

Master Your Digital Presence

**THE REAL ESTATE AGENT'S GUIDE TO BUILDING
A POWERFUL PROFILE & REPUTATION**

An Abbreviated Guide by Joni Freeman, Broker- JL Marsaw & Co

www.jlmarsaw.com

Contents

- 1 WHY A REFINED DIGITAL PROFILE MATTERS
- 2 CRAFTING A PROFESSIONAL DIGITAL PROFILE
- 3 REPUTATION MANAGEMENT ESSENTIALS
- 4 SOCIAL MEDIA PRESENCE & ETIQUETTE
- 5 VISIBILITY & LOCAL SEO
- 6 DIGITAL DO'S & DON'TS
- 7 HANDLING ERRONEOUS INFORMATION
- 8 QUICK-ACTION WORKSHEET
- 9 CONCLUSION & REFERENCES

Disclaimer:

This guide is intended for educational and reference purposes only. It does not replace or override any policies, procedures, or guidance provided by your employing broker. Always consult your broker and comply with local, state, and federal regulations, including Fair Housing, when managing your online presence.



REDEFINING EXCELLENCE IN REAL ESTATE

01

WHY A REFINED DIGITAL PROFILE MATTERS

Your digital profile is often the first impression clients and colleagues have of you. In today's real estate market, 97% of homebuyers use the internet during their home search, making your online presence foundational to your success (National Association of Realtors, 2024). This guide is designed to help you elevate your professional image, protect your reputation, and position yourself as a trusted leader in your market.



REDEFINING EXCELLENCE IN REAL ESTATE

02

CRAFTING A PROFESSIONAL DIGITAL PROFILE

Consistency and professionalism are the cornerstones of an effective digital presence. Your profile across LinkedIn, Instagram, Zillow, Realtor.com, Google Business Profile, and other directories should all reflect the same core brand identity.

Key elements include:

- A polished, consistent headshot across platforms.
- A value-driven bio emphasizing service, integrity, and client commitment.
- Clear and uniform contact information.
- Regular updates to avoid outdated or inconsistent content.



REDEFINING EXCELLENCE IN REAL ESTATE

03

REPUTATION MANAGEMENT ESSENTIALS

Reviews and testimonials are powerful credibility tools. 98% of consumers read online reviews before making decisions (BrightLocal, 2024). Building and protecting this aspect of your digital identity is essential.

Best practices include:

- Request client testimonials regularly.
- Respond promptly and professionally to all reviews, both positive and negative.
- Monitor mentions of your name or brand using Google Alerts.
- Aim for 20+ recent reviews; trust is strongest in this range.



REDEFINING EXCELLENCE IN REAL ESTATE

04

SOCIAL MEDIA PRESENCE & ETIQUETTE

Social media is not just about visibility; it's about reputation. Content should reflect your professionalism and values. Recommended practices:

- Rotate content pillars: market insights, education, success stories, and community involvement.
- Maintain quality over quantity. Avoid posting just for the sake of activity.
- Do not share offensive language, controversial opinions, or discriminatory content.
- Always comply with Fair Housing regulations; consider your profiles as if they were being audited.
- Maintain a respectful, professional tone in all posts and interactions.



REDEFINING EXCELLENCE IN REAL ESTATE

05

SEARCH VISIBILITY & LOCAL SEO

Visibility is critical for attracting potential clients. Optimizing your presence across search engines and directories ensures you are discoverable.

- Claim and optimize your Google Business Profile (NAP consistency: Name, Address, Phone).
- Keep business hours accurate and up to date.
- Ensure links to your website and social channels are active and correct.
- Claim and update profiles on directories such as Yelp and BBB, as 31% of local searches surface directory listings.



REDEFINING EXCELLENCE IN REAL ESTATE

06

DIGITAL DO'S & DON'TS

Do's:

- Use professional headshots.
- Request and respond to reviews.
- Post branded, value-driven content weekly.
- Keep business information updated across all platforms.

Don'ts:

- Leave outdated photos or bios online.
- Ignore or delete negative reviews without addressing them.
- Post unprofessional or non-compliant content.
- Allow inconsistent business listings across sites.



REDEFINING EXCELLENCE IN REAL ESTATE



HANDLING ERRONEOUS OR DEROGATORY INFORMATION

At times, inaccurate or harmful information may appear online. Protecting your professional reputation means addressing these issues quickly.

Steps to take:

- Identify the website or platform hosting the content.
- Contact the site owner or platform administrator directly; most provide reporting mechanisms for inaccuracies.
- Document communications and keep records of erroneous claims.
- If unresolved, escalate through formal complaint processes or legal counsel if necessary.



REDEFINING EXCELLENCE IN REAL ESTATE

08

QUICK-ACTION WORKSHEET

- UPDATE HEADSHOT ACROSS ALL PLATFORMS.
- ALIGN ALL BIOS WITH CONSISTENT MESSAGING.
- CLAIM AND REFINE YOUR GOOGLE BUSINESS PROFILE.
- COLLECT FIVE NEW CLIENT REVIEWS THIS QUARTER.
- DRAFT FOUR BRANDED SOCIAL POSTS IN ADVANCE.
- AUDIT YOUR PROFILES FOR COMPLIANCE WITH FAIR HOUSING STANDARDS



CONCLUSION & REFERENCES

Your reputation is your most valuable asset. Managing your digital presence carefully ensures that clients, colleagues, and partners see you as a trusted professional.

At JL Marsaw & Co., we believe in supporting agents with tools, insights, and resources to help them grow strong reputations and sustainable businesses. Interested? Submit an inquiry at jlmarsaw.com/careers

References:

- National Association of Realtors. (2024). Real Estate in a Digital Age Report.
- BrightLocal. (2024). Local Consumer Review Survey 2024. Retrieved from <https://www.brightlocal.com/research/local-consumer-review-survey-2024/>
- Exploding Topics. (2024). Online Review Statistics. Retrieved from <https://explodingtopics.com/blog/online-review-stats>
- BrightLocal. (2023). Business Listings Visibility Study. Retrieved from <https://www.brightlocal.com/research/business-listings-visibility-study/>
- HubSpot. (2023). The Importance of Consistent Branding Across Digital Platforms.
- Sprout Social. (2024). Social Media Trends Report.
- Google Business Profile Help. (2024). Manage your business profile on Google.



REDEFINING EXCELLENCE IN REAL ESTATE



REDEFINING EXCELLENCE IN REAL ESTATE

For the select few who share our values, the invitation is waiting.

For career inquiries, visit www.jlmarsaw.com/careers