

UNIQUE SELLING PROPOSITION FOR MORTGAGE OR REAL ESTATE WORKSHEET

A unique selling proposition is defined as “the factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition.”

Scattergories: Mortgage Edition

1. Write down everything you think makes your mortgage company different or unique.
2. Pull up the websites of five of your colleagues or competitors websites.
3. If you find any of the items you wrote down also listed on their websites, cross them off.
4. If you have anything left, this might be the closest thing you have to a true USP.

Find

Ask the following questions to help brainstorm ideas for your Unique Selling Proposition.
Remember: your USP is something that benefits the borrower, not you!

What do we want to be known for in our market?

What types of clients do we want to serve?

What is one thing we do better than anyone else that we can prove?

What is a market that is underserved in our area?

Is there anything in our processes or procedures that make us unique?

Do we have a compelling story?

Develop

Now that you have some ideas for your USP, it's time to pick one and develop it. You need to hone in on the exact points that make it unique. Calculate your numbers, create comparisons, and explain your difference.

In what exact way are you different than your direct competitors?

How can you quantify this difference? What is the average compared to you?

Who is your USP for? Describe the type of person who would be perfect for your unique service.

Who is it not for?

What processes do you need to put in place to guarantee your USP going forward?

Use

Use the following checklist to perform an audit of your current marketing. Make sure that each of these items becomes infused with your new USP.

Website

- ☐ Homepage “Feature Area”
- ☐ Main Navigation Items
- ☐ About Page / Biography
- ☐ Blog Posts
- ☐ Blog Categories
- ☐ Download Offers
- ☐ Social Media Accounts
- ☐ Profile Names
- ☐ Profile Photos
- ☐ Profile Description
- ☐ Post Content
- ☐ Client Testimonials