



SPECTORA

1. **What's your elevator pitch?** *Write it out in six sentences or less.*
2. **What are your UVPs (unique value propositions)?** *Ensure these are truly unique. For example, conducting a thorough inspection is NOT a UVP. Being a one-stop-shop (offering a large variety of ancillary services) or giving an exceptionally high-tech inspection is.*
3. **What are the three biggest problems you/your company solves?** *Answer in concise bullet points or short sentences – you should be able to articulate this quickly whenever you're in touch with a new agent or client.*
4. **List three reasons why a realtor should work with you as opposed to a competitor:**
5. **List three reasons why a client should work with you as opposed to a competitor:**
6. **What are signs that you are *not* the right inspector for a client or agent?** *It's good to know when a relationship might not be a match. An example would be that your prices are too high for a client, or you only do one inspection per day and an agent wants an inspector with more bandwidth.*
7. **Name three ways you can connect with new agents this year and set goals around them** *(For example, you plan on going to more open houses, or you plan on reaching out to agents on Instagram):*