



# KnownediQ Agent Assessment

Discover your KnownediQ personality type and unlock personalized real estate strategies

## Your KnownediQ Type

# EACR

### Strategic Visionary

Visionary Cluster

#### Your Personality Overview

You identify opportunities and present bold innovative strategies. Your ability to see future possibilities while thinking flexibly and acting decisively makes you a powerful force in dynamic real estate markets.

#### Your Dimension Scores

**Expressive (E) / Quiet (Q)**

**E (+7) 35%**

0%

50%

100%

**Linear (L) / Abstract (A)**

**A (-4) 20%**

0%

50%

100%

**Human (H) / Criteria (C)**

**C (-3) 15%**

0%

50%

100%

**Planned (P) / Responsive (R)**

**R (-12) 60%**

0%

50%

100%

## ★ Your Natural Strengths

✓ Identify emerging opportunities before competition

✓ Present bold, innovative strategies with confidence

✓ Excel at strategic positioning in evolving markets

✓ Think big picture while adapting quickly to changes

✓ Natural at inspiring action through compelling vision

✓ Strong at complex deal structuring and strategic negotiations

## 🌱 Growth Opportunities

⬆ May move too quickly for clients needing more deliberation

⬆ Could benefit from more systematic follow-through processes

⬆ Might present too many bold ideas, overwhelming some clients

⬆ Need to balance visionary thinking with current market realities

## Your Communication Style

You communicate with bold vision and strategic confidence. Present opportunities compellingly while remaining adaptable. Inspire action through clear strategic thinking and enthusiastic guidance.

## Your Ideal Clients

Bold investors, entrepreneurs, clients seeking cutting-edge strategies, people ready to seize emerging opportunities, forward-thinking buyers/sellers, business owners and developers.

## Lead Generation Strategies for Your Type

- 1 Position yourself as expert on emerging market opportunities
- 2 Create compelling content about market trends and strategies
- 3 Host dynamic presentations on investment strategies
- 4 Build network with innovative investors and entrepreneurs
- 5 Use social media to showcase bold thinking and quick wins
- 6 Develop thought leadership through speaking and publishing

## Your Marketing Approach

Lead with bold vision and strategic opportunity. Showcase innovative wins and emerging trends. Position yourself as the agent who sees tomorrow's opportunities today and helps clients seize them.

## How to Work with Different Client Types

Understanding how your personality type interacts with different buyer and seller personalities helps you adapt your approach for maximum effectiveness. Use this guide to tailor your communication and strategy for each client type.

Natural Match – Easy rapport

Good Match – Complementary strengths

Growth Match – Requires adaptation

### Working with Different Buyer Types

#### **Bold Opportunity Seeker** Natural Match

Ready to make bold moves, wants forward-thinking agent.

##### HOW TO COMMUNICATE

Present bold opportunities. Discuss innovative strategies.

##### KEY STRATEGIES

Look for emerging markets. Identify trend-forward opportunities.

#### **Market Disruptor** Natural Match

Wants to do things differently, seeks unconventional opportunities.

##### HOW TO COMMUNICATE

Challenge conventional wisdom. Present innovative ideas.

##### KEY STRATEGIES

Think creatively. Look for unique opportunities. Be bold.

#### **Risk-Averse Conservative** Growth Match

Wants proven, safe approach. Uncomfortable with bold strategies.

##### HOW TO COMMUNICATE

Temper bold ideas. Provide safety nets. Show proof of concept.

##### KEY STRATEGIES

Start conservative, gradually introduce new ideas. Respect their caution.

### Working with Different Seller Types

#### **Bold Strategy Seller** Natural Match

Open to innovative marketing and bold pricing strategy.

##### HOW TO COMMUNICATE

Present bold ideas. Discuss innovative approaches.

##### KEY STRATEGIES

Use cutting-edge marketing. Price strategically and boldly.

#### **Forward-Thinking Seller** Natural Match

Wants modern approach, open to new ideas.

#### HOW TO COMMUNICATE

Present innovative marketing strategies.

#### KEY STRATEGIES

Use latest technology and marketing trends.

### **Conservative Seller** Growth Match

Wants proven, traditional approach.

#### HOW TO COMMUNICATE

Show proof of concept. Start with proven methods.

#### KEY STRATEGIES

Use traditional marketing with modern enhancements.

## Your Next Steps to Success

- ✔ Review your strengths and identify 2-3 you'll leverage this week in client interactions
- ✔ Choose one growth area to focus on and create a specific action plan
- ✔ Implement 1-2 lead generation strategies aligned with your personality this month
- ✔ Adjust your marketing materials to reflect your authentic communication style
- ✔ Join the KnowediQ program for ongoing personality-based coaching and support

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