

CREATING DEMAND Worksheet

- 1) **Create a BRAND you love** - What makes you unique? What do you love doing that when you're doing it, time flies by? What are you passionate about in life? Is there an icon or "thing" that speaks to your passion. (i.e. i use diamonds, b/c I believe each of us is rare (unique) and exceptional) Who do you LOVEEE serving the most. Maybe your brand speaks / names these people directly? PRIORITIZE time to THINK and allow creativity, uniqueness to abound.

- 2) **Create a client experience you love** - What do you want to do that's special for your clients at these milestones throughout the process of working with you

-On social media and in email BEFORE they work with you

-Upon your first voice to voice chat

-Within your listing appointment

-After they sign with you as their agent until their listing goes live on the MLS

-Once it goes live on the MLS until it gets under contract

-Once it gets under contract until it closes

-Ongoing post closing til forever

- 3) **Love your market** - What do you love about living in your town? What makes it special? What makes it special for single people? Engaged / Married people? Families? What are annual traditions there? Take time to think about the MANY reasons WHY you love it there?

- 4) **Know your market** - Make it your business to study MLS data. When will you do this? Once a week, twice a week or more often? What constitutes your market (which zip codes, county(ies), etc.? Historical data , current data, trends you see? (noticing days on market, avg sales price, avg sold price to list price, # of closings)