

Relationship Value Matrix

Who receives value because this relationship exists, and what value do they receive?

VALUE CREATED THROUGH...	CLIENT	FAMILY	FRIENDS / NEIGHBORS	NETWORK / COMMUNITY	AGENT / BUSINESS
Expertise & Advice	Peace of mind; confidence in choices	Learns about options	Learns options; creates curiosity	Better choices help protect property values	Trust deposit
Trusted Connections & Access	Faster access to someone trusted	Less worry about who they're hiring	Gains a trusted new resource	Builds trusted local vendors	Trust deposit; stronger network
Information & Insight	Understands value and options	_____	Better local market knowledge	_____	Deeper market context
Better Decisions/ Reduced Risk	Avoids costly mistakes	Household needs get considered	_____	_____	Deeper understanding of client
Time & Convenience	Less searching, vetting and worrying	Less household stress	_____	Good providers find good customers	Network becomes more useful
Economic/Practical Value	Protects home value; avoids waste	_____	_____	Local businesses grow	Repeat business; referrals

Look closer at access.

Our client's A/C quit in June, in Texas. Jeff showed up that day because we asked him to. Our relationship capital created value for someone else.