
The Agent Bio Template

Fill in each part, then read it aloud. If it does not sound like you, rewrite it until it does.

THE OPENING (WHO YOU HELP)

Lead with the client, not your resume. One or two sentences on who you help and the result you get them.

Example shape: "I help [who] in [where] [achieve what], without [the pain they fear]."

YOUR CREDIBILITY (WHY YOU)

The proof that you can deliver: your niche, your experience, a real and verifiable result. Keep it honest.

YOUR STORY (WHY IT IS PERSONAL)

A short, human reason you do this work, or your connection to the area. This is what makes you memorable.

YOUR VALUES (WHAT IT FEELS LIKE TO WORK WITH YOU)

The two or three things a client can count on from you.

THE CLOSE (WHAT TO DO NEXT)

End with a clear next step: reach out, search homes, book a call.

Two versions: write a short bio (two to three sentences for social and directories) and a longer one (for your website About page). Same voice, different lengths.