How to Write an Effective Real Estate Profile

The profile on your agent website, social media and in your print marketing is your opportunity to introduce yourself to prospective buyers and sellers. This feature provides information to buyers and sellers that could result in increased leads from prospects when searching the site.

According to the California Association of Realtors ®2005 Intranet vs. Traditional Buyer Study almost nine out of 10 (88%) found their real estate agent through listings on a real estate web site. Internet homebuyers typically interviewed just one agent. Important to note is that the Internet homebuyer is interested in working with the agent that provides a prompt response to their inquiry. Additionally, the agent's qualifications and professional skills are also deciding factors that determine why the personal biography is vital.

In addition to your photograph the sothebysrealty.com site provides you the opportunity to display your personal biography; your real estate designations, as well languages spoken. Your profile is also linked to your listings.

Associate Biography Information

To assist with the writing of the biography we have prepared for your review and benefit, helpful hints, suggestions, power words and phrases you may wish to consider as you develop the content for your biography. Once you have written you biography, it should be posted everywhere.

As you begin preparing the content, start by asking yourself this question:

"*If you were looking for a sales associate to assist you in the buying or selling process what would you like to see in their biography?", or "Why work with you?"*

- Put the most compelling information on the first line of your paragraph. You will need to immediately capture the attention of the reader (most especially the e-consumer who wants internet copy to be efficient and effective).
- If you are going to acknowledge the real estate designations you have earned, (ABR, SRES, CIPS, etc.) do not use initials or acronyms. Spell out all designations so the e-consumer understands our real estate language.
- Be sure to include your strongest points that pair up with the expected client needs – especially if there are current niches you excel at in your production. EXAMPLE: Short Sale Expert, Foreclosure Avoidance Resource, 1031 Real Estate Exchanges, etc.
- Include in your biography your areas of proficiency; ie new construction; antique homes (historic), waterfront properties, resort properties etc.
- If you choose to speak to the services you deliver, keep the claims you make within the range of your own integrity. Don't over-promise and under-deliver.
- As you are writing your biography, keep in mind the goal of your biography is to provide the prospective buyer and seller with just enough information to spark their interesting working with you to assist them with their real estate transaction.
- Your prospective buyer or seller will want to see information related to your real estate expertise; however you may also want to include background about your interests outside of real estate, ie. cultural interests, sports, community involvement et al.
- Using a familiar quote or two can also be an effective profile addition…To quote a well-known phrase; "*you only have one chance to make a first impression.*"

Power Words and Phrases

Accomplished
Achieved
Attentive
Capable
Committed
Competent
Consistent
Creative
Dedicated
Effective
Efficient
Energetic
Enthusiast
Experienced
Integrity
Knowledgeable
Organized
Persistent
Principles
Productive
Professional
Proven
Qualified
Responsible

Connoisseur of Art, Wine, Antiques, etc.

Avid Golfer, Skier, Tennis Player, etc.

International Traveler
Responsive
Values
Action oriented
Build effective business relationships
Client level service
Communication Skills
Company support system
Cutting edge
Detail oriented
Equestrian
Exceed expectations
Excellent listening skills
High standards
Knowledge of local area
Knowledge of purchase process
Knowledge of real estate market
Negotiating skills People skills
Performance oriented
Positive approach
Positive attitude
Results oriented
Service oriented
Skills with technology
Technology proficient