**Branding Questions**

Thinking of the most successful agent you know, what are their strongest characteristics?

What agent characteristics do you believe contribute to the level of public trust in the real estate industry?

What do you stand for as an agent?

What do you stand against as an agent?

Let your imagination do the talking – Your friends, family, colleagues and clients are at a party to celebrate your amazing career in Real Estate. Make a list of the things you would like to hear them say about you as an agent and what you have done for them or what they have learnt from you.