

Competitor	Type	Specialization	Local Coverage	Strengths	Weaknesses
Hasson Company	Large brokerage	Luxury homes, established brand	Portland, Lake Oswego, West Linn	Strong luxury brand, trusted reputation	Less personalized, corporate image
Windermere Realty Trust	Large brokerage	Community-driven, broad coverage	Portland, Gresham, Wilsonville	Local presence and involvement, brand loyalty	Limited agent identity, overshadowed by brand
Keller Williams Portland	Franchise brokerage	Team-oriented, training-based	Metro-wide	Training and lead generation for agents	High agent turnover, brand inconsistency
John L. Scott Real Estate	Franchise brokerage	Relocation, family services	Metro-wide	Broad family and relocation appeal	More transactional feel, not as personalized
Suzanne Dickson Realty (More Realty)	Independent agent	Personalized service, neighborhood expertise	Wilsonville, Tigard, Tualatin, West Linn, Oregon City, Portland, Gresham,.....	Boutique experience, flexible, highly personal	Needs broader online presence and clearer positioning

Suzanne's Unique Selling Proposition (USP)

"Personalized real estate guidance across Portland's diverse neighborhoods, combining local expertise with a commitment to client success."

Key Differentiators to Emphasize for Suzanne:

Boutique-level personalization — Clients work directly with Suzanne, not shuffled between teams.

Community-driven approach — Focused on families, relocations, and real estate for long-term living.

Hyper-local expertise — Deep knowledge of neighborhoods in Wilsonville, Tualatin, West Linn, and Portland.

Backed by More Realty — Large network with a personal touch.

Client-first values — Advocates for homebuyers and sellers through every step, no fluff.

Buyer-Focused Long-Tail Keywords

"First-time homebuyer programs in West Linn"
 "Affordable family homes in Tualatin with good schools"
 "New construction homes for sale in Wilsonville"
 "Pet-friendly condos near downtown Portland"
 "Homes for sale in Gresham with large backyards"

Seller-Focused Long-Tail Keywords

"How to sell your house fast in Oregon City"
 "Best time to list a home in Tigard"
 "Cost of selling a home in Portland"
 "Tips for staging your home in Tualatin"
 "Selling a home with a mortgage in West Linn"

High-Competition Keywords

Portland real estate agent
 Homes for sale in Portland, OR
 Portland realtor
 Real estate listings Portland

(These keywords are highly competitive; ranking for them may require significant SEO efforts.)

Long-Tail (Lower Competition) Keywords

First-time homebuyer assistance in Tualatin
 Family-friendly neighborhoods in West Linn
 Affordable homes in Oregon City
 Real estate agent specializing in Gresham suburbs
 Personalized home buying experience in Wilsonville
 Sustainable homes for sale in Portland
 Historic homes in Oregon City for sale
 Relocation services in Tigard, OR
 Investment properties in Gresham, OR
 Boutique real estate services in Portland metro

Niche & Lifestyle Keywords

"Eco-friendly homes for sale in Portland"
 "Luxury riverfront properties in West Linn"
 "Homes near top-rated schools in Wilsonville"
 "Accessible homes for sale in Gresham"
 "Homes near top-rated schools in Wilsonville"
 "Historic homes for sale in Oregon City"

Investment & Relocation Keywords

"Real estate investment opportunities in Tigard"
 "Relocating to Portland: housing market overview"
 "Duplexes for sale in Tualatin"
 "Multi-family homes for sale in Gresham"
 "Duplexes for sale in Tualatin"
 "Best neighborhoods in Portland for new residents"

Broader Online Presence = Showing up where buyers & sellers already are

Area	Goal	Examples
Social Media	Build visibility & trust	Facebook, Instagram, Google Business, LinkedIn (optional)
Search Engine Visibility	Be found in local real estate searches	SEO-optimized website, blog content, long-tail keywords

Client Avatar Profiles (ex.)

Buyer Type	Goals	Challenges	Where They Hang Out
First-time buyers	Affordable entry, good schools	Financing confusion, trust	Facebook, Google, Reddit
Relocating families	Community + schools	Don't know Portland suburbs	LinkedIn, Facebook Groups
Investors	ROI, multi-family	Market saturation, timing	BiggerPockets, Zillow

Local Directories	Claim real estate-specific listings	Zillow, Realtor.com, Homes.com, Yelp
Email Marketing	Stay top-of-mind with warm leads	Newsletters, new listing alerts, client check-ins
Reviews & Testimonials	Boost credibility	Google, Facebook, Zillow reviews
Community Involvement	Establish a local reputation	Sharing local events, supporting neighborhood initiatives

Pages should tell a new visitor:

- What type of buyer/seller you help
- What makes you different from other agents
- What areas you dominate
- What you stand for or values