

Clearly stating your ability to help a buyer or seller while also stating your accomplishments connects you to more potential clients. You'll want to streamline your bio into sections so clients can view important details they might see as crucial to their choice in a Realtor. Get personal and build rapport. Finally add a call to action. How do they start the process? Phone call? Email? Appointment? Get them reaching out to you.

DID YOU KNOW? WE ALSO OFFER:

- Database ReCharge
- Review Gathering Tools
- Email Signature Revamp
- Exceptional Client Experience
- Marketing Concierge

SPECIALTIES

- **WHAT IS YOUR HIGHEST PROFIT SERVICE?**
- **WHAT DO YOU LOVE DOING?**

In this section, list the client services that you provide to your customers. Do you serve buyers? Sellers? What types of deals are highly profitable for you?

EXPERTISE

- **LOCATION**
- **HOME TYPE OR MICRO COMMUNITY**
- **NEW CONSTRUCTION / SHORT SALE**

Do you have a location you know more about than anyone on the planet? A specific home type you love selling? List the skills and local knowledge that differentiate you from your competitors. Is there a specific kind of transaction you're an expert in? If so, let consumers know! Your expertise is more specific than your specialties. Narrow down to your target audience.

CREDENTIALS

- **YEARS OF EXPERIENCE**
- **IF YOU'RE A NEW REALTOR DON'T MENTION IT**

This is the section where you list your years of experience (if you're new, consider leaving that information out), any accreditations you've earned and any certifications you have.

PERSONALIZATION

- **NON-PROFIT INVOLVEMENT**
- **PERSONAL INTERESTS**
- **PROFESSIONAL ACCOMPLISHMENTS**

Now is the time to humanize yourself. What are 2 great things about you as a person? Were you recognized in your area by your brokerage or an outside organization? How many sides did you close last year?

CALL TO ACTION

- **HOW DO THEY START THE PROCESS?**

How do you want your potential clients to reach you? Phone? Email? Text? Website? **TELL THEM.** Call them to action. Having them message you on the platform is great if you can respond quickly.

*** Under the final section feel free to add any professional memberships or affiliations. Your clients aren't usually too worried about that but it builds professional distinction with some people.

