

Following is a list of suggested questions for a feature story / article on a real estate professional – not necessarily in order.

1. Why/How did you start in real estate?
2. How do you give clients the time and attention they deserve?
3. How did you decide on your broker?
4. Do you work solo, with a team or with your spouse/family?
5. Describe how you (or team, partner, family) work together on transactions. Your strengths...your talents.
6. Most significant events since the team formed.
7. What do you like best about your business model?
8. What's the major contributing factor to your success? What do you offer your clients that is unique?
9. How do you manage balance of time requirements between family, business and community involvement?
10. What is the most important fact you want the readers to know about you and about your business? About why clients select you?
11. Please give brief family info...spouse, children, their interests, etc.
12. Briefly, share your educational background, Associations/awards and real estate designations.
13. What are your business vision, goals and growth potential?
14. What was your background before real estate?
15. What is your history before the current broker affiliation?
16. What types of clients do you work with?

17. What types of properties do you sell/list?
18. What is the volume of residential and/or commercial properties sold annually (individual and/or team)?
19. Do you represent builders and/or land developers? How do you market their properties?
20. Do you have any special projects that you market (i.e. Nobel Point Estates, Castle Hills, etc)?
21. How active are you in the community?
22. Describe your relationship with your business and service vendors/partners.
23. Real estate is a very competitive business, what sets you and your team apart from your competitors?
24. Do you have a relocation program?
25. In your opinion what makes a successful real estate agent?
26. What do you enjoy most about being a real estate agent?
27. Discuss briefly the personal side of your life, hobbies, loves, passions, convictions, collections.
28. Where do you see yourself in 5, 10, 15 years?
29. What are your plans for growth and diversification?

If you need help writing your Feature Story, call Sandy Hibbard at 214-208-3987 or email her at sandy@lyricmarketing.com.