5 SIMPLE — BUT ESSENTIAL — TIPS
TO HELP REALTORS LOOK LIKE A PRO

YOUR WARDROBE

Your clothes, hair and other visual features are important. Real estate professionals should dress respectably in either business casual or professional attire.

YOUR CAR

You don't need a fancy luxury car, but something well maintained and spotlessly clean is a minimum.

YOUR OFFICE

If you meet customers at your office, it should be clean, safe and easy to find.

YOUR WEBSITE

All successful real estate agents should have a professional, well designed, easy-to-use website. The site should be mobile responsive, contain contact information, office location, an About page that discusses your qualifications and experience, and listings of current homes you are selling.

YOUR CREDENTIALS

Real estate certifications and licenses show that you are an expert in a specific field and membership in professional organizations show that you are committed to your career.

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