

4.8 What is the Catch?



HIA[®] Advisors have received the following feedback upon giving the Homeowner presentation. We now use this as an "FAQ" to address the things that homeowners are thinking, most notably the statements in orange.

"Youtility is marketing so useful, people would pay for it."
~Jay Baer, Youtility: Why Smart Marketing Is about Help Not Hype

Overall, the HIA[®] IMPACT has received amazing feedback, key highlights of which are provided on this slide. In addition to all the great comments we have also been posed with the questions regarding payment for such a comprehensive service.

Our response is simple:

"There's no catch or fine print for our clients because we believe this is the way your real estate experience should be! We are proving ourselves upfront and establishing knowledge and trust between us now. This is

our personal self-promotion, as we strive to go above and beyond, providing the service we believe our clients should be receiving. When the time comes to buy or sell, our hope is that we've proven to you that we are the right professionals for either your transaction, or your close friends and family."

Guy's Take... A Perspective from The HIA® Founder.

When we first began talking to homeowners about the system, we received amazing feedback to the point that most homeowners were typically wondering, "What will this cost?". Fast-forward a few months and we see that is exactly what Jay Baer is eluding to with his quote: "...marketing so useful people would pay for it." In a way, this system is your new business marketing and it is so powerful that most of your clients would be willing to pay for it! Now I call that value!



"Satisfied customers are the best way to market your business, because they are the ones that become your word-of-mouth army – they are your customer evangelists."

~Scott Stratten

