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

**Your Brokerage Connections**
Advantages of working with a strong team of agents, statistics on brokerage success, and platforms the brokerage utilizes.

**Value as a Real Estate Professional**
Value proposition, specialized knowledge, and qualities that assist with transactions.

**Why You Are a Real Estate Agent**
Passion and commitment to your clients.

**Your Agent Style & Expertise**
Your personality, specialized niche, and real estate goals.
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 do 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

Communication
What Not to Do During Your 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

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for examples of elevator pitches!