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Sales Associate Profile Page

Why do I need a Profile Page?

First the good news: you already have a profile page on coldwellbanker.com, whether you've set it up or not. Now the not so good news: you already have a profile page on coldwellbanker.com. If you haven't set it up, it provides consumers with no more information about you than your name and your office phone number and email. Is that all you want consumers to know about you?

Well developed Profile Pages can:

- Drive referrals**
 Other Coldwell Banker sales associates will make referrals by searching their seller's destination community to find a Coldwell Banker sales associate. They are more likely to refer a client to a sales associate whose profile page portrays them as an expert in their area and one who aspires to deliver exceptional experiences for buyers and sellers. Wouldn't you consider a referral in the same manner?
- Move you to the top of the list in the Agent Search page on ColdwellBanker.com**
 Sales associate profiles are displayed in three buckets on the search results page on coldwellbanker.com. First, all those who have an agent video on their profile page are seen, then those who have set up their profile page with at least a photo and four bullet points, and finally those agents who have not yet set up their profile page. Don't be last on the list.
- Highlight your real estate expertise – establish credibility**
 Your profile page can help you establish credibility with consumers by including relevant real estate experience and accomplishments that address issues that are top-of-mind for consumers. "Relevant" means that if you have earned a designation, further explain how earning that designation benefits the consumer, e.g., "Having earned the Coldwell Banker Diamond Society award means that I have helped numerous other buyers and sellers navigate the complex process of buying and selling a home. You can benefit from that experience!"
- Showcase your listings**
 Your listings can be accessed directly from a link at the top of your profile page. This means that you can dedicate the video display capability of your profile page to communicating a personal message from you to prospective sellers and buyers. Use the partnership that Coldwell Banker has with Videolicious to easily produce your video message.

Click here for Zap information and training

All Resources

Keyword: →

★	Writing Tips for Creating Your Own Profile Page ★	🔍	✉	📄
	Profile Page In-Line Editor	🔍	✉	
	How to Add a Video to Your Profile Page	🔍	✉	
	Optimize Your Agent Profile Page for Success	🔍	✉	

Was this helpful? Yes No