

Five Points to Help Articulate Your Value

“Our true worth is determined by how much more we give in value than we receive in payment.” (The “Law of Value” from Bob Burg and John David Mann’s book *The Go-Giver*)

Customers seek value. Money flows to value. Mastering the Law of Value is a key to success in your business. Just as important as creating the value is your ability to clearly articulate your “value proposition” to your customers.

If a seller asks you to discount your fee, eighty-five percent of the time it is because you have not clearly articulated your value proposition. Most people will pay your fee if they see the value. (Research shows that 15% will not pay for value as they make all buying decisions based strictly on price.)

- **Seller:** “I’m looking for a discount.”
- **Ninja:** “Tell me more about that.”
- **Seller:** “I’m seeing homes selling quickly in my neighborhood. You won’t have to spend as much on advertising. I think that is worth a discount.”
- **Ninja:** “What is your goal?”
- **Seller:** “I think it should be worth 1%.”
- **Ninja:** “Do you believe your home will sell for a fixed price, or do you believe there is a range of value based on the marketing and negotiating skill of your Realtor?”
- **Seller:** “I guess I didn’t think about that. There is probably a range of value.”
- **Ninja:** “My job is to help you get the most value at the top of the range. There are 5 ways I do this:
 1. We’ll walk through your property together and I’ll show you ways to enhance the value so you get top dollar for it.
 2. I’ll help you with a pricing strategy – not pricing it too high so you scare buyers away or too low so you leave money on the table.
 3. My marketing plan will give you maximum exposure so we attract more buyers and more contracts. The more buyers and contracts you have, the higher your property will sell.
 4. I’ll help you negotiate the best contract. Negotiation is an important skill in any market.
 5. I’m your transaction manager. There are a lot of moving parts. My job is to handle those parts so your contract closes on time.

My fee to deliver this level of value to you is _____.

Articulated this way, 85% of sellers will see the value you bring is far greater than the extra 1%. In fact, if you are in a seller’s market with multiple contracts you can say this:

- **Ninja:** “In this kind of market, your greatest expense is often the money you don’t make. Are you looking to save money or make money? Great marketing and negotiating will make you money.”