

# Professional Presence Checklist

## Brand Foundations

- ☐ Clearly define your value proposition (who you serve + how you help)
- ☐ Choose a consistent headshot for all platforms
- ☐ Download the suggested Pemberton Holmes branding from [brandox.com](https://brandox.com) (colours, fonts, assets)
- ☐ Write a concise, professional bio (short + long versions)

**Unsure how to write your bio?** ChatGPT or similar service can assist you in crafting a professional introduction for you to clients.

## Website & Profiles

- ☐ Ensure your website or profile page is updated with accurate contact info
- ☐ Add a compelling “About Me” section

## Social Media Setup

- ☐ Complete all profile fields (bio, location, contact links)
- ☐ Link to your website or Link-in-Bio hub

## Content Strategy

- ☐ Brainstorm a list of core content pillars (e.g., listings, market updates, community features, client success stories)
- ☐ Develop a posting schedule (Suggested 1–2× weekly)

## Marketing Materials

- ☐ Order professionally designed **business cards** ([Click Here](#))
- ☐ Order **nametag** ([Click Here](#))



**PEMBERTON  
HOLMES** REAL ESTATE  
ESTABLISHED 1887

- ☐ Set up your **email signature** using PH branding
- ☐ Create **open house & for sale signage** (A-frames, directional signs, feature sheets) ([Click Here](#))
- ☐ Review the various **print templates available on printdeals.ca** or build your own ([Click Here](#))
- ☐ Ensure you are familiar with **Autoprop and Matrix tools** for client presentations

### **Professional Communication**

- ☐ Set up voicemail with a clear, polished greeting
- ☐ Set up automatic emails for new inquiries to your business

### **Consistency & Compliance**

- ☐ Confirm your name, brokerage, and licence info appear correctly everywhere
- ☐ Ensure all advertising meets local real estate regulations ([BCFSA Guidelines](#))

### **Optional Enhancements**

- Set up a blog or newsletter
- Build a professional LinkTree or digital business card
- Use analytics tools to track engagement and website traffic
- Create highlight reels or intro videos
- Automate simple tasks with CRM integrations