



Your Home Investor Biography (HI Bio)

Your Home Investor Biography, **HI Bio** for short, is a 3-5 sentence explanation of who you are.

You'll say your HI Bio on almost every Opening Call and Closing Call, and there's a place for it in the scripts provided in your Back Office. You'll need to post your HI Bio on almost every social media site and on your Facebook Fan Page under the "About" tab. You'll also use it when developing referral sources.

It's vital you go through your HI Bio on seller and buyer Closing Calls, unless you absolutely can't squeeze it in. You'll be surprised how smoothly it'll coordinate with your social media.

You'll soon find that going over your HI Bio is *the most important 15 seconds of your calls and crucial to your social media*. That's because to move forward with you, the sellers must quickly decide:

- If they trust you
- If they like you
- If you know what you're doing
- If their comfort level is high enough to sell to you

The goal of your HI BIO is to build trust in four ways:

- 1) Demonstrate stability through ties to the area
- 2) Show credibility and a trustworthy nature
- 3) Display real estate credibility
- 4) Be friendly and neighborly

That's not so easy when you're saying it over the phone, using all your natural charm. It gets even harder when it's just some words under an "About" social media tab.

First, use the following tips, templates, and examples to write your own HI Bio. It's kind of like Madlibs! It's so easy, and it works really well even if you have not yet developed real estate investing credibility. Making friends is much more important than trying to impress them with a long list of credentials. *Prospects mostly just want the sense that you know what you're talking about and that comes from you sticking to the scripts.*

General Format for HI Bio

The first line of your HI Bio should be about your ties to the community or the area. That's especially true if they relate to the location of the property on a specific call.

Next, you can mention your regular job in a positive light. Jobs like teacher or nurse sound



helpful, architect or engineer sound credible. You can always mention where you work if it's a well-known company or what field you're in if it's popular or thriving.

Follow that up with your real estate credibility. It's good if you have it; if not, you can always recall when you bought your first house, and say "I've been involved in real estate for 20 years."

You should *always* say, "...and (I/we) buy and sell houses all around the area."

Finish with a line that makes you seem nice and neighborly, like how you really like working with homesellers and buyers in the area.

Your Hi Bio will follow this general guide, and should usually be 15-30 seconds. After your Hi Bio, go into the rest of the Closing Call, work out the Four Cash Deal Considerations, and set the appointment for the deal meeting.

Note: Use your Hi Bio on the Closing Call scripts where noted "use prepared home investor bio" and *before* working out the Four Cash Deal Considerations.

HI Bio TEMPLATE

Just so you know a little bit about (us/me), (we/I) grew up right (here in/outside) city, I love this whole area, the people around here are really great, you know. So the past ____ years I've been working here at _____, I've been a ____ for quite a while now, (and my [wife/husband] has been in the ____ field for many years). (*Mention real estate credibility here if you have any*)
We also buy and sell houses all around the _____ area.

Shorter BIO

Just so you know a little bit about us, my husband and I have lived here in the East Valley for over 25 years, I used to be a top new home sales associate for Shea Homes, and my husband managed a mortgage office downtown. Then back in 2003 we realized we could do more for sellers if we just buy their house directly ourselves for full price, so that's when we started "Happy House Buyers LLC". We work with both our sons, it's a nice family business and we've been able to help lots of local families too.

Longer BIO

Just so you know a little bit about us, my husband and I have lived here in the East Valley for over 25 years, we raised our kids here. We're originally from Minnesota, so we moved from the coldest state to the hottest state! I used to be a top new home sales associate for Shea Homes,



and my husband was the manager of a mortgage office downtown. Then back in 2003 we realized we could do more for sellers if we just buy their house directly ourselves for full price, so that's when we started "Happy House Buyers LLC". We sell houses too, and we love helping buyers with less-than-perfect credit. Now we work with both our sons and sometimes our daughter, it's a nice family business and we've been able to help lots of local families too.

Social Media Posting Examples

("Folksy" Version -- Nextdoor)

Just so you know a little bit about us, we've lived here in Arizona for over 25 years, we raised our kids here. We're originally from Minnesota, so we moved from the coldest state to the hottest state! Elizabeth used to be a top new home sales associate for Shea Homes, and Joe was the manager of a mortgage office downtown. Then back in 2003 we realized we could do more for sellers if we just bought their house directly ourselves for full price, so that's when we started "Happy House Buyers LLC". We sell houses too, and we love helping buyers with less-than-perfect credit. Our office is on the corner of Oak and Lincoln, feel free to stop by anytime! We also specialize in VIRTUAL and CONTACTLESS transactions, we can buy and sell homes over the phone and computer. We work with both our sons and sometimes our daughter, it's a great family business and we've been able to help lots of local families too!

(Professional Version -- LinkedIn)

We Pedersons have lived here in Arizona for over 25 years, Elizabeth used to be a top New Home Sales Associate for Newman Homes, and Joe was the manager of a mortgage office downtown. Then back in 2003 we realized we could do more for sellers if we simply bought their house directly ourselves for full price, so that's when we started "Happy House Buyers LLC". We sell houses too, and we have great homes for buyers with less-than-perfect credit. Our Home Investing office is on the corner of Oak and Lincoln, please feel free to stop by anytime! We also specialize in VIRTUAL and CONTACTLESS transactions, we can buy and sell homes over the phone and computer. We work with both our sons and sometimes our daughter, it's a great family business and we've been able to help lots of local families too!

("Salesly" Version -- OfferUp)

We Pay Full Price for Pretty Houses, and Top Price for Ugly Houses! We Have Great Homes for Buyers with Less-than-Perfect Credit! We're "Happy House Buyers LLC". We Love Helping Buyers When the Banks Say "No". We Specialize in VIRTUAL and CONTACTLESS Transactions, We Can Buy and Sell Homes Over the Phone and Computer. We're a Family Business for Over 20 Years, Please Give Us the Honor of Working with Your Family. Special Discounts for Our Veteran & First Responder & Medical Provider Families!