

[Sidebar]

## Sell Value - Not Price!

Frequently we get the shopping calls where their first question is how much? When business is slow there is that gnawing desire to fill the calendar. One trap you don't want to get caught up in, is competing on price. Low-balling your price is a losing proposition as there will always be someone hungrier than you. The last thing you want is a price war because no one wins in that game.

If you want to get paid what you're worth, sell value - not price:

1. Be Unique. If there is nothing that differentiates you from your competition you become commodity. Commodity is defined "ordinary or not special" and the only way consumers select one common service over another is price. Are you a CRI (Certified Real Estate Inspector), what other certifications and licenses do you have? These and other differentiators can make you unique and valuable to a select group of clients. Think of your company as the Nordstrom's of Home Inspections and be prepared to tell the clients why.

4. Compete On Value, Not Price: No disrespect intended to any real estate business model but it doesn't take any special skill, experience or knowledge to compete on price. The way to get paid what you're worth is to visibly demonstrate your value to your clients. Competing on price does not create value.

5. Create Value In The Eyes Of Clients: Know how to market these values. Come up with a way to quickly describe your differences and the value they bring to the client. In sales this is called the *elevator pitch* as you have seconds to make your sell before a prospective client get off the elevator. When a prospective client calls, you have just seconds to sell your services to them before they move on.

6. Provide value that no one else offers. For example I include a 90 day home warranty, produce color reports, include lots photographs, and have embedded web links in the report.

7. Redirect price shoppers. Studies show that only 15-18% of people make their decision to purchase a product or service primarily based on price. This means that the majority of real estate clients appreciate value and are willing to pay for it - if they see it.

If you sense a caller is shopper on price, ask them directly if this is the case. If it is, ask them how much the home they are buying was listed for. Then ask them if for \$25 or \$50.00 they want a lesser-experienced inspector. Then make your case for why they should choose you. Do not give them a price until you have set yourself apart.

8. Educate realtors on what differentiates your company and services. It takes time to cultivate these relationships and you don't want to invest time in a realtor who is always trying to get your cheapest price.

8. Close the sale. Many prospective clients start out thinking that they need to call everyone on the list they were given. However their actual objective is to get their home inspected. Be bold, ask for the booking.

Your time and experience have value and if. If all someone wants is a cheap transaction send them to a broker who competes on price and wish them both luck!