

EVON'S VALUE PROPOSITION:

In the world of real estate sales here in B.C., REALTORS® can take pride in being part of an industry that has fuelled our economy and job growth most significantly in the past decade. We are respected as leaders in our community bound as REALTORS® under the CREA trademark to abide by a strict Code of Ethics and to deliver reliable real estate information to the public. We have been instrumental at moving legislative changes in the interest of making home ownership more affordable and enabling clients to take on the joy of home ownership they may otherwise not have had.

"Value Proposition" has become the phrase of the day for setting out my value to my clients. What exactly does it mean?

Wikipedia defines it by stating "***A value proposition is a promise to be delivered and a belief from the client that value will be experienced. A value proposition can apply to an entire organization, or parts thereof, or customer accounts, or products or services.***"

Investopedia takes it further adding that it is "***A business or marketing statement that summarizes why a client should buy a product or use a service. This statement should convince a potential client that one particular product or service will add more value or better solve a problem than other similar offerings.***"

So, what is it that I am ready to 'promise' to my clients and what level of 'services' do I intend to deliver? There are some **130 tasks and services that REALTORS® conduct for their clients in the course of marketing a listing!** Let's sit down and talk about my tasks and services in my BUSINESS TOOLKIT: inclusive of: pre-listing activities, listing presentation activities, listing uploading activities, marketing tasks, mortgage and appraisal confirmation activities, property condition investigations, subject removals, closing details and follow-up.

Beyond all this, I am more than a Sales Representative. I am an information gatherer and conveyer, a historian, a listener, a travel/school/park/community guide, an advisor, a counselor, a peace maker, a fence mender, a negotiator, and a facilitator of my client's expectations.

Going forward together,

Evon Mayer
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I appreciate our continued business relationship. Have a Great Day!



AWARD WINNING SERVICE

