

How to Write a Professional Profile



Rise Above the Crowd

OBJECTIVES

During this session you will:

- Gain a better understanding of how to write a professional profile.
- Examine the top 10 tips for writing a bio.
- Analyze and read through 6 well-done professional profiles of Realtors throughout the county.
- Write your own profile.



How to Write a Professional Profile

Why Does Your Professional Bio Matter?

How many people actually read those things, anyway?

The answer: A lot of people! Buyers, sellers, and other professionals in your business will check you out online to find out a little bit more about you. More importantly, though, there's no way to tell exactly *who* is reading it -- and you always want it to be ready for when the *right* people to come across it. And when they do, you want it to be appealing and informative.

Your professional bio can live on the RE/MAX website, your social media accounts, your LinkedIn profile, your office's website, your blog posts, your speaker profiles, and many other places. And, it's the tool that you can leverage most when you're networking.

Bottom line?

People *will* read your professional bio. Whether they remember it, and whether it makes them actually care about you, is a matter of how well you present yourself to your intended audience.

What do Clients Want?

Like all of your marketing materials, your real estate bio needs to highlight the three things every client wants from a Realtor:

1. Clients want someone they can trust.
2. Clients want someone competent enough to ensure a smooth transaction.
3. Clients want someone they'll enjoy spending time with.

To communicate these three things, your bio should highlight professional experience, certifications, personal interests, and how you're going to add value for the client.

10 Tips and Tricks from the Pros

Your goal should be on creating a meaningful and impactful bio for anyone wishing to hire you as their real estate professional.

1. Keep It Short and Sweet, but Put in Time to Make it Awesome!

People read, on average, between 250-400 words a minute. Few people spend more than a minute reading a bio. Think about that when considering the length of a bio.

A professional profile takes a long time to write. Take the time to make it great and speak to what your audience wants to hear and know about you.

2. Choose a Great Photo

Choose a clear, friendly, and appropriately professional image. Not sure what “appropriately professional” means? Take a look around at what the people in your company, industry sector, or business level are wearing. Use that as a reference. *(Pro tip: “If you can show yourself in action, do it,” says a blogger who experimented with multiple LinkedIn photos to see which garnered the most attention. “A photo can go a long way to convey passion, energy, charisma, empathy, and other soft skills that are hard to write about.”

3. Don't Overdo It

We know you have accomplishments, but there is a fine line between humility and boasting. Walk that fine line. You do want to include accomplishments, but prospective clients could be turned off if the bio is overzealous or overreaching.

4. Pepper in the Personal

Real Estate can be a very personal business. It helps to reveal a little bit about your interests as they may reveal a connection between yourself and a prospective client.

5. Speak To Your Foundation

Everyone's path is different, but there is something that drew you into the real estate business. Identify that. People want to know your journey and background as it helps give them context about you.

6. Identify Your Specialty

Of course, there is no deal too big or too small, or a neighborhood you won't go to, to make a client happy, but if there is a type of property or a neighborhood that you do particularly favor, identify it. You should not think of your bio as something that solely lives on your firm's website. "A bio is content that can be reused (or edited, parsed, quoted from) on any mailing, any show sheet, or included anytime for an appearance on a panel, in an article or radio program, or as a summary on one's LinkedIn profile. It should not be thought of as something that just lives in one place."

7. You don't always have to say you're number one

Many agents focus on the volume of sales but people want to know two things: that you will handle their transaction and advocate for them and that you will make them feel cared for during the transaction. Your stats are important, but they aren't the only thing. What makes you special and how will you address the concerns that buyers and sellers have?

8. Write for the analytic and the emotional mindsets

There are two essential types of people who you are marketing to: those who are looking for numbers/analytics and those who are looking for great customer care and coming from a more emotional place. Your bio should provide enough facts/stats from either your track record or your brokerage to show your experience but it should also convey who you are as a person. For newer agents, focus on the brokerage stats, and bring in any non-real-estate experience from your background that can apply, such as sales, customer service, or negotiation.

9. Create two versions of your bio

Ideally you should have two versions, a one paragraph version for websites like Zillow, Trulia, Realtor.com etc. and a slightly longer one for your [brokerage website](#). It's also helpful to have your elevator pitch: a one-sentence that explains who you are and what you do. Ask yourself why you are in real estate, beyond needing a career and making money. Finding that deeper passion and being able to convey it to others can get them engaged.

10. Think multimedia

Having both a written bio and a video intro can not only make you seem more technologically savvy, it also let's people get to know you a little better. Think about using video to show your personality, and show your passion for your business.

So, what does a top-notch professional bio look like?

Let's take a look at some great examples. We've collected some of the best real professional bio examples we've ever seen online. Check them out, and use them as inspiration when crafting your own.

Today's Exercise:

Let's take a look at each, and review what our likes and dislikes about each. The purpose of this exercise is to expose you to examples that will help you formulate your own bio that is unique to you!

6 Engaging Real Estate Bio Examples from the Pros



1. Maura Neill's Bio – Realtor, Speaker, and Instructor

"Maura Neill, ABR, CRS, CDPE, e-PRO, MRP, MA, REALTOR® is a second-generation REALTOR® who combines her love for the industry with her passion for education. Before getting into the real estate business in 2001, Maura previously taught at The Florida State University, University of Phoenix, and Gwinnett County Public Schools (in the Metro Atlanta area). She is an active agent with RE/MAX Around Atlanta, leading her team and representing buyers and sellers on a day-to-day basis, and considers education – both clients and other real estate agents – an important part of her role as a REALTOR®. Maura is a social media and technology devotee and an active real estate speaker and instructor on subjects such as real estate technology, building your business via social media, customer service and client retention. She has spoken for various conferences, such as RETSO, Inman Agent Reboot, Inman Connect, Council of Residential Specialists' Sell-A-Bration, Women's Council of REALTORS®, and the National Association of REALTORS®, for state and local associations in Georgia, Hawaii, Illinois, Iowa, Kansas, Louisiana, Mississippi, Missouri, Montana, New Mexico, South Dakota, Tennessee, Virginia, and Wisconsin, as well as the Guam Association of REALTORS®, RE/MAX, ERA, and Crye-Leike. Maura is active with the Atlanta Board of REALTORS® and the National Association of REALTORS®. An active voice for the real estate industry, Maura was chosen to be a facilitator for [NAR's "REthink the Future" project](#) in 2012-13. In addition, she's a NAR-approved e-PRO® instructor and is the lead instructor and subject matter expert for NAR's newest certification, the Military Relocation Professional (MRP). Maura is founder of [Trick or Treat for the Troops](#), which is now in its ninth year and sends dozens of care packages to U.S. Servicemen and -women who are deployed and away from their families during the holiday season. A lover of all things Atlanta, Maura lives in Johns Creek, Georgia, with her husband Ben, their Beagles Charlie, Maddy, and Jarvis, and a cat who wishes to remain anonymous."

Key takeaway: Start with hard skills, then move on to describe awards and accolades, and finish off with charity work and personal touches.



2. Jason J. Smith's Bio – Summit Living

While Jason's bio has almost the same number of words as Maura's, Colorado Realtor [Jason J. Smith](#) uses subheadings to break up the text in his real estate bio with great results. Notice how much easier it is to scan the page, and how much less daunting it seems to read.

Hi. I'm Jason Smith, how can I help you? *There's no place else on earth quite like Summit County, Colorado and owning property here is one of the great privileges of life. I love this area and once I show you around, I'm convinced you will love it too and want to plant roots of your own in the mountains. When to buy? Where to buy? What areas should I avoid? How can I really make sure I'm getting a good deal? These are the questions I can help you answer. Give me a call today at 970-262-7890 and let's get started! **The Best Service, The Best Results** I love the real estate business and have been a full-time broker since 1995. I have the experience and local know-how to help you make the best possible decisions. I also have specialized training in real estate negotiation so having me on your side means you're working with a real professional. I'd like to earn your business so call me today and I'll work extra hard to make sure your real estate transaction is a complete success! **What makes Summit County, Colorado so unique?** Summit County is home to the ski resorts of Breckenridge, Keystone, Copper Mountain, and Arapahoe Basin. It's also just about 20 minutes to Vail and Beaver Creek. It's 90 minutes of scenic driving to Denver International Airport, and home to two 3000+ acre lakes for unique year around fun. **Did you know?** Markets are always driven by supply and demand. Since Summit County is very small and it's surrounded by national forest, future development is very, very, limited and the county has nearly reached its build-out point. That means supply is very limited now and in the long term. Our ease of access from anywhere on earth and proximity to Denver assures that demand stays steady. This means that Summit County, Colorado is a great place to make your real estate investment."*

Key Takeaway: Use bullet points to make a long bio easier to read



3. Liz Bourneuf Bio – Halton Pardee + Partners

If you're relatively new to the industry or working solely as a buyer's agent, focus on telling your story and showing leads why they should spend time with you.

"Buying her first home with her husband in Seattle ignited Liz's interest in real estate. Shortly after moving back to LA, Liz began her career at Coldwell Banker, before meeting Tami Pardee through mutual friends. She loves the Halton Pardee + Partners family and enjoys going to work every day. Meeting new people and helping clients find the right house to call home is her passion. Her client dedication and love of helping others are what motivate her most. Naturally, Liz loves the subject of architecture, especially the designs of mid-century modern icon Frank Lloyd Wright. Raised in Ohio, Liz graduated from Ohio State University and remains a loyal fan of the college football team (GO Bucks!). In her free time, Liz is busy baking, reading, and exercising. As a long-time Venice beach resident, she, her husband and their two beautiful children enjoy the beach and great weather all year long."

Key Takeaway: Tell your story

5. Christine Ko's Bio – Climb SF



Let's face it. In the age of Instagram and Snapchat, the process of getting to know someone almost always involves scrolling through their personal pictures. Love it or hate it, this is what many millennial clients want when starting a new professional relationship. Climb SF's Christine Ko, Senior Sales Associate and one of Realtor Magazine's 30 Under 30, supplements her (impeccable) professional accomplishments in her bio with fun personal pictures from her life. Remember the three rules of real estate marketing. Clients want someone they can trust, someone who can complete their transaction, and someone they want to spend time with. Including personal photos along with a strong professional bio is a great way to knock out all three in your bio.

"Christine Ko is an accomplished Bay Area agent who brings a strategic yet personable approach to the home buying and home selling process. Drawing from years of experience as a Silicon Valley entrepreneur, Christine has built a reputation for her refreshingly friendly customer care and proven ability to guide buyers to obtain the best value for their dream home and to assist sellers to a smooth, stress-free sale of their home. A Bay Area native, Christine has extensive knowledge of the different cities and neighborhoods across the South Bay and up the Peninsula. She serves the entire Silicon Valley area and specializes in home buying and selling, investment properties, luxury homes, and multi-residential properties. Christine obtained a Bachelor's Degree in Economics from the University of California, San Diego. She then studied at the top commercial real estate company, CB Richard Ellis, becoming an expert in current financial options, local and national markets, and the subtle art of negotiating property purchases. Now she brings her passion and sharp attention to detail to help buyers in a highly focused search for their new house and to help sellers get the most value for their home. As an experienced agent, Christine understands that buying and selling is one of the biggest decisions in a client's life and views representation and guidance of her clients through this process as a true privilege. Christine is a member of CAR, NAR, SILVAR, and SFAR and currently serves on the board of the Korean American Professional Society. Along with her service in the community, Christine received a highly prestigious award in 2013 when she was chosen as one of [Realtor Magazine's top 30 under 30](#). This award is honored to individuals who exemplify success, skills, creativity, and leadership in the real estate industry."

Key Takeaway: Include personal photos along with your bio



6. Anthony West's Bio – LLKC

Even though you're writing about yourself, you still need to talk about yourself in the third person. That means using "he or she" instead of "I". However, if you want to add some personality to your bio, you can always switch to first person and quote yourself. Kansas based realtor Anthony West does a good job of this in his short and well written bio.

As a Realtor® licensed in Kansas & Missouri, Anthony provides Strategic Marketing and Transaction Management services to his clients across many Kansas City markets. His business is built on: Dedication, Communication, Determination, & Trust while embodying the ability to cater and adapt to all of his client's Real Estate needs. "Just as the Real Estate industry evolves to become more innovative and efficient, so do I." A Kansas City native for over 20 years, his knowledge of the city's geography can assist you with all of your Residential Real Estate endeavors on both sides of the state line! In addition, he provides exceptional Real Estate services to ensure you feel confident with your decision to hire him. "Rest assured I will listen to you! With an understanding of your needs & wants, I will do my best to help you achieve them all." Anthony graduated with honors from the University of Kansas School of Business, majoring in Business Administration with an emphasis in Entrepreneurship. As a Tech Enthusiast, Inman News Real Estate industry writer, & Athlete, he believes: "If you Work Hard you can Play Hard."

Key Takeaway: Use the third person to describe yourself, but "quote yourself" in the first person.

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REVIEW

During this session you learned:

- How to write a professional profile.
- The top 10 tips for writing a bio.
- How to start writing your own profile.

To Do's:

Take the time to finish your profile. Have a friend or colleague review it and proof it before you upload it to your website and social media sites.

Take the time to clean up your social media sites, and add your profile information to websites such as your office website, LinkedIn, Facebook, Twitter, Instagram, etc.