



— REAL ESTATE —

COMPETITIVE ADVANTAGE

THE BUSINESS - GETTING STARTED



RealEstateMediaCourses.com

COMPETITIVE ADVANTAGES

THE BUSINESS - GETTING STARTED

In this guide, we're going to talk about competitive advantages. Once you're done researching and understanding your market, you need to identify those competitive advantages that will attract potential customers to you.



1 | WHY IS IT IMPORTANT?

It's important to determine your competitive advantage and what makes you different from other companies in your area. You don't necessarily have to do all the things that we do. But you have to understand what your company does differently and how that attracts customers.



2 | WHERE TO FOCUS?

Here at [ListerPros](#), we focus on speed, efficiency, and service. However, we also do small things to add value to our customers that they can't get from other companies. For example, we offer shows and podcasts for free to agents to help promote themselves and their listings. These shows are [Property Pros](#) and [Real Estate Pros](#).



3 | PROVIDE SAME-DAY SERVICES

When we started, we noticed it was pretty common for companies to have banners on their websites that would say we're completely booked for the next three days. In my opinion, this leads to a terrible customer experience.

This is why we do everything we can to provide same-day delivery on most of our products. And if a customer's orders are put in by 5 pm for next day service, we will be there even if I have to go myself to meet customer demand, which usually happens once every six months or so.

Overall, figure out what makes you different, stand by it, and ensure that everyone on your team is living that same vision.

