



Write Your Own Real Estate Agent Bio Questionnaire + Templates!



Follow Up Boss



Intro

With today's real estate clients doing much of their research online, a real estate agent's bio has to say a lot with a little. Your bio has to impress prospects by highlighting your experience, letting them know who you are on a personal level, and playing up your biggest wins so far. And it has to do it all in just a couple of paragraphs.

The good news is, you don't need any special skills to write your own bio. But you will need to get clear on what it is you bring to the table for clients and how you can help them.

Did you get into real estate because you love working with people? Do you love matching a client's needs with the right home? Do you get your biggest kick from negotiating the best price?

We'll get into the many ways you can use answers to questions like these to create a compelling bio that lets prospects know why you're the best real estate agent for them.

Let's get started!



Table of contents

- Real estate agent bio questionnaire: 35 questions to reveal your best you
- 8 templates to help you create your own real estate bio
 - New Agent Bio Template - Long Version
 - New Agent Bio Template - Short Version
 - Experienced Agent Bio Template - Long Version
 - Experienced Agent Bio Template - Short Version
 - Real Estate Team Bio Template - Long Version
 - Real Estate Team Bio Template - Short Version
 - Bio Template for Couple-led Teams - Long Version
 - Bio Template for Couple-led Teams - Short Version
- Making the most of your real estate agent bio



Real estate agent bio questionnaire

35 QUESTIONS TO REVEAL
YOUR BEST YOU

QUESTIONS ABOUT YOUR BACKGROUND AND EXPERIENCE

- ④ What are your specialties? Can be tasks such as buying, selling, first-time buyers, relocations — or types like vacation homes, condos, luxury homes, etc.
 - ④ How many years have you been an agent? For newer agents, focus on years in the community.
 - ④ How many transactions have you closed? Use career-wide sales or your sales in the past year or two.
 - ④ What is your educational background?
 - ④ What additional credentials or designations have you earned?
 - ④ What rankings or awards have you received?
 - ④ Do you have any press or media mentions you can share?
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HOW TO WORK IT IN

Beverly Crusher has been helping families, first-time home buyers, and retirees to buy and sell condos, townhomes, single family residences and vacation homes for the past 14 years. One of the top-producers on her team, she's transacted more than \$50 million in sales over the course of her career.

QUESTIONS ABOUT HOW YOU GOT INTO REAL ESTATE

- ④ Did you start out in real estate or transition from another career?
 - ④ What did you do previously? What skills translate to your current role as an agent?
 - ④ What were some of the things that first attracted you to becoming an agent?
 - ④ Do you have close family connections to real estate?
 - ④ Did you have a personal experience that influenced your decision to become an agent?
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HOW TO WORK IT IN

Tasha Yar worried for months when she was buying her first home. In 2008, she decided to leave her job as a business analyst and get a real estate license to help other home buyers have a better experience. Today she likes to say she offers no-fret home buying, because she attentively leads her clients through the process and uses her prior background to help them evaluate the right home for their needs.

QUESTIONS ABOUT YOUR TIES TO THE COMMUNITY

- ④ How long have you lived in the community?
 - ④ What made you settle there?
 - ④ What are the things you like best about living there?
 - ④ What community organizations are you involved in? Why?
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HOW TO WORK IT IN

Born and raised in Connecticut, Will Riker fell in love with the energy and excitement of New York City during his years as a college student at Columbia University. He makes his home on the Upper West Side where he can enjoy the best of both worlds—a quiet residential street that’s close to Central Park, where he likes to run each morning, a multitude of restaurants, and Broadway theaters. He celebrates his good fortune to live in what he calls the most exciting city in the world by giving back as a volunteer for the Central Park Conservancy and the West Side Campaign Against Hunger.

QUESTIONS ABOUT THE THINGS YOU LIKE MOST ABOUT YOUR JOB

WHICH OF THE FOLLOWING TASKS DO YOU LIKE MOST ABOUT WORKING IN REAL ESTATE?

- ⊗ Marketing (advertising, social media, websites, open houses)
- ⊗ Meeting customers and discussing their needs
- ⊗ Negotiating deals for your clients
- ⊗ Touring homes
- ⊗ Matching customers with their perfect home
- ⊗ Networking with other agents
- ⊗ Devising home valuations and creating CMAs
- ⊗ Working to make sure all the details of the buying or selling process go smoothly
- ⊗ Explaining the home buying or selling process to customers

HOW TO WORK IT IN

My goal is to achieve the highest price for my sellers. I make sure my client's listings get maximum exposure using creative advertising techniques and social media in order to reach the widest possible audience. I work hand-in-hand with clients to help them prepare their homes for sale by offering advice on staging, landscaping, and other details that increase a home's value. And I carefully walk my clients through all the offers they received so they can make informed decisions.

QUESTIONS ABOUT YOUR STYLE OF WORKING

- ④ What are your business hours?
 - ④ How long does it take you to return phone calls?
 - ④ Do you prefer texting? Emailing? Calling? Face-to-face meetings?
 - ④ Would you describe yourself as detail-oriented? Creative? A good listener? A guide and advisor? Patient? A problem solver? Persistent?
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HOW TO WORK IT IN

I pride myself on taking as much time as needed to make sure I thoroughly understand my clients' needs and goals, while also making sure that they know what to expect as the process unfolds. I encourage my clients to call me with any and every question at any time of the day or night, and if I'm not available, they can be sure I'll return phone calls the same day. My philosophy is: No problem is too small to get my fullest attention and no problem is too big that it can't be solved with thought, time, and effort.

QUESTIONS ABOUT YOUR PERSONAL STORY

WHICH OF THE FOLLOWING TASKS DO YOU LIKE MOST ABOUT WORKING IN REAL ESTATE?

- ⊞ People or family members who inspire you
 - ⊞ Children and ages
 - ⊞ Spouse or partner (and how long you've been married/together)
 - ⊞ Pets
 - ⊞ Interests and hobbies
-

HOW TO WORK IT IN

Geordi and Wesley, his partner of 10 years, and their two high-energy boys aged 6 and 8, like to spend their time together doing puzzles, bicycle riding, and cooking. They have a cocker spaniel named Duke and a cat named Joanie who aren't into puzzles and bike riding, but like to hang out anyway.



Real estate agent bio templates

8 TEMPLATES TO HELP YOU CREATE YOUR OWN BIO

Now that you've got a clear list of all your key points of experience, personal qualities, values, and the type of working style that makes you you, it's time to put it all together in a stellar real estate bio. We've got eight awesome templates to help get you started.

#1. NEW AGENT BIO TEMPLATE - LONG VERSION

[Insert your name] discovered [her/his/their] passion for helping people realize the dream of home ownership when [how you got into real estate]. [She/he/they] works tirelessly to find buyers the perfect home for their needs at the right price for their budget.

What to expect from [Insert your name]:

- A Trusted Advisor: Buying or selling a home is one of the most important decisions in most people's lives. [Insert your name] takes special pride in making the process as seamless and transparent as possible.
- A Valuable Community Resource: [Insert your name] has made [her/his/their] home in [insert region or community] for [insert #] years. [She/he/they] devotes [her/his/their] free time to community efforts including [add your volunteer activities] and is a local expert on everything from the best schools to the best places to [use nightlife, restaurants, sports activities, etc.].
- A Responsive and Proactive Agent who is available [insert hours of business], promptly returns phone calls, believes there are no dumb questions, and doesn't quit until [her/his/their] clients are satisfied.

When [she/he/they] isn't working or spending quality time with [her/his/their] [partner/wife/husband/children/pets + make it personal with names, ages, breed], you'll find [her/him/them] [talk about your hobbies and interests].

[ADD PERSONAL NOTE + HEADSHOT]

I look forward to guiding you home. For more information, please visit me at [Insert social media and website links], email me at [Insert email address] or call me at [insert phone].

I can't wait to meet you!

#2. NEW AGENT BIO TEMPLATE - SHORT VERSION

[Insert your name] discovered [her/his/their] passion for helping people realize the dream of home ownership when [how you got into real estate]. [She/he/they] works tirelessly to find buyers the perfect home for their needs at the best possible price.

[ADD PERSONAL NOTE + HEADSHOT]

I look forward to guiding you home. For more information, please visit my [Insert social media and website links], email me at [Insert email address] or call me at [insert phone].

I can't wait to meet you!

#3. EXPERIENCED AGENT BIO TEMPLATE - LONG VERSION

[Insert your name] has proudly assisted the families and individuals of [insert name of region where you operate] to buy and sell their homes over the course of a [# years] year real estate career.

A top-producing agent who prides [herself/himself/themselves] on [add your best characteristic or value], [Insert your name] has transacted over [insert dollar value of transactions and timeframe].

Known for [her/his/their] [use a characteristic or personality trait], [Insert your name] specializes in [list your specialties]. [Insert your name] began [her/his/their real estate career] in [year]. [Her/his/their] greatest satisfaction comes from [what you most enjoy about your job], and the ability to [a value you bring to clients].

[Insert name of region] has been [Insert your name]'s home since [year]. With [her/his/their] strong belief in giving back, [she/he/they] is active in [list volunteer activities]. The organizations provide [describe the organizations].

When [she/he/they] isn't working or spending time with their [husband/wife/partner] [Insert name], [sons/daughters/pets] [insert names, age or pet breed], you can find [her/him/them] [talk about interests and hobbies].

With years of experience, [Insert your name] has received the following awards and recognitions:

- Awards and rankings:

[Include award/ranking list name, awarding organization, and dates]

- Additional designations and certifications

[Include realtor license #, education, additional real estate courses, certifications, and dates]

[ADD PERSONAL NOTE + HEADSHOT]

I look forward to meeting you and assisting you with your real estate needs. For more information, please visit me at [Insert social media and website links], email at [insert email address] or call me at [insert phone].

#4. EXPERIENCED AGENT BIO TEMPLATE - SHORT VERSION

[Insert your name] has been assisting the people of [insert name of region] realize the dream of home ownership since [year].

A top-ranking real estate agent who has transacted [insert dollar value of transactions and time period], and earned [insert rankings and dates], [she/he/they] is known for [her/his/their] local expertise about everything from the area's school districts to the best places to [use restaurants, sports locales, etc.]. [Insert your name] serves as a trusted advisor in real estate, guiding clients on [list some of the ways you provide value in the process].

[ADD PERSONAL NOTE + HEADSHOT]

I look forward to guiding you home. For more information, please visit my [Insert social media and website links], email me at [Insert email address] or call me at [insert phone.]

#5. REAL ESTATE TEAM BIO TEMPLATE - LONG VERSION

A TEAM YOU CAN COUNT ON

Since its founding in [year] by [insert founders names], the [insert team name] has grown to include [insert #] licensed real estate professionals who live, work, and play in the [insert name of region].

Known for our [insert qualities like 'never give up attitude' or ' deep community connections'], we have assisted more than [insert number of clients or families] to realize their dream of home ownership. We take pride in [list benefits you offer to buyers] for buyers and aim to achieve optimal returns for sellers by [include the things you do to help sellers].

Together, our agents represent [insert # years] years of experience in the local markets we serve with specializations that include [list team specializations].

We are passionate about our community, donating our time and money to local efforts such as [list organizations the team supports] and sharing our deep local knowledge and expertise.

Our team has ranked No. [name ranking number] in [year] because we [describe how you are different from the competition].

With years of experience, [Insert team or agent name] has received the following awards and recognitions: [Include award/ranking list name, awarding organization, and dates]

If you are seeking a trusted advisor who will [summarize how you help buyers and sellers achieve goals], contact us today.

#6. REAL ESTATE TEAM BIO TEMPLATE - SHORT VERSION

Since its founding in [insert year] by [insert founder's names], the [insert team name] has grown to include [insert #] licensed real estate professionals who live, work, and play in the [insert name of region].

Our top-ranking agents represent a full range of specializations including [brief list of 3-4 team specializations].

If you are looking for a team you can count on, contact us at [insert phone number] today.

#7. BIO TEMPLATE FOR COUPLE-LED TEAMS - LONG VERSION

TEAMWORK IS OUR LIFESTYLE AND OUR PROMISE TO YOU

[Insert spouse/partner name] and [insert spouse/partner name] founded [insert team name] in [insert year] to [insert what motivated you to become real estate agents].

Whether we're at home or on the job, we believe teamwork is the best way to find solutions, solve problems, and reach our highest goals.

It's certainly worked for us. We've built our company to include [insert # agents] real estate professionals, who have closed [insert dollar amount of transactions and timeline] and helped [insert number of transactions] families and individuals to find their dream home.

Our team works closely with you to [insert services and/or approach to working].

We fell in love with [insert name of region] when [insert what you love about the communities you serve or how you came to settle there]. Today we make it our mission to know all we can about the different neighborhoods and what they have to offer in the way of recreation, schools, nightlife, and employment opportunities.

With years of experience, [Insert team or agent name] has received the following awards and recognitions: [Include award/ranking list name, awarding organization, and dates]

Want to see how a little teamwork can help you find the perfect home? Call or email us today!

#8. BIO TEMPLATE FOR COUPLE- LED TEAMS - SHORT VERSION

[Insert spouse/partner name] and [Insert spouse/partner name] founded [Insert team name] in [Insert year] to [Insert what motivated you].

Our dedicated team of [insert #] real estate professionals has closed [Insert dollar value of transactions and time period].

Whether you want to buy or sell a home in [Insert region name], our team will work tirelessly to make sure you achieve your goals.

Contact us today and experience the difference teamwork can make.



Making the most of your real estate agent bio

Don't think of your real estate agent bio as something meant to simply sit on your website or social media. You can also use it to introduce yourself to prospects who've viewed one of your listings or engaged with you via email, social or anywhere else.

For example, you could try emailing your bio in response to a website or social media engagement from a potential prospect with a quick note that says something like, "I see you were looking at _____, and thought you might like to know a little more about me."

The bottom line is your bio is a way to familiarize prospects with who you are and how you work. It tells a story about who you are and what you stand for as it relates to real estate. And the more experience you get, the more that story will change and evolve.



Go bold

Be bold in crafting a real estate bio that speaks to your unique values and know that it can and will change over time.

And if you find yourself looking for a flexible lead management system that can grow with your business, learn more about how Follow Up Boss works with a totally free 14-day trial.

www.followupboss.com

