

# Writing a Professional Real Estate BIO

How to write an effective RE BIO  
Tips, Ideas and Things to Look Out For  
Uses & So Much More

# I. Why do we need a bio?

- It's a Resume, NO... but it's like one
- It's an Opportunity to Be a Person
- List Accomplishments
- Set Yourself Apart
- Align Yourself with Others
- Live like an Influencer

## II. Where do I use it?

- Websites
- Social Media
- Applications
- Etc.




# A. Websites

- This can be used on the London Foster, Agent Profile Page to improve your SEO's and to build a rapport with future clients.

<https://londonfoster.com/agents/memo-valverde/>

- It can also be used on your personal IDX Website.

[www.memo.londonfoster.com](http://www.memo.londonfoster.com)



The screenshot shows the 'AGENT PROFILE' page for Memo Valverde, a Real Estate Professional. The page includes a profile picture, contact information (Cell: (646) 725-2026, Email: memo@londonfoster.com, Website: www.memo.londonfoster.com), and a bio. A 'REAL ESTATE SEARCH' sidebar is visible on the right with filters for Location, Type, Beds, Baths, and Price. The top navigation bar includes links for Home, Properties, Agents, Join London Foster, Agent Login, Blog, and Contact Us.



The screenshot shows the London Foster website homepage. The header features the London Foster logo and navigation links. Below the header, there is a section for 'MEMO VALVERDE' with the tagline 'The Best Place to Find Your Home'. The main content area displays a large image of a city skyline (Miami) with the text 'MIAMI IS THE HEIGHT OF CULTURE, MUSIC AND ART SCENE.' at the bottom.

# B. Social Media

- Facebook
- Business Instagram
- Twitter
- LinkedIn
- & Many More...



# Explore

⚙ Settings

LinkedIn

People

Memo

Valverde



**Memo Valverde**

Realtor & Recruiter at London Foster

London Foster Real Es

**Memo Valverde**  
2,176 Tweets



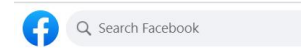
**Memo Valverde**

@memorealestate

Real Estate Agent, Flipper, Renovation, Design and Architecture, Runner, Sun, Beach

📍 Florida, USA 🌐 [memo.londonfoster.com](https://memo.londonfoster.com) 📅 Joined March 2017

2,417 Following 317 Followers

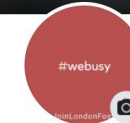


Manage Page

Memo at London Foster, Real Estate

Page

Updates



**Memo at London Foster, Real Estate**

@memorealestate · Real Estate Service

Instagram

Search



memo7745

Follow

1,470 posts 4,105 followers

Memo Valverde, Su Realtor 🏠  
Memo Valverde, REALTOR @ Lor  
what I do... I am a Realtor! 🙌🏠  
[memovalverde.myrealestateplat](https://memovalverde.myrealestateplat)



Contact me




Boom






# C. Applications

- Zillow
- Realtor.com
- Homesnap



Florida - Miami Beach - Memo Valverde


[Manage your profile](#)




**Memo Valverde**  
He/Him/His  
★★★★★ 5.0 • 13 Reviews  
No sales reported in the last 12 months

[Contact](#)


realtor.com® Buy Sell Rent Mortgage Find Realtors® My Home





WWW.LONDONFOSTERREALTY.COM



**Memo Valverde**  
London Foster Realty  
★ 5 (1) • 2 recommendations

About **Memo Valverde** 

[Back](#) My Public Profile 



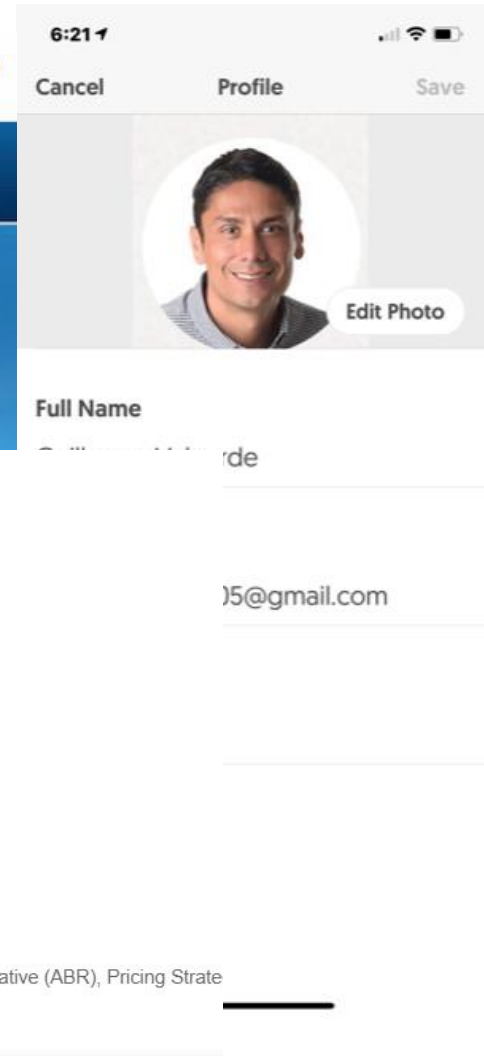
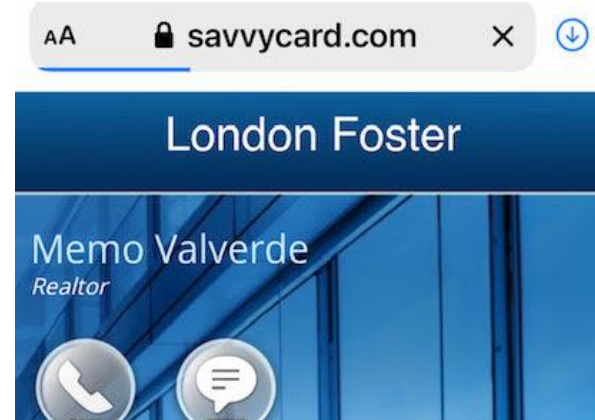
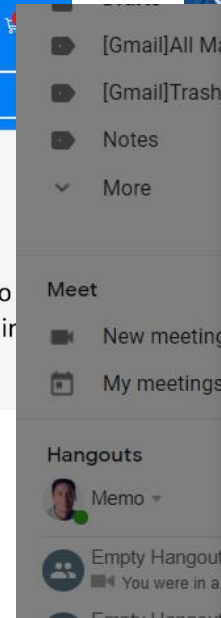
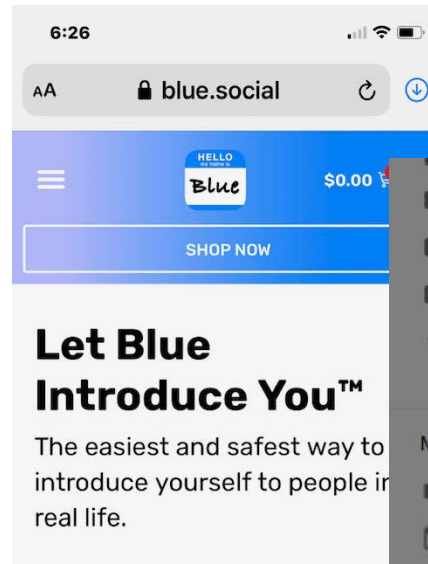
**Guillermo Valverde**  
MEMORANDUM305@GMAIL.COM  
★★★★★ | [Get Verified Now](#) [Message](#) [More](#)

area, I bring a w  
It's not the sam  
ormation. I am ea



# D. So Much More...

- MLS
- Signature
- Savy Card
- Blue Social
- & WHERE ELSE?



# III. How Do I Write MY BIO?

Here are some guidelines and advice  
on how to write your Real Estate Bio!

- Be Yourself
- Use Your Voice
- Ask for Help
- Double Check Your Work
- Think of Ways to Use it



# Q: Should You Write in First Person or Third?

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One of your first decisions is whether you want to write in the first-person or third-person point of view (POV).

# If it has been a while since you took English Composition 101

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First person is when you write about yourself using  
“I” and “my” and “me.”

Third person is when you write your bio as if someone else were writing it, using your name along with “he” or “she” pronouns

# So, which POV works best for a new real estate bio with no experience?

*Whichever you prefer!*

Either one can work well for biography writing purposes. It's mostly a matter of personal preference.

But there are some key differences to keep in mind:

- Writing in the third person is more formal. It is usually better suited for corporate websites that have multiple real estate agent bios and profiles.
- First person is less formal and more personable. This is how you would speak to people in person, using “I” and “me.”

My advice is to write your new real estate agent bio in the first-person POV, unless you're an experienced writer.

You will probably find this easier, since it's the way we speak to each other naturally.

# III. Elements of a Good RE BIO

- If you divide your real estate bio into sections, you'll make it easier for readers to sort through.
- Using sections will also make it easier for you to write, which is a big plus.
- Instead of having one dense block of text, try to divide your biography into logical sections or categories.
- Make of Your Own Elements
- Avoid Taboo, or Discriminating Elements
- No Contractions, Slang or Abbreviations



# For instance, you might divide your new agent bio into the following sections or topics:

- Your Real Estate Specialty or Niche
- Professional Training and Experience
- Educational Background
- Sales Performance (If Applicable)
- What Makes You Different
- Your Other Interests, Hobbies, Passions, etc.

# Now What?

- Write two or three sentences for each of these sections
- Of course, you don't have to include all sections
- Use section as a template
- Starting with a template is much easier

# But I have NO EXPERIENCE?!

- Don't Worry About Being New or Having No Experience
- Forget the fact that you're new
- Your bio doesn't have to include a lengthy professional history. It's not a resume.
- There are no hard-and-fast rules here. Do what works for you.
- Focus on another element

# Alternate Facts

- What do you specialize in?
- Why did you get into real estate?
- What do you offer as an agent?
- Also, keep in mind that your real estate bio is a living document. You can add to it as you gain experience and build a performance history.

# Your Real Estate Specialty or Niche

**Are you a Buyer or a Seller's Agent? What County, City, Neighborhood do You Specialize in? Is your specialty in SFH, Condos, Commercial?**

## Example - 1st Person

I am an Accredited Buyer's Representative and I specialize in working with Buyers in Miami Beach, Midtown, Downtown & Brickell.

## Example - 3rd Person

Memo is an Accredited Buyer's Representative who specializes in working with Buyers in Miami Beach, Midtown, Downtown & Brickell.



# Professional Training and Experience

**Are you a Salesperson, Broker, Broker Associate? Do you have Certifications, Additional Licenses, or Designations pertaining to RE?**

## Example - 1st Person

I have been licensed for over twenty years in New York, New Jersey, Connecticut and now Florida. I am a fervent learner and have taken many other professional designation, including Accredited Buyer's Representative (ABR), Pricing Strategy Advisor (PSA), Military Relocation Professional (MRP), and ePro Certification.

## Example - 3rd Person

He has been licensed for over twenty years in New York, New Jersey, Connecticut and now Florida. He is a fervent learner and have taken many other professional designation, including Accredited Buyer's Representative (ABR), Pricing Strategy Advisor (PSA), Military Relocation Professional (MRP), and ePro Certification.

# Educational Background

**Where did you go to school? What for? What did you do before RE?**

## Example - 1st Person

With a degree in Advertising and Business, I worked for many years in the technology industry as a Business Development Manager and an Account Representative.

## Example - 3rd Person

With a degree in Advertising and Business, he worked for many years in the technology industry as a Business Development Manager and an Account Representative.

# Sales Performance (If Applicable)

**What are your numbers like? How many deals do you close? Have you received any awards? Did you excel? Past Experience?**

## Example - 1st Person

I worked for many years in the Corporate Housing Market, helping transition new hires from Temporary Housing to Permanent Housing be it Rentals or Sales with some of the Top Fortune 500 firms. I have also worked very closely with Staging Companies, Design Firms, Photographers and Art Directors to create Portfolios of Listings for Sellers.

## Example - 3rd Person

He worked for many years in the Corporate Housing Market, helping transition new hires from Temporary Housing to Permanent Housing be it Rentals or Sales with some of the Top Fortune 500 firms. He has also worked very closely with Staging Companies, Design Firms, Photographers and Art Directors to create Portfolios of Listings for Sellers.

# What Makes You Different

**What are your strengths? What do you bring to the table? Any skills? Languages?**

## Example - 1st Person

I am a very meticulous agent. I am all about details, research, options and information. I bring a wealth of knowledge to my clients both from professional experience and follow through. I am bilingual in Spanish and English, with a strong proficiency in Italian. I work very well with International Clients, as I understand their process of transition to a new location from all my years in Corporate Housing.

## Example - 3rd Person

Memo is a very meticulous agent. He is all about details, research, options and information. He brings a wealth of knowledge to his clients both from professional experience and follow through. He is bilingual in Spanish and English, with a strong proficiency in Italian. He works very well with International Clients, as he understands their process of transition to a new location from all his years in Corporate Housing.

# Your Other Interests, Hobbies, Passions, etc.

**Give a peek into your personal life. Keep it light. Focus on love of the city and strengths as a Realtor if possible.**

## Example - 1st Person

I enjoy spending time in the beautiful beaches of Miami Beach. I enjoy design, illustrations and painting. I am a big fan of classical films, especially Film Noir.

## Example - 3rd Person

Memo enjoys spending time in the beautiful beaches of Miami Beach. He enjoys design, illustrations and painting. He is a big fan of classical films, especially Film Noir.



# Close with an uplifting message

**Call to Action. Let's get to work.**

## Example - 1st Person

I am a REALTOR and I love what I do. Let me help you find your new home... It's what I do.

## Example - 3rd Person

Memo is a REALTOR and he loves what he does. Let him help you find your new home... It's what he does.