

Improving your REONetwork.com profile



REONetwork.com recommends enhancing your profile with these easy-to-follow steps. Doing so will greatly improve your chances of receiving calls from REO asset managers. We have cultivated this list through years of experience in the REO industry and countless conversations with asset managers from top institutions across the nation. Keep in mind while using this list, your bio should have your own personality and individuality.

Effective Biographies

Easy Visual Flow

- **Bullet points:** Reading is much easier when information is broken up with white space and concise statements.
- **Sentence case:** Use of all capitals or lowercase is less professional and difficult to read.
- **Spell check:** Always proofread for spelling and grammatical errors.
- **Add a photo:** Include a professional, smiling photo of yourself.

Compelling Content

- **Authenticity:** Always represent yourself accurately and truthfully.
- **Well-rounded expert:** Communicate you are familiar with REO, alternative liquidation and loss mitigation strategies.
- **Impressive clients** (e.g., Chase, Bank of America, Wells Fargo, etc.): Be selective in who you feature. Too many clients may appear you're over extended or have more than enough business.
- **Referrals:** If you have received positive feedback or a testimonial from a client, request permission to feature on REONetwork.com.
- **Vendors:** Mention if you have a team or list of vendors to help with property preservation, repairs, clean outs, etc.
- **Invoicing:** Include your system of invoicing and tracking payments. Asset managers like to know you already have a system in place.
- **Impressive stats:** Include successful statistics such as days-on-market, BPO value-to-sold price or cash-for-keys.
- **Going above-and-beyond:**
 - If you have the resources, mention you can cover expenses for repairs, utilities, maintenance, etc. until property is sold.
 - Describe your marketing strategy for REO properties. An action plan will impress an asset manager.
 - Confirm you keep updated on current legislation, city ordinances and code violations. Many REO departments are fined for compliance issues. They appreciate this is a priority for you.
- **Additional skills to differentiate:**
 - **Do you speak another language?** Identify your level of proficiency (conversational, reading knowledge) or fluency.
 - **The year you joined REONetwork.com:** This date reinforces you're a long time, good standing member.
 - **HUD certified:** Make it easy for HUD contractors to locate HUD experienced brokers and agents.
 - **REO certifications, affiliations, or credentials you may have:** This can also include any REO platforms and software used to manage your properties.
 - **Other areas of loss mitigation:** Experience marketing luxury REO, commercial properties, property management, and working with hedge funds. List a few specific names of clients you have listed these types of properties for to show your credibility.

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The Original Network™

Compelling Content (cont.)

▪ **Community involvement:**

- Identify your involvement with and commitment to local charities.
- Most of the bio should be REO information, but add a little personal information.
- Personal information (hobbies, talents, activities, education, your family) helps to connect with an asset manager.
- If you have a website, add the URL to the URL section of your profile.

What to avoid:

It's best not to refer to yourself as the "#1" agent or "Top" producer or agent. These terms are over used. Asset Managers visiting REONetwork.com are interested solely on your REO experience and expertise.

Service areas

- Include all the small cities within your service area.
- Consider expanding your service areas to market to new clients. Asset managers have a hard time finding REO brokers and agents in rural areas. If you service any outlying areas, definitely include them.

Communication

- **Be available:** Make sure asset managers are able to get in touch with you
 - **Phone:** The number listed in the phone #1 spot needs to be the easiest way to reach you. If asset managers find themselves wading through endless phone directories and voice mail options, they'll move on.
 - **Email:** Remove requests to have email sender fill out or click on another link to become an "approved" sender on your email list. Asset managers do not have the time to do this. Use spam filters instead. Also, consider purchasing your own email domain. This gives a professional appearance more so than a Gmail or Yahoo email.
- **Be present:** Make asset managers feel like they are your only client.
- **Return on investment (ROI):** Measure the effectiveness of your profile. When you receive phone calls from a new asset manager, ask how he/she found your name. You will be pleased at how many times it's through REONetwork.com!

Coordinate your marketing efforts

- **Badges:** Add one of our partner badges to your online and print marketing to alert asset managers and servicers that you are an experienced REO agent. When logged into your REONetwork.com account, click on the "Partner Badges" to find download instructions.
- **Social networking sites:** Share your profile on all social networking sites by clicking on the social media share buttons.
- **Premium Partner Plan:** Upgrading your profile to a priority spot. Premium Partners are viewed as more REO motivated, more REO experienced, more REO aggressive and these are the types of brokers asset managers want to work with on their properties.

If you have any questions, please feel free to contact [REONetwork.com](https://www.reonetwork.com) at **866.316.4690** or support@reonetwork.com. Please contact us if you would like us to review your bio. We also want to hear your ideas and hope you will share what's worked for you.