

Value Proposition



ARIZONA
ASSOCIATION OF
REALTORS®
REAL SOLUTIONS. REALTOR® SUCCESS.



MOSES

Agenda

- Overview of value propositions
- Roundtable group sessions
- Review and discussion

What is a Value Proposition?

- Explains promise of value you provide
- Tells others what sets you apart
- It can apply to an organization, products or services

“Price is what you pay. Value is what you get.”
Warren Buffet

Benefits of a Value Proposition

- Advantage over your competition
- Generate business
- Focus attention on what you offer
- Reinforce your reputation

Target Audience

- Major targets could include agents, brokers, affiliates, groups
- There may be more than one target
- Specific demographic(s)

Keys to Value Propositions

- What are you trying to accomplish
- Focus on key benefit(s)
- Keep it simple
- What channels will you use to communicate

Examples

- Simple Fix for Blown Head Gaskets
- Repairs Blown Head Gaskets in Just One Hour
- Live. Local. First.
- Give us 22 minutes and we'll give you the world.
