

# IDENTIFYING **your personal brand.**

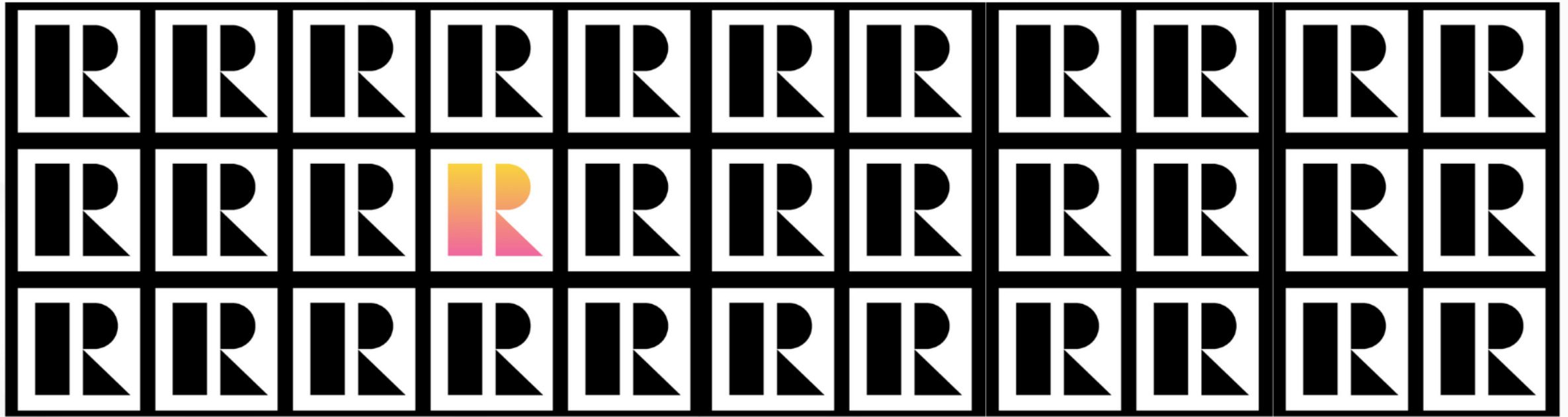
**INES HEGEDUS-GARCIA**

Executive Vice-President - Avanti Way Realty  
Chairman of The Board - Miami REALTORS®

**“Your brand is what people say about you  
when **you’re not in the room**”**

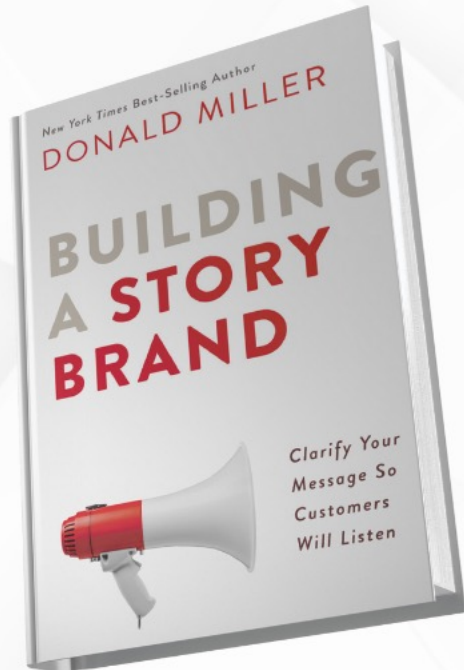
-Jeff Bezos, the Founder of Amazon.

**Your narrative** should be accurate,  
coherent, compelling and differentiated!



## Differentiated

What is **your value proposition**, how do you stand out from your competition?



You are  
**the guide.**



Your customer  
**is the hero.**



**Villain:** Who is the villain  
and how will you help  
defeat him?



**Vision:** How wonderful  
their life would be if they  
would hire your services.



**not a color**



**not a font**



**not a logo**

**Your brand is a promise**  
of what will be delivered or experienced.



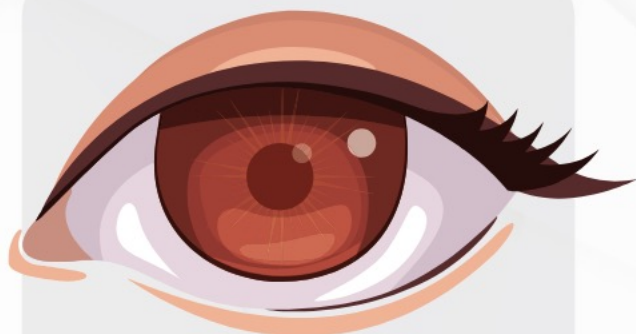
**Authentic**



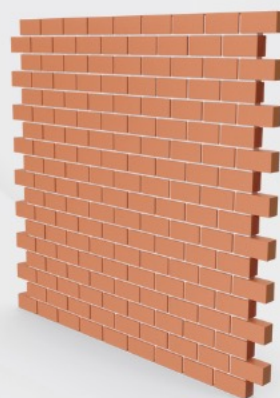
**Passionate**



**Niche**



**Visible**

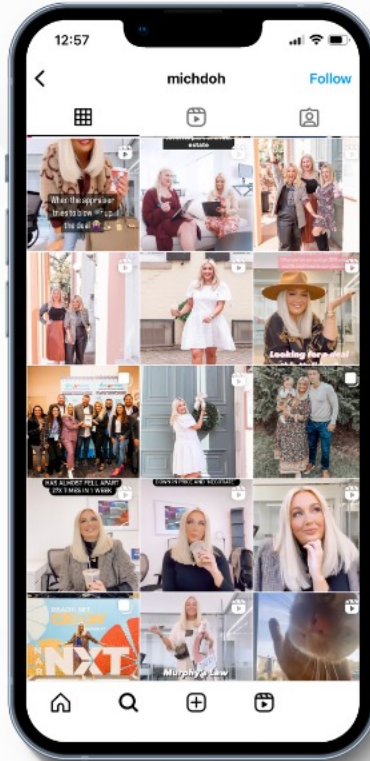


**Consistent**



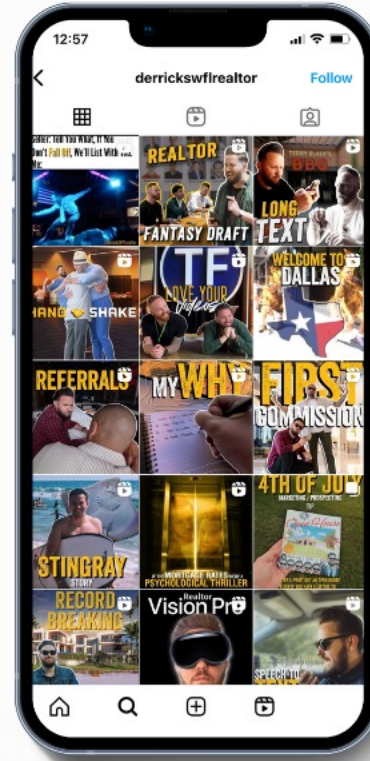
**Memorable**





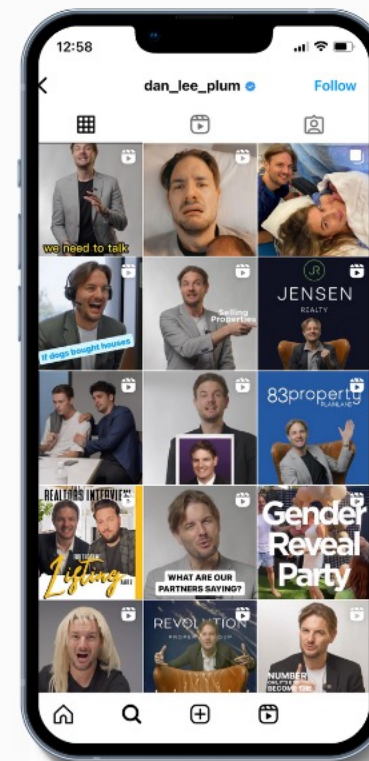
 **@michdoh**

**Michelle Doherty**  
Arlington, Virginia



 **@derrickswflrealtor**

**Derrick Gregory**  
Naples, FL



 **@dan\_lee\_plum**

**Daniel Lee**  
Australia





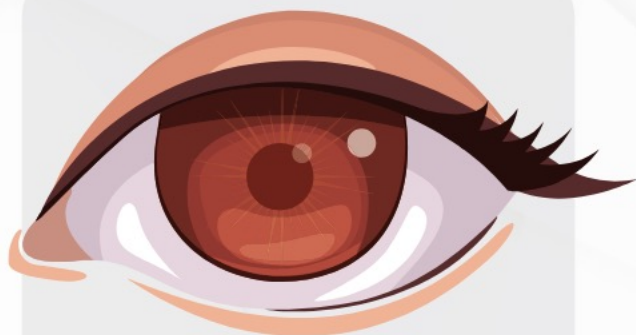
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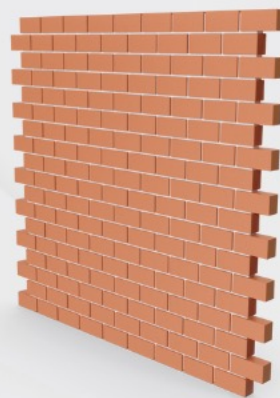
**Passionate**



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**Memorable**



# There will be **fails**

Your brand will evolve!



Benefits when  
**working with you**



Unique  
**Qualities & Service**



**Vision:** How wonderful  
their life would be if they  
would hire your services

**What is your Value Proposition?**

What makes you the best choice?



**Place**

**Mutual  
Objects**

**World  
Change**

**Profession**

**Circumstance**

## **Socialize Your Brand**

Others need to tell your story - it's not a one-sided equation - community building



**Place - Geographic Communities**





## Social Objects - Mutual Interests





**Communities of People Trying to  
Bring About Change**



NATIONAL  
ASSOCIATION OF  
REALTORS

**Practice - Profession**



**Circumstance - Events**





# Focus on the **Social Aspect** of your Social Media

Interact more + comment more + create valuable content



**“Look at me” mentality = FAIL**



# Awesome Content

Relevant - will answer questions - will provide solutions -  
**will keep customers coming back for more**





# Give More

Get what you want by giving others **what they want.**

  
**Be Nice**  
...The end.



# Ines Hegedus-Garcia

AVANTI WAY

EXECUTIVE VICE PRESIDENT



2023 CHAIRMAN OF THE BOARD



@ines



miamism



miamism



miamism

