
Value Proposition for a Buyer's Representative

It's clear - the buyer needs you!

Do you have difficulty explaining the value you offer a buyer in a client relationship? If so, you are not alone. Many REALTORS® have trouble expressing their value to a buyer client. For that reason, some REALTORS® are reluctant to establish a policy to work only in an exclusive relationship with a buyer. They lack the confidence to say to a buyer, *"I'm going to give you my best work and I ask for your loyalty in return."*

It can be said that buyers need the services of a REALTOR® even more than a seller does. Many REALTORS® believe this to be true and have built their practice around buyer representation. You can start to build your confidence by reviewing all the steps you take in assisting your buyer clients. Little things have a way of adding up. The sum total of all those little things will go a long way to demonstrating your value to a buyer – and to yourself!

Use the customizable **Buyer Services Checklist** found in the Resources as a base to build your own service profile. Personalize the list by including any special additional services that you offer. The list can be used at a buyer meeting to give you a visual tool to guide your presentation and provide a take-away piece for the buyer.

IMPORTANT: Each item on your service list offers the buyer a benefit. Buyers may need to be told what that benefit is. Use the often taught sales approach of *"feature and benefit"*. Don't just read out the list of services you offer - for each service, tell the buyer how they will benefit.

- FEATURE:** I'd like to share some of my testimonials with you. These people were all buyers, just like you.
- BENEFIT:** You will see from these that my past clients found they could rely on me. When I make a promise, I deliver.
- FEATURE:** I will review the costs you may have – both the costs of purchase and the ongoing costs of home ownership.
- BENEFIT:** Knowing what expenses to expect means you won't be stressed out by costs you are not prepared for.

Building trust with clients is the key to a successful transaction and, more importantly, an ongoing relationship. You will achieve this by doing what you said you would do.

The result is ongoing benefits for both you and your clients. Be prepared before you meet with your buyer, know your value proposition.
