

# being a real specialist

How can you really add value, through specialization?

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## You need a Bio, and you need it to stand out!

You need to take some time to think about your **IDEAL CLIENT** and what you want them to think about you. Keep your audience in mind when authoring your bio.

Before starting to write your bio, make a list of the key factors you should include, specifically, what sets you apart from the rest of the pack.

Third person perspective-

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**Micro, short and long-** You will need a micro, a short and a longer bio for different purposes. You will find that your bio will be requested in different lengths and therefore it's advisable to keep three well designed versions. The micro bio is basically a sentence that you can use as your elevator pitch and on your Twitter profile. The short one should be one paragraph long and cover all the need-to-knows. The longer one adds the nice-to-knows and should sum you up completely. As a rule of thumb, the shorter one should be roughly a hundred words; the long one could be up to one page.

Start with your name, but still stand out-

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State your business and OWN IT-

- What do YOU do different?
- What is going to make you stand out from your competition?

Throw in some personality-

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**Contact details-** End your bio with your contact details or hyperlink the content to ways of contacting you like your email or your online profiles.

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**Read and rewrite-** Get others to proof your bio before you publish it anywhere. Remember that your bio is a living document and you should review it on a regular basis. As it's fairly short it won't take you too long to make changes that can be quite important to the reader.

**Have it ready to use-** Build out your bio, so it is functional, accessible, and simple to update. Your bio is going to be your virtual calling card, used across your marketing platforms. Make sure to keep track of all the places and ways you use it, so as your bio evolves, your online presence also stays up to date with your growth and success.

Ideas for Branding Your Bio, and Having it READY to use by the end of this week:

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**Conclusion-** Your bio is as important as your handshake- so make sure it sells you and brings out your personal brand.

## Move This Big Rock: Craft your 1<sup>st</sup> draft of a Long, Short, and Micro Bio

Micro:

Short:



Who can read this for you for feedback & review?

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What could you add to this to craft your long version?

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Long



# research & organize your comps

Researching comps will be an important exercise to select your specialization, and will be a key component to you staying best appraised of what your market is “up to.” Researching comps is a tiered task, where you will first research, then communicate, and lastly implement the information you have collected. Comp research will be two separate arenas- sales, and then rental comps.

## Effective Sales Comp Research

What are Sales comps?

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Location	Age	Zoning	Parking
Building SF	Lot SF	Zip Code	Use
Building Type	Renovations	Rent Control	Tenancy

What are ways we can narrow down digital information in comps do determine a “good” Sales comp?

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Do your own research! Call on your comps! Always remember- *Facts tell, but a story SELLS!*

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What hurdles or objections could come up while you make these calls? \_\_\_\_\_

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What information is most useful to ask about while you make these calls? \_\_\_\_\_

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What are some techniques you can use to get these participants to open up to you over the phone? \_\_\_\_\_

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