

5 Ways Top Agents Build Their Brand with Their Agent Profile

Link your accounts and start turning connections into closings, reviews into revenue.

1 Showcase your success

Your profile is like your online resume - it helps turn a connections into professional relationships. Past sales and reviews provide proof of your excellence, and show potential buyers and sellers that you're not just some random face on a webpage but an accomplished agent with a proven chronicle of success.

2 Engage with client reviews

By publicly engaging with clients on your profile, you can draw positive attention to your Zillow reviews and put your best foot forward. Highlight good reviews by responding to them. A good response personalizes your digital presence and adds a human touch to your profile.

3 Add a profile video to your bio

Build your brand by showcasing your personality with a profile video on Zillow. Explain who you are, what your experience is and why clients like working with you. If a photo is worth a thousand words, then a video is worth infinitely more.

4 Update service areas

Zillow's Agent Finder allows buyers and sellers to search for agents in their local service area. Updating your profile's service areas is a great way to increase your visibility to shoppers in your region. You should add local neighborhoods, cities and counties so consumers can find you with greater ease.

5 Refine your professional bio

Every agent is different and your professional bio is a great chance to show off specific goals, approach and personality. Let potential buyers and sellers know what kind of work you're most passionate about, why you're good at it and why you're the right agent for them. The more they know you, the more comfortable they'll feel reaching out.

Texas · Austin · Susan Peterson

Susan Peterson PREMIER AGENT

All Activity
 ★ 5/5 18 Reviews
 13 Sales Last 12mo

About Me

Real Estate Agent (31 years experience)

Specialties: Buyer's Agent, Listing Agent, Relocation, Consulting, Landlord

Susan brings over 30+ years of experience and dedication to each and every one of her transactions. She consistently brings top dollar for her sellers and ranks among the highest in client satisfaction.

Contact Susan Peterson

Name

Phone

Email

Professional Information

By building your brand with Zillow, your business becomes empowered with tools and technology of the leading real estate and rental marketplace available. You'll be connected to the data, inspiration and knowledge around what drives your business. A streamlined digital presence and experience promotes your brand and builds it for success.

Build trust and loyalty with consumers

It's one thing for an agent to make initial contact with a buyer or seller, but it's another to build the trust necessary convert it into a sale. That's where your brand comes in. By highlighting your professionalism and broadcasting your personality, your brand helps shoppers see you as an established professional with the tools to get the job done as well as a real person who can be trusted with their home buying or selling journey.

Control how you're perceived online

Reputation management is key to any digital presence. By fine-tuning how you're perceived online, you can help influence organic search results to better cater to your audience. Home shoppers use Zillow Group sites to search for homes more than any other place online. When they find your profile on one of our sites, your personal branding allows you to put your best foot forward. Make sure that home shoppers see you for the top-shelf professional you really are.

