

## USP's-Unique Selling Propositions

- Unique Selling Proposition (USP) is the essence of your entire business concept. If it isn't right now, it should be. You should know it inside and out. It will evolve over time as you sell more & more
- It gives you a unique advantage over almost all other agents
- Most agents can't articulate it or know what USP is!
- Find out what differentiates you. Who knows what their USP's are?
- Once you determine what your USP's are, integrate it into everything...listing presentation, Twitter, Facebook, on-line referrals, letters of reference, etc. (Dave's **letters of reference**). Integrate them into all facets of your business marketing platforms!

**Bottom Line, there are USP's that you should basically build your entire business around**

- Most Realtors try to be all things to all people. They don't understand what their unique advantage is, and how to get above the "average" agent
- Agents don't take time to sit down and think through this

### Examples of USP's

- 1) Selling Price (My homes sell for 3.3% more than most agents in the RMLS)
- 2) Speed (I sell my listings 19% faster than most agents in the RMLS)
- 3) Exclusivity (I specialize in investment multi-family properties-and their tax advantages)
- 4) Market Share (I sell more homes in your neighborhood than any Realtor)
- 5) Sold vs. Expired Ratio (My listings sell faster/close more often and never expire!)
- 6) Commission (If I don't sell your home in 90 days or less, I reduce my commission by 1%)
- 7) Easier (If you are not satisfied you can cancel your listing with 24 hours written notification)
- 8) Service Orientation (I run my Real Estate Practice like a business, and focus my part on marketing to other agents and their buyers)
- 9) Our office specializes in attracting on-line buyers everyday with our unique **Summa Home Search**, and we pre-market our listings to thousands of buyers and agents just before you go into the MLS to generate for you top dollar
- 10) I utilizing leading edge technology to attract buyers everyday to your home, and our inside sales team follows up quickly to generate showings for our listings everyday.
- 11) Even though we sell a lot of homes, we sell one home at a time with guaranteed service

Let's review my USP's which I include in every listing presentation to help set me apart

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## *Comparing Dave to Other Realtors*

- *Over the last 22 years, my team has handled over 1050 homes & transactions worth over 550 million in sales*
- *My homes sell for approximately 3.3% more than the average Realtor/Broker (98.3% of List Price vs. the Average Agent at 95%)*
- *My listings have sold approx. 19% faster than the average Realtor/Broker listings in the MLS*
- *Even though I sell a lot of homes, I sell them “one at a time” with guaranteed service (When you call me direct I answer my phone directly)*
- *I utilize leading edge technology to attract buyers, attracting them to our listings first. (List Hub)*
- *I network w/top “buyer agents” (called target marketing) in all places of the market, and spend approx. 80% of my time on marketing your home*
- *I have over 24 years full time experience in residential Real Estate Sales and have been licensed over 39 years, with extensive backgrounds in residential re-sale, new construction, land, and investment properties.*
- *I utilize the “Adjustment Method of Pricing” my listings in performing your market analysis which save’s THOUSANDS when selling your home*