



REAL ESTATE

PROFESSIONAL APPEARANCE

MARKETING - ATTRACTING AND RETAINING CUSTOMERS



RealEstateMediaCourses.com

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You may think this one is a no-brainer, but if your business is more than just yourself, this one can be quite tricky. We found that as you continue to hire people who are different and have different definitions of what professional appearance is.

1 | SET STANDARDS WITH YOUR TEAM

It is important to set standards with your team so that your customers get a consistent customer experience. I would include personal hygiene as well in the professional appearance category. This one isn't fun to manage but can lead to a bad customer experience if not handled properly.

STANDARD PHOTOGRAPHER ATTIRE

Now in the markets that we serve, the standard photographer attire is a branded Polo. We've decided to go a little bit against the grain and use branded t-shirts instead for most of the homes we shoot. We like the comfort consistent look and swap ability since our markets get extremely hot in the summertime.

T-shirts are less professional than polos, but they fit our brand, which is the consistent look our customers have come to expect. We also have branded button-downs, polos, and jackets for cooler weather and high-end properties.

If you're shooting a multimillion-dollar listing, it is a good idea to wear something nicer than a T-shirt.

It is also important to set standards around pants, shorts, and shoes. The more specific you can be with your team, the better.

REMOVE YOUR TEAM SHOES

Also, when we go into homes, we ask the homeowner or agent if they would like us to remove our shoes. You can also incorporate wearing booties to create a more professional environment.

2 | GO OVER PROFESSIONAL APPEARANCE EXPECTATIONS

We go over our professional appearance expectations with each new hire. When we operated from our office, we also had these standards posted on the wall so that it was top of mind for all of our team members.

Feel free to adjust your professional appearance standards as you see fit based on the image you would like to create. Dress standards will also differ from market to market. So make sure that you know what is appropriate.

Also, make sure your team is on the same page and is held accountable for following company expectations.

