

Sales Agent Bio Questionnaire

We'll see you home.

Your bio is often the first impression someone has of you before you ever meet. The aim here is to help us write something that sounds like you, builds trust, and gets found when people search online.

There are two versions below. Fill in the one that fits where you are in your career. You don't need to answer every question, and you don't need to write polished sentences. Short, honest notes are perfect. We'll shape it from there.

A few tips that make a real difference:

- Use real suburb and area names wherever you can. It's what helps people find you.
- Be specific. "A family who'd outgrown their first home" beats "a happy client" every time.
- Honest beats impressive. We'd rather sound genuine than oversell.

Newer agents

Use this version if you're earlier in your career. Don't worry about not having a long list of sales yet. Who you are and why you're here is what builds trust.

WHY YOU'RE HERE

What led you into real estate, and what made Image Property the place you wanted to start?

What did you do before this, and what from that work do you bring into the way you look after clients?

What part of the job has surprised you most so far?

What kind of agent are you working to become?

LOCAL KNOWLEDGE AND THE AREAS YOU WORK

Which suburbs and areas do you focus on, and where are you building your knowledge?

How long have you lived in or been connected to the area, and what do you love about it?

If someone was thinking about moving into your part of Brisbane, the Sunshine Coast, or the Gold Coast, what would you tell them about living there?

What's a local spot you'd send a new resident to first?

HOW YOU WORK AND WHO YOU HELP

How would you describe the way you look after the people you work with?

What types of homes and clients are you focused on right now (for example first home buyers, growing families, apartments, family homes)?

When a seller or buyer first sits down with you, what do you want them to walk away feeling?

How do you keep people informed and calm when things get busy or complicated?

THE TEAM AND SUPPORT BEHIND YOU

How does the team around you help you do a better job for clients?

Who have you learned the most from since starting, and what's the biggest thing they've taught you?

What systems, tools, or training give you confidence walking into a client's home?

SUPPORTING PEOPLE THROUGH A BIG DECISION

Selling or buying a home is often tied to a major life change. How do you want to support people through that?

What does doing right by someone look like to you?

When someone is nervous about price, timing, or the market, how would you talk them through it?

BEYOND THE WORK

What do you get up to when you're not working?

Are you involved in the local community, a club, a cause, or anything you care about?

Do you speak any languages other than English?

Is there anything about you that helps people remember you, or that breaks the ice in a first meeting?

THE PRACTICAL DETAILS (FOR SEARCHABILITY)

Your full name and the name you go by professionally

Your role and how long you've been with Image Property

The suburbs and regions you want to be found in

The best way for people to reach you

Any qualifications or study underway worth mentioning

Thanks for taking the time on this. The more honest and specific your notes, the more your bio will sound like you.