

The Close's Real Estate Agent Bio Templates

Bio Template for New Real Estate Agents

This template is perfect for new real estate agents without a lot of experience to lean on. Focus on your community ties, excitement and enthusiasm for real estate, and what you can accomplish for potential clients. If you have relevant experience in a related field (sales, marketing, home-building, inspection, etc.), be sure to reference that in the second sentence. If not, you can delete it entirely.

_____ has been an active member of _____ community for _____ now,
(Real estate agent name) (his/her) (number of years of experience)

and is so excited to be turning that local focus toward real estate. _____ background in _____
(his/her) (related field)

offers the perfect opportunity to meld _____ passion for real estate with _____ commitment to
(his/her) (his/her)

_____ residents.
(local area)

With a passion for serving the _____ area, _____ is ready to help
(community name) (real estate agent name)

with your homebuying and selling needs. As a proud member of the _____ family,
(brokerage name)

_____ carries the values of hard work, integrity, and outstanding client service into
(real estate agent name)

everything _____ does.
(s/he)

When _____ isn't making homeownership dreams come true for _____ clients, _____
(real estate agent name) (his/her) (s/he)

enjoys spending time _____ and _____.
(leisure activity 1) (leisure activity 2) (Real estate agent name)

lives in _____ with _____.
(locality of residence) (family members and pets)



Bio Template for Experienced Real Estate Agents

Your bio isn't written in stone—you should revisit it around once a year to see what sort of tweaks you can make to sharpen your message and add compelling stats. Here's a bio template perfect for real estate agents who are coming off a very successful year and want to further that momentum.

_____ and _____ are great places to live and work, which
 {Your local area} {your state/region}

is why _____ chose to call it home. With roots in _____,
 {real estate agent name} {hometown}

_____ settled in _____ in _____. Real estate is a passion for
 {real estate agent name} {local area} {year you arrived}

_____, and with _____ background in _____, it is easy to see why
 {real estate agent name} {his/her} {former career or education}

more than _____ families in _____ called _____ for help buying and selling.
 {number of clients served last year} {last year} {real estate agent name}

_____ has been a part of the _____ family for _____
 {Real estate agent name} {brokerage name} {number of years with brokerage}

years, but _____ isn't solely focused on helping families find their next home. _____
 {s/he} {Real estate agent name}

serves _____ local _____ and loves being a part of other _____
 {his/her} {charity organization} {local area}

community events.

A passionate _____ er, when _____ isn't in the office or volunteering, you'll
 {hobby} {real estate agent name}

often find _____ at _____, enjoying time with _____ friends and family.
 {him/her} {location where the hobby takes place} {his/her}



Long-form Bio Template

Sometimes, you've got a little more room to write, but that extra space can be intimidating. Here's a good bio template for when you have room to really express yourself.

_____, a _____ with _____ based
 {Real estate agent name} {job title} {brokerage name}

in _____, is a _____-year veteran of the real estate industry. _____ has represented
 {local area} {number of years in the business} {s/he}

clients all over _____ in more than _____ real estate transactions.
 {region or state} {number of transactions}

 {Real estate agent name} has built a solid foundation of clients in this community through _____
 {his/her}

professionalism, attention to detail, and commitment to always putting _____ clients' needs first.
 {his/her}

 {S/he} studied _____ at _____, and afterward
 {academic focus} {school name}

began work in _____. Passionate about _____,
 {previous industry or "real estate"} {a particular aspect of real estate}

 {real estate agent name} has continued to leverage _____ know-how and experience to exceed _____
 {his/her} {his/her}

clients' expectations.

Active in the community, _____ is a proud part of the _____'s
 {real estate agent name} {charity organization}

effort to _____. This work offers _____ the opportunity to
 {community initiative} {him/her}

connect with others over a shared passion for improving _____.
 {issue}



Long-form Bio Template

In _____ free time, _____ is an avid _____er and loves to _____
 {his/her} {real estate agent name} {hobby} {another hobby}

Spending time in the _____ together with _____ friends and family, as well as _____
 {location where one hobby takes place} {his/her} {his/her}

_____, is something _____ never takes for granted.
 {pet type and name} {real estate agent name}

You can learn more about _____ by following _____ on _____
 {real estate agent name} {him/her} {social media platform}

or subscribing to _____ newsletter. Or you might just run into _____ at _____, _____
 {his/her} {him/her} {local restaurant/coffee shop} {his/her}

favorite place to grab a bite.

Short-form Bio Template

Make sure you're using online presence to the fullest extent possible by having biographical information on each of your social media accounts.

_____ is equally passionate
 {Local area} {job title} {real estate agent name}

about real estate and _____ local community. As part of the _____ family, _____ is
 {his/her} {brokerage name} {s/he}

focused on helping families find their next home. A passionate _____er and volunteer with
 {hobby}

_____, when _____ isn't in the office or volunteering, you'll often
 {charity organization} {real estate agent name}

find _____ enjoying time with _____ friends and family.
 {him/her} {his/her}