

A GUIDE FOR AGENTS



Roisum

RESIDENTIAL

REAL ESTATE PHOTOGRAPHY & MEDIA

The Search Sells You

How the presence you keep becomes the trust you earn.

A COMPANION TO "THE HOUSE SELLS YOU"



ROISUM RESIDENTIAL

A GUIDE FOR AGENTS

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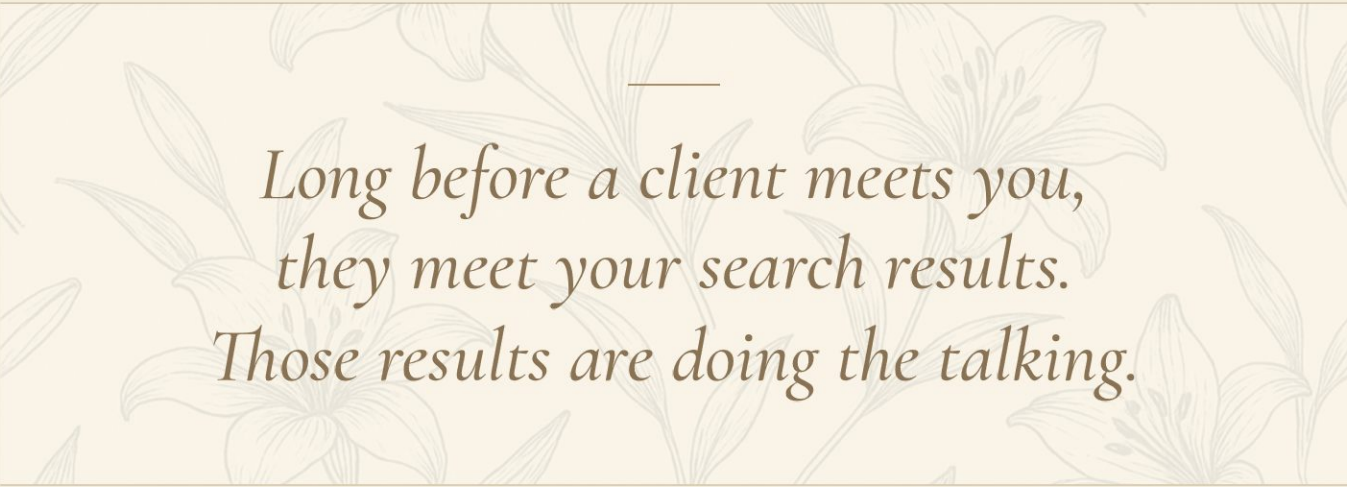
FOREWORD

The Stranger's First Look

"The House Sells You" made a promise about your listings: every one you market is a piece of your portfolio, on permanent display. This guide is about the other half of that portfolio, the part that has nothing to do with any single home. It is you. Your name, your face, your reviews, and the trail you have left across a dozen platforms you may have forgotten you are on.

Before a seller ever calls, they look you up. They read what other people said. They scroll your feed and decide, in less time than it takes to pour a coffee, whether you look like someone who handles their largest asset with care. You are rarely in the room when this happens. The search happens for you, and it either sells you or sells against you.

The good news is that almost none of it is luck. A footprint is built one post, one review, and one profile at a time, and anything that is built can be built on purpose.



—

*Long before a client meets you,
they meet your search results.
Those results are doing the talking.*



PART ONE

Audit Your Footprint

You cannot fix what you have never looked at honestly.

PROFILES IN YOUR NAME	
Brokerage Bio	✓
Zillow	✓
Realtor.com	○
Google	○
Facebook	✓
Instagram	✓
LinkedIn	○
Yelp	○

CONTROLLED NEEDS WORK

Start the way a stranger would. Open a private browser window so your own history does not tidy the results, and search your name. Then your name plus "real estate." Then your name plus your city. Open every result on the first two pages, not only the flattering ones.

You are building an inventory. Every profile that carries your name is an entry: your brokerage bio, Zillow, Realtor.com, Google, Facebook, Instagram, an old LinkedIn, a Yelp page you never claimed, a years-old listing on a site you have never heard of. Some you control. Some you have forgotten. A few you did not know existed. List them all, because you cannot manage a footprint you cannot see.

Then read it the way the seller will: not entry by entry, but as one impression. Is the person in those results the agent you are today? For most, there is a gap between the brand they believe they have and the one the search actually shows. The audit is how you measure that gap. The rest of this guide is how you close it.



TAKE INVENTORY

What to Look For

Anywhere one of these is true, the search is saying something about you that you did not choose. Find them first; fix them next.

- ◆ Profiles you forgot you had, still showing an old role or brokerage.

- ◆ A headshot on one site a decade older than the one on another.

- ◆ Your name spelled or formatted differently from platform to platform.

- ◆ Half-finished profiles, full of blank fields you never went back to fill.

- ◆ Listings from early in your career that no longer match the standard you hold today.

- ◆ Reviews sitting unanswered, the good ones and the hard ones alike.

- ◆ A phone number or email that no longer reaches you.

- ◆ Pages you never claimed, where anyone can post and you cannot reply.

- ◆ A first page of results that says less about you than your competitor's says about them.



PART TWO ———

Social Media Is a Portfolio

A feed is a body of work, whether you treat it like one or not.

Think of your feeds the way a photographer thinks of theirs: a portfolio with a personality. The personal posts belong there. Sharing your days is part of what makes you feel human, and people hire people, not logos. Lean into the life. But keep the work in the mix, because the work is the proof. Strong listing photos, a real client win, the care you put into a home that was not easy: those sell every bit as hard as the moments off the clock.

Remember who else is watching. These same profiles are where buyers find your listings and where your next seller decides whether to call. A feed that is all brunch and no proof is a portfolio with the work taken out. One that is all listings and no human is a brochure. Balance is what you are after, and the test before anything goes up is simple: does this raise the average, or lower it?

There is a second half most agents miss. The apps themselves are built to sell you, and most use a sliver of what they offer. A bio left half-written, a contact button never switched on, a row of Highlights sitting empty: each is a tool the platform handed you and you declined. The next page is the full instrument. Play all of it.



USE THE WHOLE INSTRUMENT

Use Every Tool the Apps Give You

Facebook and Instagram hand you a page full of places to sell, then leave most agents using three of them. Switch on the rest. Each item below is space the platform gives you for free, and a blank one is a sales pitch you chose not to make.

ON INSTAGRAM

- **Switch to a professional account.** It unlocks contact buttons, insights, and a category label a personal account hides.
- **Name yourself so you are found.** Put your real name and "real estate" in the name field, what the app searches, and set your category to Real Estate Agent.
- **Write the bio in full.** Who you serve, where, and why you, with a line that tells them what to do next. Use every character.
- **Turn on the contact buttons.** Call, email, and directions, so interest never has to hunt for a way to reach you.
- **Build out your Highlights.** Current listings, just sold, client words, neighborhoods, and a short "about me." Your portfolio, pinned in place.
- **Pin your three best posts.** The first thing a visitor sees should be your strongest, not your most recent.
- **Use Reels for the work in motion.** Walkthroughs and tours a single still cannot carry.
- **Fill the link.** Point it to your site, your listings, and your booking, all of them, not one.

ON FACEBOOK

- **Run a Business Page, not your personal profile.** The Page is built to be found, reviewed, and contacted; your profile is not.
- **Complete every part of the About section.** Bio, services, service area, hours, website, and contact. Leave nothing blank.
- **List your services.** Spell out exactly what you do in the field built for it.
- **Set the action button.** Send Message, Call, or Book, so the Page does something the moment someone is ready.
- **Turn Recommendations on.** Make it easy for clients to vouch for you where the next one will look.
- **Claim your username.** A clean, named URL you can hand out and that looks like you meant it.
- **Sort your photos into albums.** One per listing, so the work is easy to walk through.
- **Link your Instagram.** One presence feeding the other, not two half-tended accounts.



PART THREE —————

One Storefront, Everywhere

Consistency reassures a prospect. Its absence, or a half-filled profile, does the quiet opposite.

A serious prospect rarely stops at one page. They move from Google to Zillow to your brokerage bio to Instagram, and they do it in a single sitting. Each stop should feel like the same person ran it: the same name, the same photo, the same way of describing what you do, held to the same standard of care.

When those things drift, the prospect notices before they can name why. A name spelled three ways, a headshot that spans three decades, a bio that is sharp in one place and blank in another: none of it reads as busy. It reads as disorganized, and disorganized is the last word anyone wants attached to the person handling their largest sale.

Consistency is only half the job. The other half is completeness. On Zillow, Realtor.com, your brokerage page, and every site that profiles agents, a blank field still says something. It reads as a question the prospect asked and you never bothered to answer. No "about," no specialties, no service areas, no sales history: each gap quietly says you did not bother, about the one thing you most need to look like you bother about.

You do not need a marketing department to fix either half. You need one decision about how you appear, written down once and matched everywhere your name lives, and one afternoon spent filling in every field those platforms left open.



SET ONCE, MATCH EVERYWHERE

Make It Match

- **One name, one way.** The same spelling and format on every platform, including the Realtor® mark if you use it.
- **One photo, current.** The same professional headshot everywhere, updated everywhere at the same time.
- **One bio, one voice.** A single description of who you serve and how, trimmed to fit each platform but never rewritten into a stranger.
- **One set of facts.** Phone, email, and brokerage that actually reach you, identical down to the punctuation.
- **One standard of quality.** The listings on each profile look as deliberate as the photo above them.
- **Claim what is yours.** Take ownership of every profile that carries your name, so no one else controls the story.



NO BLANKS

Fill Every Field

On the third-party sites where buyers and sellers shop for an agent, the most complete profile tends to win the click. Claim yours, then fill all of it.

- **Claim and verify every profile.** Zillow, Realtor.com, Homes.com, your brokerage page, Google Business: if it carries your name, take control of it.
- **Write the full bio.** Not two lines. Who you serve, your background, your market, and what working with you is actually like.
- **List your specialties and service areas.** Every neighborhood and property type you serve is a search you can show up in.
- **Connect your sales history.** Past and present transactions are proof the platform will display for you, if you let it.
- **Add languages, designations, and credentials.** Every fact that sets you apart belongs in the field built for it.
- **Use a current, professional photo.** The same one you use everywhere else.
- **Turn reviews on, and point clients to them.** These pages are often the first a prospect reads.
- **Add every link and contact method.** Website, listings, phone, and email, all current, all reaching you.



PART FOUR

Visible, Not Exposed

Everything in this guide asks you to be findable. That is the job. But there is a difference between being visible as a professional and being exposed as a private person, and the work is to be the first without becoming the second.

Real estate is one of the few careers that asks you to meet strangers alone, in empty houses, on their schedule, with your name and face and number published as an invitation. Almost all of those strangers are exactly who they say they are. Caution here is not fear; it is that the rare exception costs enough to be worth planning around. So put your professional self out everywhere, in full, and keep your private life out of reach by design.

- **Publish a professional line, not your personal one.** A business number and email that route to you, so your cell and home are never the public point of contact.
- **Use your office or brokerage address.** Never your home address, on any profile, listing, or registration.
- **Try never to be there alone.** Bring someone from your team or a friend, even a partner waiting in the car. When no one can come, set a check-in with someone who knows where you are and when you are due to leave.
- **Keep your routine offline.** Where you are every Tuesday, when you are home alone, your children, their school: none of it belongs in a public feed.
- **Split public from private.** Keep your business Page open to the world and your personal profile locked to people you actually know.
- **Watch the background.** A house number, a license plate, a school logo, or a location tag can give away more than the photo intends.
- **Meet new clients at the office first.** Let your footprint open the door; let a simple routine, ID and a quick check-in, decide who walks through it.



PART FIVE ———

The Reviews You Earn

A review is word of mouth that anyone can find, any time, for years.

A referral at a dinner party reaches one person. The same praise written as a review reaches every prospect who looks you up for years to come. Reviews are word of mouth made permanent and searchable, which makes them some of the most valuable real estate in your whole footprint. They are also the part most agents leave to chance.

They do not have to. The clients who would gladly speak for you usually just need to be asked, and asked at the right moment. The right moment is the peak: keys in hand, the deal done, the relief and the gratitude still fresh. A week later the feeling fades and the errands take over. Ask while the day is still theirs to remember. Make it easy: send the direct link, name the platform, and tell them it takes two minutes.

*A great experience → Asked at the peak → A review earned →
Found by the next seller → An easier yes*

*The best time to ask is the moment
the keys change hands, not the
week you finally remember to.*



Answering the Hard Ones

Anyone can answer a five-star review. The hard ones are where the brand is built.

Respond to every review, not only the glowing ones. A reply tells the writer they were heard, and it tells the far larger silent audience, the prospects reading months later, that a real person is paying attention on the other side.

The easy ones take a sentence: thank them, name the specific thing, keep it warm and brief. The hard ones take more, and they matter more. A measured reply to a tough review often builds more trust than the easy five-star ones, because it shows a stranger exactly how you behave under pressure, which is the one thing they most want to know before they hand you their home.

So when a negative review lands, the instinct to defend, to correct, to win the argument in public is the instinct to resist. You are not writing to the reviewer. You are writing to the next hundred people who will read it.



WHEN THE REVIEW STINGS

A Frame for the Hard Reply

- **Pause before you type.** Answer the next day, not the same minute. Nothing good gets written from the sting.
- **Thank them anyway.** They spent time telling you something. Open by acknowledging it, not by bracing against it.
- **Own your part plainly.** If something went wrong, say so without excuses. A clean acknowledgment disarms more than any defense.
- **Do not argue the facts in public.** If their account is off, move it offline: "I would like to understand what happened. May I call you?"
- **Keep your dignity and theirs.** No sarcasm, no blame, no private details. The tone is the message.
- **Resolve it, then let it rest.** Fix what you can, say what you will do differently, and stop replying. You will not win every exchange, and you do not need to.

A CALLBACK TO

◆ *The House Sells You*



THE STANDARD

A Presence Worth Finding

Like the listings it sits beside, a footprint is not built in one heroic afternoon. It is held to a standard that does not bend, on the quiet weeks as much as the busy ones. Here is the standard.

- **Audited on a schedule.** Search yourself at least twice a year, and clean up whatever the search turns up.
- **Consistent everywhere.** Same name, same photo, same message, same quality, on every platform that carries your name.
- **Complete everywhere.** Every field filled, every feature switched on, no blanks left for a prospect to wonder about.
- **Visible, not exposed.** Public as a professional, private as a person, with the line drawn on purpose.
- **A feed that proves you.** Personal and human, with enough of the work in the mix to back the promise.
- **Reviews requested every time.** Asked at the peak, made easy, treated as part of the job rather than a favor.
- **Reviews answered every time.** All of them, the hard ones especially, written for the audience that reads later.
- **Nothing left unclaimed.** Every profile in your name is one you control.
- **A first page you would hand to a seller.** Because, in effect, you already do.




IN CLOSING

The Long View

None of this pays off in a week. A footprint compounds the way a portfolio does, a little at a time until the weight of it shows. The reviews accumulate, the profiles fill in and line up, the feed gathers proof, and one day a seller you have never met decides to call you instead of the agent down the street, for reasons they could never quite explain. They simply looked, and what they found added up.

That is the work. You will not be in the room when most clients decide about you. Make sure the version of you they find is the one you would want speaking on your behalf, because it already is.



*Built one profile at a time, a
presence becomes the reason
a stranger picks up the phone.*



You are the brand, even when you are not in the room. Make what they find worth the call.

ONE SHARED STANDARD · BUILT TO MATCH THIS GUIDE

Roisum Residential Photography

PHOTOGRAPHY & MEDIA

Professional photography, video, 3D tours, aerial, and the floor plans buyers and future sellers notice.

Roisum Residential Admin

TRANSACTION
COORDINATION

Transaction coordination that takes the busy work off your plate, so you can spend your day doing what you do best: selling.

Style House Idaho

HOME STAGING

Staging for occupied and vacant homes: a feeling buyers can step into, and images with a story in them.

ALSO RECOMMENDED · OUTSIDE OUR WALLS

Whym & Co

Brand-rich website design, specializing in sites for real estate professionals.

Mindy Bush Photography

Polished, on-brand headshots for agents.

*A presence built on purpose
becomes the reason they call.*

REACH OUT FOR A QUOTE
ROISUM RESIDENTIAL
EAST IDAHO