



Doren Aldana's

ULTIMATE **REALTOR®** **MARKETING** **SYSTEM**

Module 1

**How to Craft
Your Irresistible
Unique Value
Proposition**



Two Prerequisite Resources:

1) Ebook: “9 Secrets for Attracting Realtor Referrals Like Crazy!”

- 51-page enhanced PDF Report
- It explains how you can use “Call Capture” and “Text Capture” to attract more buyers

budurl.com/realtorreport



2) Watch “Unfair Advantage” Webinar

- Provides text capture, plus...
- Very cool single property websites
- Great tool for getting more listings!
- And lots more!

budurl.com/unfairsystem



Download the
*Ultimate Realtor
Marketing
Checklist* at:



budurl.com/realtorchecklist

“What are the TOP 9 Realtor hot buttons?”

Additional Notes:

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

8) _____

9) _____

“What are the 8 characteristics of Top 10% Realtors?”

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

8) _____

“What are the 6 criteria for qualifying a Realtor?”

Additional Notes:

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

9 Simple Steps for Initiating Strong, Profitable Referral alliances with Top-Producing Realtors

Step 1: _____

“What are the top 9 Realtor hot buttons?”

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

8) _____

9) _____

“What are the TOP 3 questions to ask for creating your Unique Value Proposition?”

Additional Notes:

1) _____

2) _____

3) _____

“What valuable tool can you use to clearly articulate your Unique Value Proposition?”

Tool: _____

What's Next?

Action Step #1: _____

Action Step #2: _____

Action Step #3: _____