



Mark Sampson

*This Article*  
**Compliments of Call Realty**  
[www.pvsouthbayrecareer.com](http://www.pvsouthbayrecareer.com)

## Agents: You're in the Business of Marketing Real Estate Services

By Jon Cheplak

That's right, you're business is really marketing a service – your product is your ability to empower others to achieve their goals, to serve, to lead and to inspire.

You need to get very good at getting your leads interested in the value you can deliver to them. Let's be brutally honest – you can be the most knowledgeable salesperson in the world but if you don't have a steady flow of new leads, you'll go broke and be out of the business.

I know this might ruffle some feathers, but the fact is that knowledge is not the most important thing you need, to be successful.

*"But what about all my real estate experience? What about my incredible skills as a deal doctor?"*

Yes, you need to be knowledgeable, incubate your leads and take care of your customers and clients.

Yes, you need to know what you're doing. Being knowledgeable and helpful is a given – you will never enjoy lasting success without both.

But the most important knowledge you can possess is knowing how to attract the leads in both categories – customers and clients.

I hear it all the time: *"I'm a great agent and can really help buyers and sellers. All I need is more of them!"*

**FACT: No Leads = No Profit**

So the question is: "How are you marketing your real estate services? How are you marketing your value proposition to leads (buyers and sellers)? What are your real estate services and how are you communicating them?"

The most compelling and valuable real estate service is you and your ability to serve, lead and inspire people that want to have a positive life experience in the purchase or sale of real estate!

Makes sense, don't you think?