



YOUR EXIT BIO

AN INTEGRAL PART OF YOUR MARKETING EFFORTS

Your real estate bio should be:

- A window into who you are and what you do, with the focus being on how you can be of service to your client base and community
- It's not about you; it's about what you can do for them
- Comprised of six components and a total of seven- to nine paragraphs
- Linked to your brokerage website and exitrealty.com where appropriate for even more lift

REMEMBER

an online bio is often the first exposure a prospect has to you, and you only have one chance to make a good first impression. Let's walk through the six components, with sample bios, followed by a work sheet to help you with content.

1. IDENTIFY YOUR MARKET

Indicate how long you have lived in the community.

My name is Pat Lee and I have raised my family in the Greater Toronto Area for the past 20 years. I've seen this community grow into the thriving city it has become.

If you've moved to your market area recently, or don't have historic knowledge, mention positive attributes of the community.

I am proud to assist buyers, sellers, and investors with properties in the town of Milton and surrounding communities. This area west of the Greater Toronto Area has experienced incredible growth in the last five years, and has become one of the most desirable areas in the west GTA.

Indicate any niche market on which you intend to focus.

I specialize in helping first-time buyers find their perfect home. Or With my Seniors Real Estate Specialist® designation, I help simplify what can be a complicated process for seniors.

2. EXPERIENCE & EXPERTISE

Outline any education that would benefit your real estate career, and highlight any real-estate-related designations. Include any special skills.

I have been licensed since 2010 and can provide important information to investors. My degree in marketing ensures I understand how best to present your property to potential buyers. I am fluent in Mandarin.

If you're newly licensed, focus on your brokerage rather than yourself. Think "we" and "our."

Our brokerage has been helping clients in The Woodlands for over 15 years. Conveniently located, we are able to service clients in Spring, Magnolia, Tomball and Humble. We are proud to have received the Broker of the Year award at our convention in 2023.

List any awards received.

I was honored to receive the EXIT Realty Florida Rookie of the Year award in 2023.

3. TESTIMONIALS

Include 1 or 2 written testimonials or links to short video testimonials. Always get a release form signed by your client to confirm you have his or her permission to use their testimonial. A release form is available for download on the Resource Center. Identify your client by first name and initial, and area.

"Thank you so much for your help in selling our home. It is finally done and we have the check in our hands. I want your company to know what a tremendous job you did!" ~ Frances L., Warwick, RI

If you don't yet have any testimonials, use general testimonials or references which promote your skill set. You can solicit testimonials from LinkedIn contacts, a past professor, boss, mentor. Or even someone you work with in a volunteer capacity could provide a reference.

"When it comes to high energy and getting things done Bob certainly has the capacity and focus that ultimately brings success." ~ Sheryl S., Milton, ON

4. BROKERAGE/BRAND

This section should contain a short boilerplate promoting your brokerage and the brand.

Brokerage:

EXIT Realty ABC has been serving the communities of Peel, Metro, Halton, and surrounding areas for over 6 years. We promote the values of family and community throughout our agent base, and participate in many community events, such as our annual Food Drive. Our team meets regularly to brainstorm and help one another. At EXIT Realty ABC, one person's success is everyone's success.

EXIT Realty:

EXIT Realty is a by-invitation only company, dedicated to the growth of each agent. EXIT is a proven real estate business model that has to-date, paid out more than a half a billion dollars in single-level residual income to its associates across the U.S. and Canada. A portion of every transaction fee received by EXIT Realty Corp. International is allocated to charity and to-date, that amount exceeds \$7 million.

OR

We follow the example set by EXIT Realty Corp. International, which has re-invented real estate by providing a high-tech, high-touch philosophy that always puts people first.

5. ABOUT ME

This should include a short few sentences on who you are, and your commitment to your clients. This could include community service, hobbies, volunteer work, club memberships, etc.

Originally from the Philippines, my family and I migrated to Southern California when I was 12. I attended high school in the South Bay Area and went on to study accounting at California State University. I enjoy living in the community I serve with my three friendly dogs, and often visit the local leash-free park where I met many of my clients.

OR

My wife, Gabrielle, and I enjoy hiking and cycling on the local nature trails. From 2012 to 2014, I was the head of the Trail Chapter, ensuring the trail remains in good condition for future generations to enjoy.



6. CALL TO ACTION & CONNECT WITH ME

Finish your biography with a call to action to connect with you via one or more channels.

For answers to your real estate questions, follow my blog at yourrealestateprofessional.com. You can also reach me at 555.333.2222 or emailme@somewhere.com.

Text <your vanity code> to 85377 for my Mobile Business Card™.

List Social Media links

SAMPLE REAL ESTATE BIOS

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My husband and I have lived in the Greater Metro Area for the last 15 years. After a rewarding career as a high school teacher, I wanted to give back to the community which has served our family so well. Given the incredible growth of the GMA, and my teaching experience, real estate seemed a natural fit. I thoroughly enjoy assisting sellers, buyers, and investors in the GMA and surrounding areas of Brighton and Sperry. Licensed since 2014, I was honoured to receive the EXIT Realty Florida Top Producer award earlier this year.

"We were so lucky to have Mary as our real estate agent when we decided to buy our first home. She helped us every step of the way, and we found our dream home in no time. We couldn't have done it without her." —Sam and Lee T., Bracebridge, IL

I'm proud to be a part of the EXIT Realty 123 team; a company with a reputation in the community as a hands-on, people-oriented business. Each year, we participate in the Toys for Tots initiative. Our annual Food Drive has become legendary, drawing local celebrities and news media to cover the event. We follow the example set by EXIT Realty Corp. International, the only national brand created after the internet age, which has re-invented real estate by providing a high-tech, high-touch philosophy that always puts people first.

In addition to my busy real estate business, I can be found volunteering at our local Adult Literacy Center. My husband and I enjoy off-roading, our Church group, and spoiling our brand new grandson.

You can reach me at 555.666.4444 or emailme@email.com. Please text <your vanity code> to 85377 for my Mobile Business Card™ for convenient access to my contact information.

Insert social media links.



Navigating the process of selling, buying, or investing in real estate can be daunting. As a real estate professional who has represented clients in the Glen Eden community for the past 3 years, I offer my knowledge of the area to each and every client to maximize their experience. Glen Eden has grown from a small town to a thriving city which has so much to offer. Much of the new construction meets the new environmental standards and my EcoBroker® designation provides me with the expertise to assist buyers interested in green living.

"When we decided we wanted to buy an R-2000 home in order to help reduce our environmental footprint, we didn't realize there were agents who specialized in green living. We were fortunate to find Byron who educated us each step of the way. We're now the proud owners of a beautiful home in Glen Eden." —Pat and Chris B., Glen Eden, WI

"Byron was referred to me by a colleague and I'm so glad he was. When it was time to downsize, I didn't know anything about condos. Byron's expertise set my mind at ease, and made the process so easy. I would highly recommend him." —Flora R., Chase, TX

I'm proud to be a part of the team at EXIT Realty My Brokerage. The company received the EcoBroker® designation several years ago, and conducts several events a year in the Glen Eden area to bring awareness to the environment. Last year, we entered a solar-powered float into the Earth Day parade. We follow the example set by EXIT Realty Corp. International which has a long-standing reputation as a people-first company, as evidence by their empathy-oriented corporate philosophy. EXIT truly is one big family.

When I take a rare day off, you will find me canoeing along the Credit River to take nature photographs which have been featured in displays at City Hall. I belong to the We Love The Earth club, serving as its Chairman from 2018 to 2022.

To find out how you can own your own piece of this rapidly-growing community which still manages to feel like a small town, please contact me at 444.333.6666 or emailme@somewhere.com. Please text <your vanity code> to 85377 for my Mobile Business Card™ for convenient access to my contact information.

Insert social media links.



Known in her community as “The EXIT Lady”, Dawn Murphy is an award-winning agent licensed with EXIT Realty 123 in Brockville, Minnesota specializing in residential and commercial real estate, leasing and short sales.

Dawn has been serving clients in her community for more than 15 years, helping to make their dreams of home ownership a reality. A long-time resident of Brockville, she understands the dynamics of the local real estate market and is an expert at educating her clients so they can make the best decisions for their needs. As an agent with EXIT Realty, Dawn utilizes exclusive marketing tools to ensure her listings are widely exposed across the internet, showing each listing to its best advantage so that it stands apart from the competition.

Dawn is constantly furthering her knowledge and is currently working towards her Certified Residential Specialist (CRS) designation and Certified New Home Sales Professional (CSP) designation.

“We are living in our dream home, and it’s all because of Dawn. Her professionalism and knowledge helped us find our perfect home. We couldn’t be happier.”
—Gabriel and Suzanne R., Brockville, MN

Dawn feels that being a real estate professional is about more than just joining professional associations; she believes they should be involved in the communities where they work as well. Dawn volunteers with several non-profits supporting the community she serves. She organizes charity events to bring a smile to the elderly and goodwill to less fortunate families over the holidays and providing educational classes. A portion of every transaction fee received by EXIT Realty Corp. International is allocated to charity, and to-date that number exceeds \$7 million.

You can reach Dawn at 555.666.4444 or emailme@email.com. Please text <your vanity code> to 85377 for Dawn’s Mobile Business Card™ for convenient access to her contact information.

List Designations, Awards

Insert social media links.



BIO CONTENT WORK SHEET (Complete all that apply)

Which market(s) (geographical area) do you want to service?

Interesting notes about the market(s).

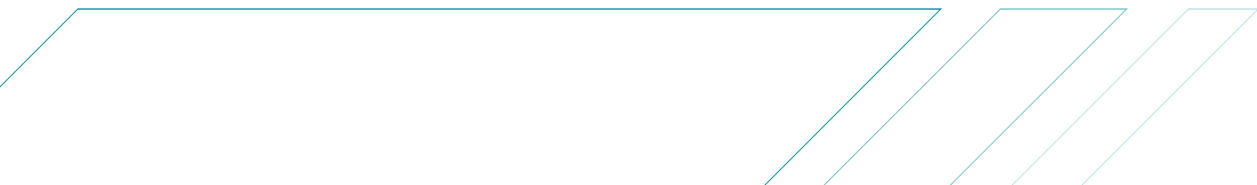
Professional Experience. (Real estate related)

Professional Experience. (Non real estate related)

Do you have a preference for working with buyers vs. sellers? If so why?

Do you have a niche clientele you would like to work with? (eg.first-time home buyers, seniors)

Create a list of people to contact for a testimonial.



Do you have a professional branding slogan you like to be identified with?

Include information about family, hobbies, community service, volunteer work, club memberships.

Additional Notes.

