

# Strategy 2: GIVING VALUE

Great! Now you know where you are going to meet and engage with local business owners – how are you going to bring value into their lives? (aside from the gift of knowing you!)

The value you give can come in many forms; however, let's focus on 4: information, education, exposure, and gifts.

## INFORMATION

Whether you are filming yourself showing a property or emailing with information on your market and the communities you serve, informing is a big part of every realtor's value strategy.

## EDUCATION

Buying or selling a home is a huge undertaking and you are an expert at your craft. Part of being a good realtor is educating your sphere of influence and making sure they are prepared for the journey. Flyers, brochures, emails and webinars/events are excellent ways to share your knowledge.

## EXPOSURE

Hosting an event or take part in a fundraiser with another (popular) business is a wonderful way to build a relationship with someone in town who has a database and network that may be different than yours. And it allows you to help promote their business in turn!

## GIFTS

As we have touched on before – we are big fans of the "Pop By!" Taking time to partner with your favorite (Princeton Mortgage) Loan Originator to think up creative ways to interact with buyers and give them a little treat! Look at our Pop By ideas at [blueprint.princetonmortgage.com](http://blueprint.princetonmortgage.com)!

# Page Full of **VALUE!**

Take time to fill out the sheet below with ways that you can give value to your potential customers. We are going to use the answers from the **Be Where The Clients Are** worksheet on page 26.

## How to give value at a “Community Event”

Choose a community event from the *Be Where The Clients Are* worksheet: \_\_\_\_\_

\_\_\_\_\_

What type of value will you give? (information, education, exposure, or gifts): \_\_\_\_\_

\_\_\_\_\_

Spell out how you are going to give them that type of value: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## STRATEGY 2: GIVING VALUE

### How to give value at - “Networking and Community Groups”

Choose a networking and community group from the *Be Where The Clients Are* worksheet:

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What type of value will you give? (information, education, exposure, or gifts): \_\_\_\_\_

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Spell out how you are going to give them that type of value: \_\_\_\_\_

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### How to give value at - “Businesses to Partner With”

Choose the business you are looking to partner with from the *Be Where The Clients Are* worksheet:

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What type of value will you give? (information, education, exposure, or gifts): \_\_\_\_\_

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Spell out how you are going to give them that type of value: \_\_\_\_\_

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