

# The Real Estate Personal Brand Checklist

Your brand is the promise people feel before they meet you. Build it deliberately, in this order.

## 1. POSITIONING (THE FOUNDATION)

- Pick a niche.** A neighborhood, a client type, a price band. Being known for something specific beats being invisible to everyone.
- Write your unique value.** What do you do better or differently than the agent next door?
- Name your values.** The two or three things you stand for, that clients can feel.
- Know your ideal client.** Who you help best, in one clear sentence.

## 2. IDENTITY (HOW IT LOOKS AND SOUNDS)

- A professional headshot** that actually looks like you on a good day.
- A simple logo** and a set of two or three brand colors and one or two fonts.
- A brand voice:** how you sound, in a word or two (warm, direct, expert, friendly).
- A short bio and a longer bio,** both written in your voice.

## 3. PRESENCE (WHERE PEOPLE FIND YOU)

- A website you own,** the hub of your brand.
- Consistent profiles** across social, with the same name, photo, and colors.
- A complete Google Business Profile** with reviews.

## 4. PROOF (WHY THEY TRUST YOU)

- Reviews and testimonials,** collected on purpose and shown everywhere.
- Client stories and results,** told honestly.
- Consistent content** that shows you know your market.

**The one rule:** consistency is the whole game. The same look, message, and values everywhere is what turns a name into a brand people remember and trust.