

Clearly stating your value proposition and credentials sets you apart from your competition and connects you to more potential clients. Organize your bio into categories so consumers can easily browse relevant information.

We recommend structuring it like this:

Specialties

In this section, list the real estate services that you provide to your customers. Do you serve buyers? Sellers? Do you specialize in foreclosures? If so, state it here!

Expertise

List the skills and local knowledge that differentiate you from your competitors. Are you the luxury leader in your market? Do you have specialized knowledge of specific housing styles or areas? If so, let consumers know!

Credentials

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.

Accomplishments

List any accomplishments that set you apart from the crowd. Were you recognized in your area by your brokerage or an outside organization? How many sides did you close last year?

Memberships

What groups are you affiliated with? These could include NAR, regional associations, MLSs and Zillow!