**CREATING A VALUE PROPOSITION**

**KEY STEPS QUESTIONNAIRE**

1. What products and services does {INSERT ASSOCIATION} offer?
2. Who is the target member of the value proposition for {INSERT ASSOCIATION}? Be specific.
3. What problem does {INSERT ASSOCIATION} solve for the membership?
4. How do the products and services of {INSERT ASSOCIATION} benefit the association?
5. What differentiates {INSERT ASSOCIATION} from other entities in the real estate industry (other associations, brokerages, vendors, etc)?