

Why you need a unique selling proposition

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Many real estate professionals are knowledgeable about their markets, provide great customer service, and achieve client-focused results. With such a wide variety of agents and firms offering their expertise to buyers and sellers, how can you cut through the marketing noise and persuade consumers to choose your services rather than those of your competitors?

The answer is an effective unique selling proposition (USP).

Research Drives a Persuasive USP

A USP - or message about what makes your business stand out from others providing the same services - is a fundamental part of a successful integrated marketing campaign.

In addition to conducting client research to understand and message effectively to your target market, you should reflect on your own business and the emotional reasons why someone would want to do business with you. What do you do best? Do you guarantee a one hour call back? Have you closed more property than any other agent? What do you offer that most benefits your clients? Use these elements to craft your USP.

Also, compare and contrast your business to your direct competitors, and how your USP compares to theirs. Through networking, online research, and even secret shopping, you can discover their strengths, weaknesses, and how they market themselves.

Making your Message Work

The combination of your research will help you design a USP that delivers a resonating message to your target market - one that positions your business as offering an exceptional solution to fulfilling their real estate needs.

Your USP should be succinct, while also attracting attention with a laser-focused and persuasive message. USPs require refinement, so don't be discouraged if yours takes more time and energy than you originally planned - it should! Try out your drafts on friends and colleagues for feedback and guidance.

For those that find value in creating a USP, but don't have the time or writing skills to tackle it, contact an integrated marketing firm. A firm can help you create a USP that will connect with your target market in all aspects of your online and offline marketing. Remember that a concise, memorable, and persuasive USP - used consistently across all of your integrated marketing strategies - will draw clients, drive sales, and increase profits.

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