



# How to Write a Great Real Estate Bio:

## A Guide for Agents

A strong real estate bio builds trust, shows your personality, and encourages clients to reach out. Whether it's for your website, social media, or a Zillow profile, your bio should blend credibility with approachability.

### Sample Real Estate Bio (Short Version)

I'm Mike Chou, team leader of The Chou Team at Keller Williams Executive. With over a decade of experience in the San Gabriel Valley, I specialize in helping families and investors navigate residential and multi-unit real estate with clarity and confidence. My team and I are known for strategic marketing, skilled negotiation, and hands-on service from start to close. Whether you're buying your first home or expanding your portfolio, we're here to support your goals every step of the way.

## Key Elements of a Strong Real Estate Bio

### 1. Start with a Hook

Lead with a sentence that sums up your mission or value.

*"Helping families build wealth through homeownership—one move at a time."*

### 2. Share Your Experience

Include your years in real estate, areas of focus, brokerage, and any awards.

*"With 10+ years in the San Gabriel Valley, I've helped hundreds of clients from starter homes to multi-unit investments."*

### 3. Emphasize Local Knowledge

Show your connection to the area you serve.

*"Born and raised in Pasadena, I offer a hyper-local perspective on every deal."*

### 4. Focus on Client Service

Describe your working style and how you help clients succeed.

*"I believe in clear communication and fiercely advocating for my clients' best interests."*

### 5. Highlight Team Support

If part of a team, explain how that benefits clients.

*"As leader of The Chou Team, I've built a group focused on seamless, full-service experiences."*

### 6. Add a Personal Detail

Include something relatable about yourself.

*"Outside of work, I enjoy coaching youth basketball and hiking with my family."*

### 7. Close with a CTA

End with a clear reason to connect.

*"Whether you're buying your first home or downsizing, I'm here to help you move forward with confidence."*

