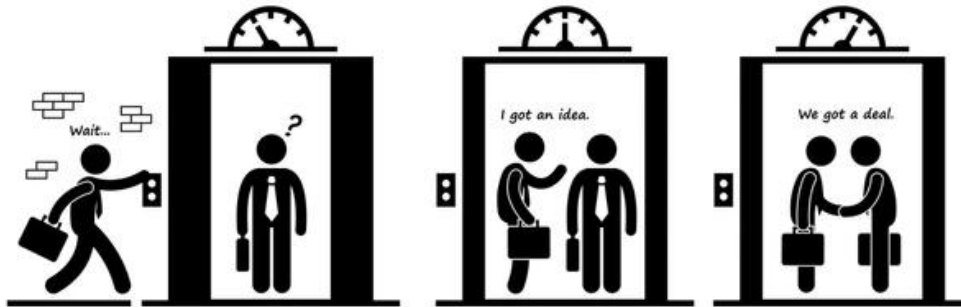
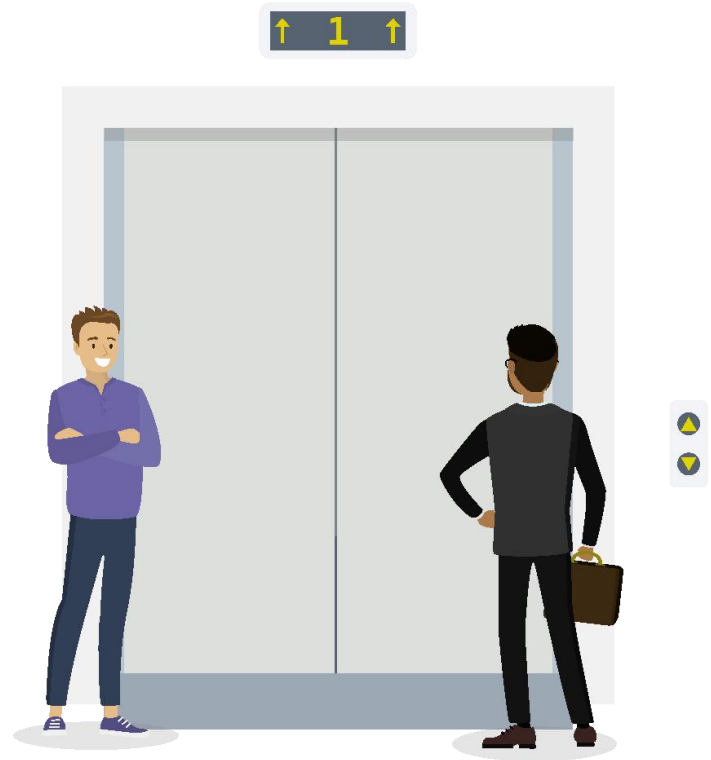


How to Create a Successful Real Estate Elevator Pitch



What Is an Elevator Pitch & Why Is It Important?

- A brief, persuasive speech created to highlight you and your company
- Length: 30-60 seconds
- Limited time to show your stuff
- First impression
- Generate clients
- Leverage leads
- Build your network



What to Include in Your Elevator Pitch



Identify Target Audience & Real Estate Niche

Audience

- Networking event
- Community event
- Casual conversation

Niche

- Buyers
- Sellers
- Location
- Property type
- Rentals
- Investors
- Situational

Don't know your niche? Check out [10 Most Lucrative Real Estate Niches & Why They Work](#)

Organize Your Real Estate Elevator Pitch

REAL ESTATE ELEVATOR PITCH ORGANIZATION



Step 1: Introduce yourself
Shake hands and tell them
your name



Step 2: What is the real estate problem?
Present the problem
you want to address



Step 3: What I do to solve that problem?
Introduce your solution



Step 4: How do I solve the problem?
Share your value proposition
to achieve the solution



Step 5: Why do I want to solve the problem?
Demonstrate your passion for
solving the problem



Step 6: End with a call to action
Encourage continued
conversation

Step 1: Introduce Yourself



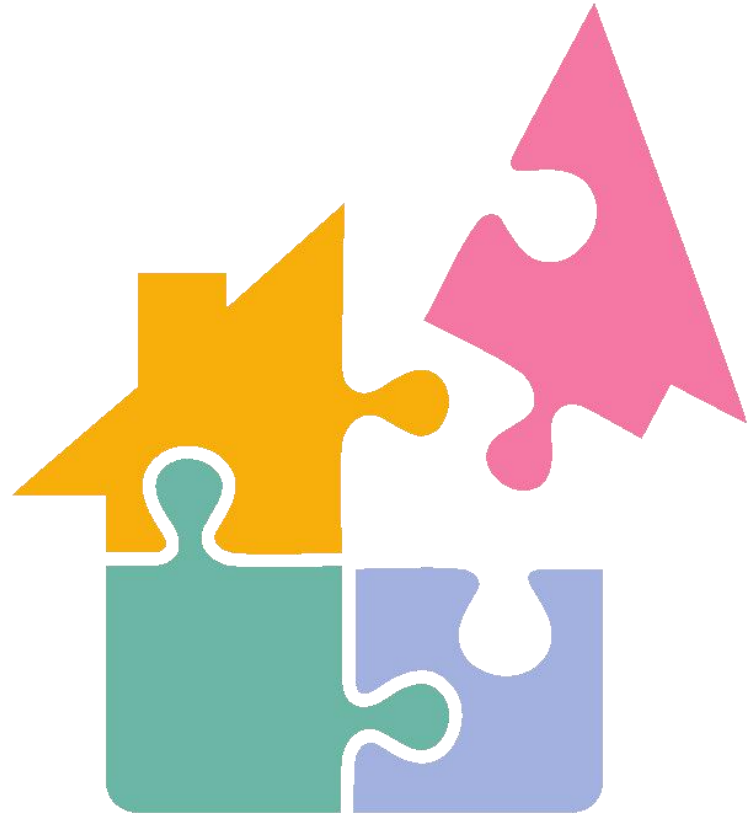
- Say hi and state your full name
- Shake hands
- Smile
- Exchange business cards

Step 2: What Is the Real Estate Problem?

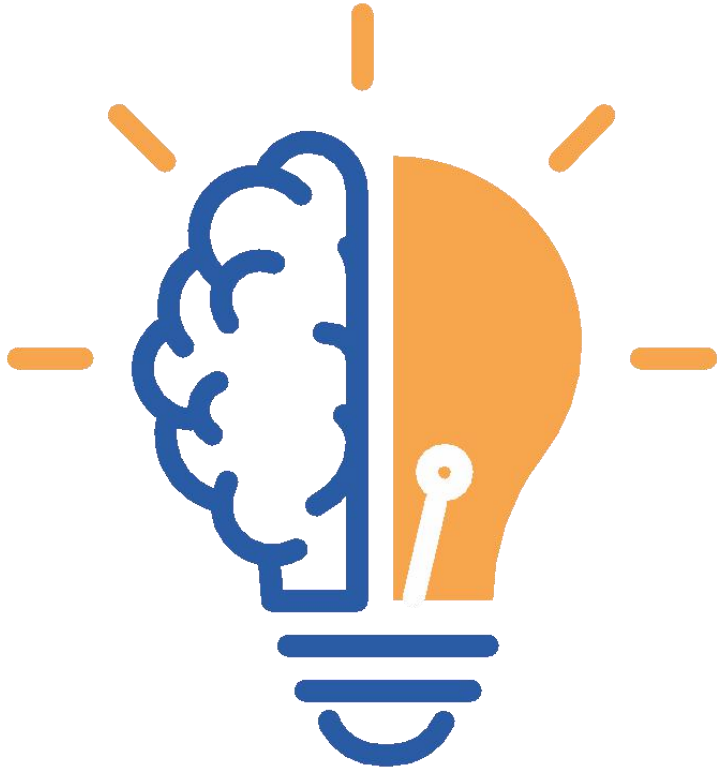
- Identify problem and address head-on
- Formed as a question or statement
- Should be specific to niche

“It’s difficult for first-time homebuyers to navigate and purchase in a seller’s market because of bidding wars, low number of days on market, and higher than normal market prices.”

“Are you finding it a challenge to see a home you like in person before it goes off the market?”



Step 3: What I Do to Solve the Problem?



- Introduce your solution
- Give a few examples of what you do to solve the problem

“We specialize in working with first-time homebuyers in this same situation by educating them on the sales process, having responsive communication, and using database tools to get access to off-market listings.”

Step 4: How Do I Solve the Problem?

- Elaborate on your solution
- Explain the skills you have that will contribute to the solution

“The details of homebuying cannot be overlooked, so I meet with each of my clients personally to review each step of the sales process and answer questions. I will also do a demonstration of our off-market database to show my clients how we find quality listings that meet their search criteria.”



Step 5: Why Do I Want to Solve the Problem?



- Explain your passion in solving the problem
- What experience do you have that makes you want to find the solution to the problem?



“As a former teacher, I choose to work with first-time homebuyers so I can educate them on the homebuying process. It’s important to me to give my clients confidence in their decision-making throughout the transaction.”

Step 6: End With a Call to Action (CTA)

- Instruction to your audience to prompt a response
- Can be a question or statement
- Bring the conversation back to them



“Tell me about your homebuying journey.”

“What are your thoughts about the current market?”

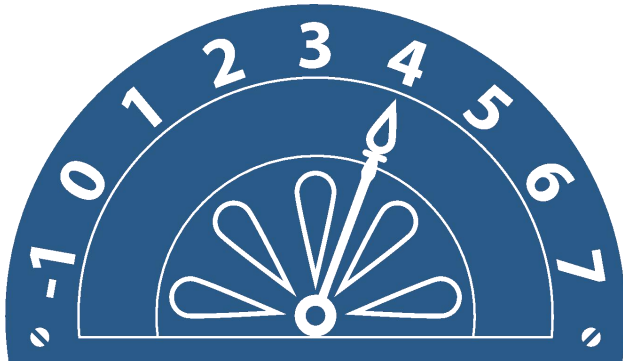
Practice, Practice, Practice

for what is thought to be
relation or from any point
point of view.

Communication [kə. mju. nɪ. keɪ. ſən]
of thoughts, opinions, or
speech or writing. of the
information by speech
for what is thought to be
relation or from any point



What Not to Do During Your Elevator Pitch



Elevator Pitch

- Do not start with “I’m a real estate agent”
- Talk too fast
- Say “um” or “like”
- Use repetitive or unnecessary information
- Continue longer than 60 seconds
- Use monotone language and movement

Visit our article

[How to Create a Successful Real Estate Elevator Pitch](#)

for examples of elevator pitches!