

Real Estate Elevator Pitch Questions

Your Agent's Style & Expertise

1. What personal skills do you possess that assist your clients?

2. What is your communication style?

3. What is your ultimate goal as a real estate professional?

4. What is your real estate niche, and how do you cater to that niche?

5. How many properties have you sold or helped purchase in the past year?

Value as a Real Estate Professional

1. What qualities assist your clients most (e.g., responsiveness, negotiations)?

2. What do you do for your clients that sets you apart from other agents?

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3. How do you prepare and educate real estate clients for a sales transaction?

4. What awards do you possess, and how do they increase value to your clients?

5. What specialized knowledge do you have of the real estate market?

Your Brokerage Connections

1. Are you part of a team? If so, how many people are on your team, and what is your role?

2. How many properties has your brokerage sold or helped purchase in the past year?

3. What marketing and advertising strategies does your brokerage leverage, and how do they benefit clients?

4. Does your brokerage have a specific niche they concentrate on, and how is that beneficial?

5. Does your brokerage use platforms (e.g., lead generation, listing sites, marketing, and advertising outsourcing) that are advantageous to clients?

Why You Are a Real Estate Agent

1. Why are you a real estate agent?

2. What do you like about being a real estate agent?

3. What led you to become a real estate agent?

4. How is the role of a real estate agent a perfect fit for your personality and life?

5. What makes you smile most as a real estate agent?
