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]**.”

