

## STRATEGY 2: GIVING VALUE

# 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 an 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)!

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# 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: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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### 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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