

Agent brand sentence workbook

FIELD KIT 02 / 1 OF 2

Start with your actual work

- List three questions clients repeatedly ask you. Choose one you can answer with a repeatable process.
- Write the area or property situation you know well. Then name one useful thing you consistently do for clients.
- Separate evidence from aspiration. Use work samples and a process you can demonstrate; do not add rankings, results or credentials you cannot support.

Build the sentence

- I help [specific client situation] understand [specific decision] through [repeatable process].
- Hypothetical example: I help sellers prepare their coastal listing with a clear media plan and a launch checklist. Adapt it to work you actually do.
- Write three versions. Read them aloud. Remove anything you would not say in a real introduction.

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Test it before printing

- Show the sentence to someone outside real estate. Ask: what would you come to me for? If they repeat only a generic word such as service or excellence, make it more concrete.
- Put your name first. Make your brokerage and required disclosures readable. Keep the supporting sentence shorter than the contact information block.
- Use one main next step on the business card. A QR code should lead directly to the promised resource or contact action, not an unexplained link collection.
- Print a physical proof. Scan the code from the real card under normal lighting. Check small text before ordering the full run.

Use it consistently

- Update the same sentence on your profile, introduction, email signature and card. Adjust only what the channel needs.
- Keep a proof folder: one process explanation, one relevant work sample and any genuine feedback you have permission to share.
- Review the sentence when your service or audience changes. A useful brand statement is a promise you can keep.