

# YOUR ONLINE PROFILES, BIO 101

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Your prospective clients will google you before they call you; your friends will do this too. Whether you are a first-year, third-year or tenth-year agent, you need to look good online. You need to look legitimate and professional, your contact information needs to be super easy to find, you need a photo where there should be a photo, your profiles and bio's need to scream real estate. I see too many agents whose online profiles are outdated or missing key information or simply non-existent. On a somewhat regular basis, google yourself, google your email address, google your phone number, google the name of your business. Find out what your next prospective client will see when they check you out online, because they will. You must pass the online test.

Here is my recommended basic list of where you should be online:

- [Your brokers' website](#) – Duh. Sometimes your broker will do this for you, sometimes it is up to you.
- [LinkedIn](#) – Is it really super clear on your LinkedIn profile that you are a Realtor? Or does it still show your last gig? It needs to scream real estate.
- [Zillow](#) – Make sure you join as a real estate pro, not a consumer.
- [Realtor](#) – Ditto, as a real estate pro, not a consumer.
- [Google+](#) – You can go on and on, stick with one or two paragraphs. Here's mine ...

Story



**Tagline**

Success Faster

## **Introduction**

Julie Nelson is a trainer, career architect, and business strategist for Realtors®. Her focus is new and re-launching agents. Her greatest mission is to move the needle on NAR attrition. Julie published an ebook, *Success Faster: A Practical Action Plan for Quickly Ramping Up Your Real Estate Career*. Julie is with Keller Williams Realty in Austin, TX and was the Director of Career Development for 5 years in the largest KW market center.

## **Bragging rights**

Published author, Inman contributor, skilled gardener, adequate cyclist.

- [Facebook personal](#)
- [Facebook business page](#)
- [Yelp](#) – Siri uses yelp.

And here is a list of secondary or bonus online profiles:

- [YouTube](#) – Google owns YouTube.
- [ActiveRain.com](#) – enormous real estate blog site
- [Your local board & state association](#) – you will already be listed on their site, make sure your profile looks good and complete.
- [Pinterest](#) – If you’re there, then have a little real estate in your profile and a few boards that talk real estate. Check mine [here](#). Notice I use my business name, The Nelson Project, as my user name.
- [Twitter](#), if you tweet. Make sure your 160-character profile somehow says you’re in real estate. Your twitter profile should show a little character. Here’s



mine:

And a few random bio tips:

- Sometimes a pro photo works best, sometimes a casual photo is best; mix it up. LinkedIn, pro photo; Facebook, personal.
- Start a word doc called “BIO” and keep all your pertinent links handy as well as different bio’s you write. This way, when you come upon a new website that needs a bio, you already have a version of it carefully crafted and saved.
- Google a top techy Realtor you know and look at their profiles online. This will give you some verbiage ideas.
- Look up profiles for agents in your office ... you will quickly see the good profiles vs the not so good.
- Do not say you are “new” anywhere. Sometimes you have to post “licensed since” ... you need to do that. But everywhere else should simply look like you’re a pro.
- Be current with your photo. We’ve all seen those way out of date photos ... don’t be that person.
- Update your profiles as necessary.

