

YELP GUIDE



Building Your Online Presence in Real Estate

Your online reputation plays an important role in connecting with potential buyers and sellers. Yelp offers real estate professionals another way to increase local visibility, showcase their expertise, and build credibility within their communities.

This guide will walk you through the essentials of creating and optimizing your Yelp profile, understanding and managing reviews, improving your local visibility, and tracking your results. Whether you're just getting started or looking to strengthen your existing presence, you'll find practical tips to help you make the most of Yelp as part of your overall real estate marketing strategy.

Yelp for Real Estate

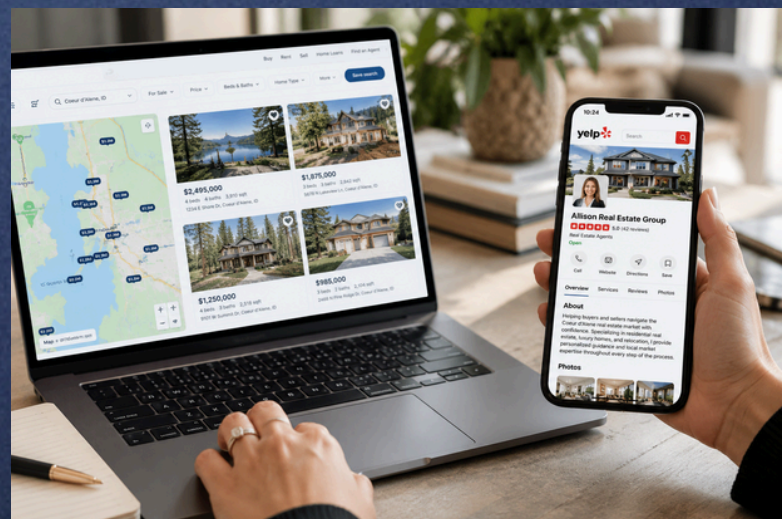
Your Online Reputation Matters

In today's digital world, potential buyers and sellers often research real estate agents before reaching out. Yelp is one of several platforms where consumers can discover local businesses, read customer experiences, and learn more about the professionals serving their community.

While Yelp shouldn't replace your website, Google Business Profile, or social media presence, it can be a useful addition to your online marketing strategy. A complete, professional profile helps reinforce your credibility and makes it easier for potential clients to learn about your services.

Why Realtors Should Consider Yelp

- **Local Visibility:** Help people searching for real estate services in your area discover your business.
- **Credibility:** Provide another place where consumers can learn about your experience and reputation.
- **Professional Presence:** Showcase your specialties, market knowledge, and professional photography.
- **Client Connections:** Make it easy for potential buyers and sellers to find your contact information.



Yelp vs. Google Business Profile

Both platforms support your online reputation, but they serve slightly different purposes. Google Business Profile should generally be a higher priority for local search visibility through Google Search and Maps. Yelp offers an additional place for consumers to discover and evaluate local service providers.

The best approach is to maintain accurate, consistent business information across both platforms.

Setting Up Your Yelp Profile

Create a Professional First Impression

Your Yelp profile should clearly communicate who you are, where you work, and how you help buyers and sellers. A complete, accurate profile makes your business easier to discover and helps potential clients feel confident contacting you.

How to Get Started

1. Visit biz.yelp.com and search for your business.
2. Claim an existing eligible business page or follow Yelp's process to add your business if appropriate.
3. Verify your business using the available verification method.
4. Complete your profile with accurate information.
5. Review your public page to ensure everything displays correctly.



Writing Your Bio

Keep your description clear, approachable, and focused on how you serve clients. Mention your market area, real estate specialties, and what makes your approach unique.

Example:

"Helping buyers and sellers navigate the Boise real estate market with confidence. Specializing in residential real estate, first-time homebuyers, and relocation, I provide personalized guidance and local market knowledge throughout every step of the process."

Profile Optimization Checklist

1. Use your professional business name and brokerage affiliation
2. Add an accurate business phone number, website, and location or service area
3. Select the most relevant available business category
4. Write a short bio highlighting your experience and specialties
5. Upload a professional headshot and high-quality business photos
6. Include relevant local market names naturally in your description
7. Confirm your information matches your other online business profiles

Managing Yelp Reviews & Reputation

Understanding Yelp Reviews

Reviews give potential clients insight into the experiences others have had with your business. However, Yelp has specific policies that make its review process different from many other platforms.

Important: Yelp does not permit businesses to solicit reviews. Unlike platforms that allow agents to request client testimonials, Yelp advises businesses not to ask customers, friends, or family members to leave reviews. Solicited reviews may not be recommended by Yelp's automated system.

Responding to Reviews

Positive Review Example

"Thank you for sharing your experience! I truly appreciate your kind words and am grateful for the opportunity to help."

Negative Review Example

"Thank you for taking the time to share your feedback. I take concerns seriously and always strive to provide excellent service. I welcome the opportunity to discuss this further directly."

What About Reviews That Don't Appear?

Yelp uses automated recommendation software to evaluate reviews. Some may appear in a separate "not currently recommended" section and won't count toward the overall star rating. Businesses cannot pay to change which reviews are recommended.



Best Practices for Managing Reviews

- **Focus on Client Experience:** Provide excellent service that naturally inspires people to share their experiences.
- **Monitor Feedback:** Check your Yelp profile regularly for new reviews and customer activity.
- **Respond Professionally:** Thank reviewers for their feedback and keep your responses courteous.
- **Address Concerns:** When responding to negative reviews, acknowledge the concern without becoming defensive.
- **Protect Client Privacy:** Never publicly share confidential transaction details or personal information.

Making the Most of Yelp

Keep Your Profile Relevant

Yelp isn't designed to function exactly like Instagram or Facebook. Instead of treating it as another daily posting platform, focus on keeping your business profile accurate, professional, and helpful to prospective clients.

What to Showcase



Professional Photography

Include your headshot, office environment, and approved images that reflect your real estate business.



Local Expertise

Highlight the communities and markets you serve through your business description and relevant photos.



Business Information

Keep your specialties, contact details, website, and other available profile fields current.



Tips for Better Local Visibility

- Use relevant location terms naturally, such as "Spokane real estate agent" or "North Idaho real estate."
- Maintain consistent business information across your website, Yelp, and Google Business Profile.
- Choose accurate categories and business attributes rather than adding unrelated keywords.
- Refresh photos when needed and review your profile at least once a quarter.
- Respond to genuine inquiries promptly.

Should You Advertise on Yelp?

Yelp offers paid advertising and enhanced business profile features. However, advertising is optional and doesn't guarantee leads or better review ratings. Consider paid options only if you can track meaningful results and they fit your marketing budget.

Measuring Success & Next Steps

What Can You Expect From Yelp?

A well-maintained Yelp profile can support your online reputation and create additional opportunities for potential clients to discover your real estate business.

However, results vary based on your location, competition, business profile, and consumer activity. Rather than expecting a specific number of leads, focus on maintaining a credible presence and tracking actual engagement.



What to Monitor

Yelp for Business provides performance information, although available metrics and features may vary by account and plan.

- **Profile Views:** How often consumers visit your business page.
- **Customer Actions:** Website clicks, phone calls, or messages where available.
- **Reviews:** New feedback and overall reputation.
- **Lead Quality:** Whether Yelp inquiries turn into real conversations, appointments, or clients.

Your Monthly Yelp Checklist

1. Review business information for accuracy
2. Check for new reviews and respond appropriately
3. Respond to any unanswered business inquiries
4. Update outdated photos or business details
5. Review available performance insights
6. Confirm your profile aligns with brokerage branding and advertising requirements

Final Thoughts: Build Trust Beyond the Transaction

Your online reputation is an extension of the service you provide every day. While Yelp is just one piece of your digital presence, maintaining an accurate and professional profile can help potential clients feel more confident when researching real estate professionals.

Focus on providing exceptional service, sharing accurate information, and staying engaged with your online community. A consistent, trustworthy presence across platforms helps strengthen your personal brand and supports long-term business growth.