

Write Your Real Estate Bio (+ Prompts & Template)

Writing a bio about yourself is very important to your real estate business and brand. Your clients will research you for a couple of reasons: they want to make sure you actually are a real estate agent, that you have a positive reputation, that you add value to their real estate needs, and that they feel comfortable with you representing them in a real estate transaction. Your bio is a way to make them feel that they are in great hands.

Take a look at bios on your brokerage website, LinkedIn, real estate listing websites, and individual agent websites for inspiration as well as the question prompts and template below for guidance.

Question Prompts

Paragraph 1/2: How you got here

- Where are you from?
- What brought you to (Location)?
- Previous experience (other jobs, life experience)?
- How has that previous experience has brought you to real estate?

Paragraph 2/3: Your brand

- What do you do at your brokerage?
- How are you going to help your clients?
- What qualities do you have that set you apart from other agents?
- Why do you have a passion for real estate?

Paragraph 3/4: Personal information

- Schooling
- Hobbies
- What do you like to do in your free time?

Real Estate Bio Template

“Born and raised in **[City/Market]**, **[Agent Name]** has **[his/her/their]** finger on the pulse of the local real estate market. In addition to being an enthusiastic resident of **[City/Market]**, **[Agent Name]** is highly regarded by local residents and business owners and is dedicated to the success of the region.

“**[Agent Name]** became a real estate agent after ___ years in **[professional background]**. A licensed real estate agent since **[year]**, **[Agent Name]** offers clients extensive expertise as **[description of relevant experience and skills]**.

“**[Agent Name]** is characterized by **[values/personal strengths]** and constantly strives to help clients achieve **[goals]**. **[He/she/they]** has/have been a top-performing agent at **[Agency]** and **[other awards and achievements]**. **[Agent Name]** specializes in **[relocation, interior design, and so on]**.”

“When **[Agent Name]** isn’t helping buyers and sellers achieve their real estate goals, **[he/she/they]** enjoy[s] **[list of hobbies or interests]**.”