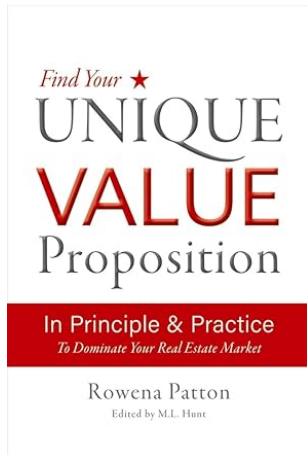


Find Your Unique Value Proposition, In Principle and Practice

To dominate your real estate market

by Rowena Patton



Non-Fiction - Business/Finance

180 Pages

Reviewed on 11/25/2017

Book Review

Reviewed by Romuald Dzemo for Readers' Favorite

What does it take to win in the saturated and highly competitive real estate business? What does it take for an agent to stand out from the teeming masses and not only generate sales, but create a steady stream of income with repeat and loyal customers? In *Find Your Unique Value Proposition, In Principle and Practice*, career professional, coach, and expert real estate businesswoman, Rowena Patton, offers clear and surprising answers to these questions, bringing to readers one of the often neglected aspects of formulating winning propositions — value. In this book, she teaches readers — real estate agents and brokers — how to identify their natural affinity audience and how to communicate what is unique about them to the audience, create marketing strategies and tools that focus on building business relationships that last, and find programs that position them to beat failure and reach for higher levels of success.

Written in a simple, popular conversational style, *Find Your Unique Value Proposition, In Principle and Practice* comes across as a timely and much needed tool for anyone who wants to succeed in the real estate business, but there is more. The strategies that Rowena Patton shares can be used for other forms of businesses. The writing is injected with practical examples, real-life stories, and insights that will provoke reflection in readers. Rowena Patton's confidence is evident in her style of writing and the reader is left in no doubt that she knows what she is talking about. This is a book for both beginners navigating their way through the real estate business and seasoned professionals seeking ways to fine-tune their business strategies and win more business. A ground-breaking work, indeed.