

Feature

- **A Feature describes what something is**
- **The Feature is the “What”**

Example:

- **The My Town Gurus Community webpage is a local resource that residents and those interested in your town visit to gather various community information, news, events, reviews, real estate, and more.**
- **Only the Town Gurus listings appear on this page.**

Explain

- **A Explanation tells what something does**
- **Explain is the “How”**

Example:

- **Using a reinforced marketing system that includes digital and traditional marketing, social media marketing, community outreach, and public relations, the Town Guru drives more people to places where they can see their listing then any of their competitors can.**

Advantage

- **An Advantage tells why it provides a **BENEFIT****
- **Advantage is the “Why”**

Example:

- **Town Gurus listings are seen by more people driving more interest and showings to your property. This results in the Gurus homes selling faster and for more money.**