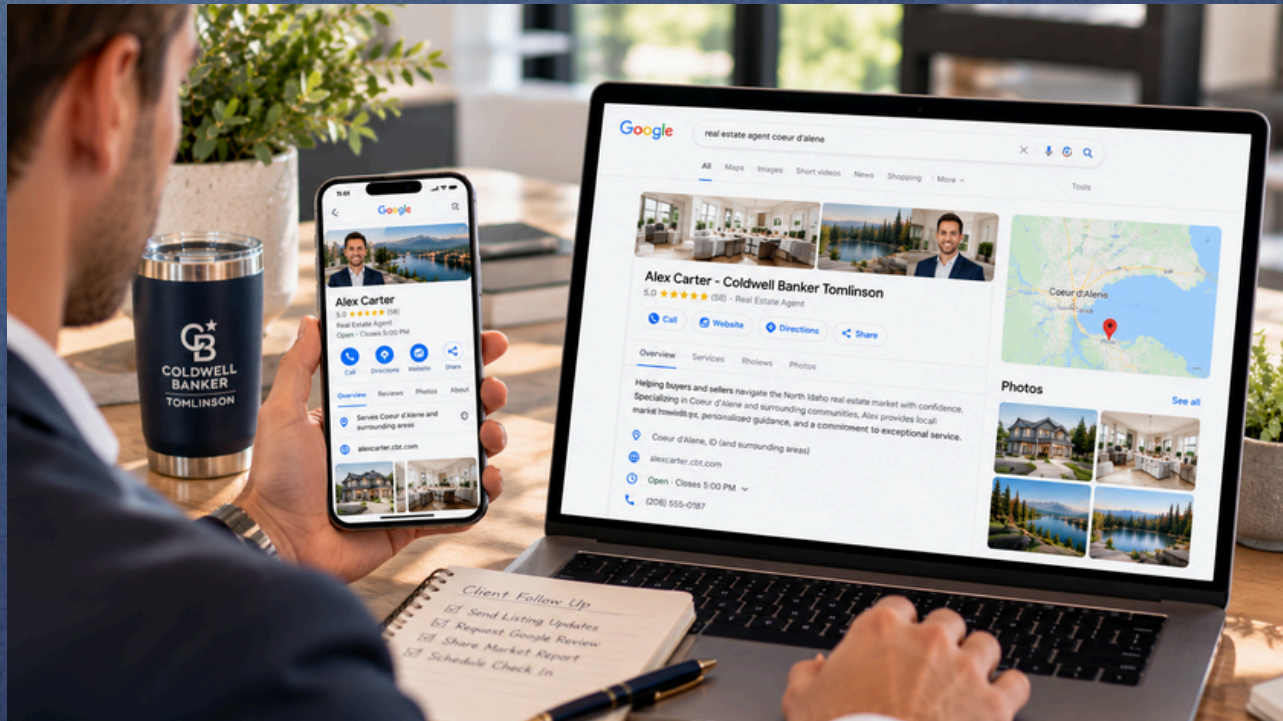


GOOGLE BUSINESS PROFILE GUIDE



Your online presence plays an important role in helping potential buyers and sellers find and connect with you. Google Business Profile is a free tool that allows eligible real estate professionals to manage how their business appears across Google Search and Maps.

This guide will walk you through the essentials of creating and optimizing your Google Business Profile, managing client reviews, sharing your personalized review link and QR code, and tracking your performance. Whether you're getting started or improving an existing profile, you'll find practical tips to help strengthen your credibility, increase local visibility, and connect with your community.

Why Google Business Profile Matters

When someone searches for a real estate professional in their area, Google is often one of their first stops. A Google Business Profile helps eligible agents present accurate business information, showcase their expertise, and make it easier for potential clients to connect with them.

Benefits for Real Estate Agents

- **Local Visibility:** Help people discover your business through relevant searches on Google Search and Maps.
- **Professional Credibility:** Display your business information, photos, services, and client reviews.
- **Easy Communication:** Give potential clients access to your phone number, website, and available contact options.
- **Client Reviews:** Build confidence through authentic feedback from past clients.
- **Performance Insights:** Learn how people discover and interact with your profile.



Google Business Profile vs. Your Website

Your website provides detailed information about your services, listings, and expertise. Your Google Business Profile complements it by helping people discover your business and access key details directly from Google. Both play an important role in your overall digital marketing strategy.

Who Can Create a Profile?

Google allows eligible businesses and certain public-facing practitioners to maintain Business Profiles. Real estate agents may qualify when they have direct contact with clients and meet Google's eligibility requirements.

Agents working within a brokerage should confirm that their individual profile is eligible and properly distinguished from the brokerage's existing listing. Online-only businesses and businesses without qualifying in-person customer contact generally aren't eligible.

Creating Your Google Business Profile

Creating a Google Business Profile helps eligible real estate professionals manage how their business appears on Google Search and Maps. Before getting started, check whether your business already has a listing to avoid creating duplicates.

Step-by-Step Setup

1. **Sign In:** Visit business.google.com and sign in with the Google account you want to use to manage your business.
2. **Find or Add Your Business:** Search for an existing profile. If one exists, request access or claim it rather than creating a duplicate.
3. **Enter Your Business Name:** Use your actual professional business name, following Google's naming requirements.
4. **Choose Your Category:** Select the most accurate primary category, such as Real Estate Agent.
5. **Choose Your Business Type:** Enter a physical location, service area, or both, based on how your business actually operates.
6. **Add Contact Information:** Include your professional phone number and website.
7. **Complete Your Profile:** Add your services, business description, appropriate hours, and professional photos.
8. **Verify Your Business:** Follow the verification instructions Google provides.

Understanding Verification

Google determines which verification methods are available to each business. You may be asked to verify by video, phone, email, or another supported method.

If video verification is required, be prepared to show nearby street signs, the exterior and signage of your Coldwell Banker Tomlinson office, business materials, and proof of authorized access, such as unlocking the office door. Videos must be recorded live through Google's verification process, and agents should coordinate with their office manager beforehand.



Important for Agents: Don't automatically use your brokerage's office address as a public business location. It must accurately represent your eligible business presence and comply with Google's address and practitioner policies.

Optimizing Your Google Business Profile

Once your profile is verified, take time to complete and maintain your business information. An accurate, professional profile makes it easier for potential clients to learn about your services and connect with you.

Tips for Better Local Visibility

- Keep your business information accurate and complete.
- Select the most relevant business category.
- Use natural, location-specific language in your description.
- Add authentic, high-quality photos.
- Respond professionally to client reviews.
- Keep your profile updated as your business changes.



Profile Essentials

Professional Photos

Upload a high-quality headshot, appropriate branding, and photos that represent your real estate services. Use genuine images of your business, team, or work rather than heavily edited or misleading visuals.

Business Description

Write a brief introduction explaining who you help, the communities you serve, and your real estate expertise. Keep your description natural, informative, and professional.

Photos & Updates

Refresh your photos when appropriate and share relevant business updates or events using Google's available posting features.

Services & Specialties

Include relevant services such as buyer representation, seller representation, relocation assistance, and other specialties you actually provide.

Accurate Contact Information

Make sure your phone number, website, business hours, and service areas are current and consistent with your other professional platforms.

Google Reviews & QR Codes

Google reviews allow past clients to share their experiences and help potential buyers and sellers learn more about your services. Unlike Yelp, Google allows businesses to request genuine reviews, provided the requests follow Google's review policies.

One of the easiest ways to request feedback is by sharing your personalized Google review link or QR code.

How to Find Your Google Review Link & QR Code

Step 1: Sign In

On a computer, sign in to the Google account connected to your verified Business Profile.

Step 2: Find Your Business

Open Google Search and search for your exact business name. Your management controls should appear when you're signed in to the correct account.

Step 3: Open Review Options

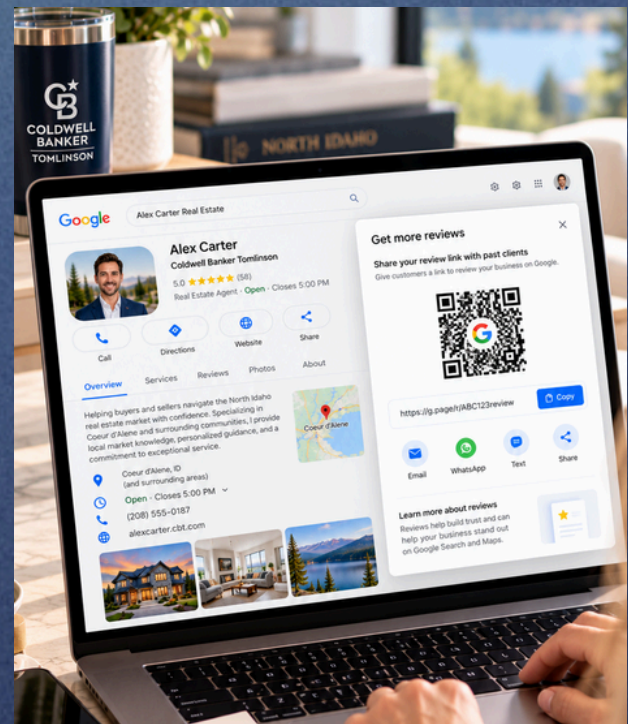
Select Read reviews, then Get more reviews. Depending on the interface, you may also see an Ask for reviews option.

Step 4: Copy Your Review Link

A window will display your direct review link and QR code. Select Copy to save the link for use in emails, text messages, or other client communications.

Step 5: Save Your QR Code

Right-click the QR code image and select Save image as... to download it to your computer for digital or printed materials.



Where Can You Share Your Review Link or QR Code?

- Client thank-you emails
- Post-closing follow-up messages
- Printed thank-you cards
- Digital client communications
- Appropriate marketing materials

Google Review Best Practices

Request honest feedback from clients who have genuinely worked with you. Never offer gifts, discounts, or incentives in exchange for reviews, ask exclusively for positive reviews, or pressure clients to leave a particular rating. Respond professionally to both positive and negative feedback, without sharing confidential transaction details.

Maintaining Your Profile & Tracking Results

Your Google Business Profile isn't something you should create and forget. Regular maintenance helps keep your information accurate, your online presence professional, and your business accessible to potential clients.

Understanding Google Business Profile Performance

Google provides performance information for verified profiles so you can better understand how people discover and interact with your business.

Depending on your profile, you may be able to track:

- **Profile Views:** How often your profile is viewed on Google Search and Maps.
- **Search Terms:** The searches people use to find your business.
- **Website Clicks:** How often visitors click through to your website.
- **Calls:** Calls initiated through your Business Profile.
- **Directions:** Requests for directions to your business, when applicable.

To review your results, sign in to your Google account, search for your business, and select Performance from your profile management controls.



Your Monthly Google Business Profile Checklist

- Confirm your contact information and service areas are accurate
- Review your business description and services
- Add new, relevant business photos when appropriate
- Respond to new client reviews
- Share your review link with recent clients as appropriate
- Check your performance metrics
- Review your profile for brokerage branding and advertising compliance

Final Thoughts: Make Every Search Count

Your Google Business Profile is another opportunity to connect with buyers and sellers before they ever reach out. By keeping your information accurate, showcasing your expertise, and encouraging genuine client feedback, you can strengthen your online reputation and make it easier for people to find your services.

Start with the basics, keep your profile updated, and focus on providing an exceptional client experience. A professional, well-maintained profile can support your long-term real estate marketing efforts.