

4.2 How to Explain Transactional vs. Relationship (Value)



The AIM

A

The AIM of this illustration is to compare today's transaction-based model of business to the HIA[®]'s value-based model. The transaction-based model is largely deal focussed: attach at the point of sale, make sale, and attempt to remain at the top of mind, or tip of the tongue for future sales. In comparison, a Home Investment Advisor™ conducts their business by focusing on their relationships with their clients, providing value and building trust over the full Real Estate Cycle. Let the homeowner know that you will continue to explain what you mean as you go through the remaining illustrations.

"When it comes down to it, Youtility isn't about changing your marketing, it's about changing your mindset."

~Marcus Sheridan

The Benefit to the Homeowner

- B** This new system your clients are being offered places the interests of the homeowner first. An HIA[®] will be available to help their homeowners look after the most valuable asset they will ever own, throughout the entire time they live in their home, rather than only being around at the point of sale. Homeowners have referred to this service as having a “co-pilot” or “life coach” for their real estate needs.

The Benefit to you, the HIA[®]

- B** You are starting the process of separating yourself from the transactional model of real estate. On this first slide, you are beginning to enhance your relevance as an agent to the homeowner. You are teaching them how you, as an HIA[®], can bring more value than just at the point of sale; that you will be with them through the entire Real Estate Cycle as well as the next. This will also help establish trust and loyalty between you and the client. Never forget, relationship building is the key! This system is based on the law of reciprocity.

Confirm

- C** Confirm that they see the difference between these two different systems. Additionally, confirm that the new system you are speaking to will provide enhanced value to them as homeowners.