

THE POWER OF BRANDING

by Allison Fishwick

According to the National Association of REALTORS®, 76% of people who decide to sell their home with the assistance of a licensed real estate agent interview only one agent for the job. Are you that agent? If not, who is?

What can you do to become that agent everyone looks to first? The answer is simple—eliminate the other options. By branding yourself correctly, you can create the perception in peoples' minds that you are the only option—the only agent—who will sell their homes.

A concept used for many years by corporate America, branding is an invaluable tool that, if used correctly, holds unlimited potential for real estate agents. In fact, you are in a unique position to have success through branding because you are your own product.

Yet many agents—even those who spend more money than most other small businesses on advertising—are missing the boat when it comes to building a business through branding. As a result, the agents who do build a consistent brand are able to take advantage of this market where three-fourths of the population calls only one agent to list their homes.