in the hundreds of details and "things they do" for the client such that a simple client question of "what are the top things you are going to do for me" can often confound the Realtor.

Key to the presentation is to ensure the participant understand that presenting good value proposition about the Brokerage and MLS is key to winning presentations. This strategy avoids the trap where Realtors may only speak about themselves during a client presentation, often leaving the client with a diminished final impression. The program includes PDF copies of key slides and language concepts / scripts.

About the Author: Gerry Halstrom

Winning over audiences from BC to Ontario, Gerry Halstrom is one of Canada's most recognized voices in Real Estate training. He is a senior instructor with the BC Real Estate Association; offering professional accredited provincial courses in the areas of Technology; Legal Risk Management and Selling New Homes and Condominiums. Mr. Halstrom offers seminar topics to industry professionals in many sales and marketing formats. Some of the most popular being his "Real Estate Tech Tune-up" and "Negotiating Real Estate. Mr. Halstrom's seminars are available in both live and online formats.

Professionally, Mr. Halstrom has been a "super producer" in the Real Estate sales field building one of BC's largest personal sales volumes in the project marketing sector. Additionally he has served as Senior Vice President in leading Real Estate and Health Technology companies.

Gerry Halstrom Seminars

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