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DIGITAL

The Google Business Profile Checklist

FOR REAL ESTATE AGENTS

Build a profile that belongs to you, not your brokerage

(formerly Google My Business)

INSIDE

Why your brokerage's profile isn't yours

Google's rules for individual agents

The 40-point agent checklist + your score

A weekly rhythm built around listings and closings



START HERE

Your brokerage's profile isn't yours

When someone searches "real estate agent near me" or "realtor Richmond Hill," Google shows a map with three names under it. Most agents assume their brokerage's listing covers them. It doesn't. Those reviews, calls, and clicks belong to the brokerage, and if you ever move firms, they stay behind.

Google lets real estate agents have a **Google Business Profile** of their own. It puts agents in the same group as doctors, lawyers, and financial planners, which it calls **individual practitioners**. A profile you own is a profile whose reviews follow you for your whole career.

Brokerage profile vs. your profile

	BROKERAGE PROFILE	YOUR PROFILE
Name	The firm's name	Your name only
Category	Real estate agency	Real estate agent
Phone	The office line	Your direct line
Website	The firm's homepage	Your agent page or site
Reviews	Belong to the firm	Belong to you, wherever you go

Who qualifies

Under Google's guidelines, you should have your own profile if you're in a public-facing role and customers can reach you directly at your verified location during your listed hours. Support staff and corporate lead-gen agents don't qualify. When several agents work out of one office, the brokerage keeps its own profile, and each agent's profile uses only the agent's name.

THE LICENSE-LAW PIECE (DON'T SKIP THIS)

Google says your profile name should be just your name. Your state has rules too. In Georgia, GREC Rule 520-1-.09 says agent advertising must be supervised by your broker and done in the firm's name, and internet advertising has to show the firm's name and phone number. So your profile name stays clean, but your description and website should clearly show your brokerage. Get your broker's approval before you set it up. South Carolina and other states have their own rules, so check yours.

This checklist is general guidance, not legal advice. Your broker and your state's real estate commission have the final word on advertising.



THE CHECKLIST

Check off what you already have

Open your profile next to this sheet and go line by line. Only check a box if the answer is a clear **yes**. "Kind of" counts as no.

1. Eligibility & Setup

Get these right first. Mistakes here are how agent profiles get suspended.

- ☐ You're a licensed, public-facing agent who can be reached directly during your listed hours.
- ☐ Your broker has approved the profile. Get it in writing.
- ☐ Your profile is separate from the brokerage's, and you haven't claimed or edited theirs.
- ☐ Profile name is **your name only**, with no "Realtor," city, team name, or brokerage added.
- ☐ **Primary category is "Real estate agent."** "Real estate agency" is for the brokerage.
- ☐ Address is the brokerage office only if you actually work there and your broker allows it. Otherwise, you're set up as a service-area business with your address hidden.
- ☐ No PO box, virtual office, or co-working desk used as your address.
- ☐ You have one profile, not separate ones for luxury, investors, or relocation.

2. Contact & Compliance

Make it clear the profile is yours, while staying inside your state's rules.

- ☐ Your own direct phone number is listed, not the front desk.
- ☐ Website link goes to your agent page or personal site, not the brokerage homepage.
- ☐ Your description and website clearly show your brokerage's name and phone number, as your state and broker require.
- ☐ Hours reflect when you actually answer, including evenings and weekends if you work them.
- ☐ Service areas list the cities and neighborhoods you actually work.
- ☐ Description uses most of the 750 characters to cover who you serve, your niches, and your areas, with no links or promos.

3. Profile Completeness

This is how Google learns what kind of agent you are.

- ☐ Services are listed, such as buyer representation, listing homes, first-time buyers, relocation, investment property, and new construction.
- ☐ Secondary categories are added only if they truly describe your work.
- ☐ All relevant attributes are turned on, such as languages spoken, veteran-owned, women-owned, or online appointments.



- ☐ Booking link is set up for a buyer consult or home valuation, so people can take the next step without calling.
- ☐ Professional headshot and a clean cover photo are uploaded.

4. Photos & Video

People are hiring you, not just a house. Let them see who they're getting.

- ☐ Real photos of you at showings, open houses, and closings (with the client's permission).
- ☐ Photos of the neighborhoods and landmarks in the areas you serve.
- ☐ At least one short video, like a neighborhood tour, a market update, or a 30-second intro.
- ☐ New photos are added every month.

5. Reviews

Your reviews are your career portfolio, and on your own profile they're yours to keep.

- ☐ You **ask every client at closing**. It's a step on your closing checklist, not something you remember sometimes.
- ☐ Your direct review link and QR code are in your email signature and your closing follow-up.
- ☐ New reviews come in every month, not a burst followed by months of nothing.
- ☐ Every review gets a reply within 48 hours.
- ☐ Replies mention the area naturally, like "so glad we found you the right place in Pooler."
- ☐ Replies never reveal private details like price, address, or why someone was selling.
- ☐ Reviews are never tied to a gift or discount, and you never ask only happy clients. Your closing gift is a thank-you, not a trade.
- ☐ You flag fake or spam reviews through your profile instead of arguing with them publicly.

6. Posts & Activity

Posts won't jump your ranking by themselves. They show you're active and working.

- ☐ At least **one post per week**: a new listing, a just-sold, an open house, or a market update.
- ☐ Listing posts include your firm's name and phone where your state and broker require it.
- ☐ Posts describe the **home and the area**, never who the buyer "should" be. Fair housing rules apply to your profile too.
- ☐ Every post has a real photo and a button, such as Call, Book, or Learn More.

7. Beyond the Profile

Google checks your profile against the rest of the internet.

- ☐ Your name, phone, and brokerage match everywhere: Zillow, Realtor.com, your brokerage agent page, Facebook, and LinkedIn.



- ☐ Your website has pages for the neighborhoods and cities you serve, and they match your service areas.
- ☐ Your website has a real FAQ page for buyers and sellers, since Google's AI now answers customer questions using your site.
- ☐ Leads get a fast response, ideally within 5 minutes and never the next day.
- ☐ You check your profile's Performance data every month for calls, website clicks, and searches.

YOUR SCORE _____ / 40	
35-40	You're ahead of most agents in your market. Now keep it up after every closing.
25-34	A solid start, but other agents are getting found first. Start with sections 1, 2, and 5.
0-24	Your brokerage is getting found instead of you. This is the fastest place to fix that.

SWITCHING BROKERAGES?

This is where owning your profile pays off, because your reviews come with you. Update your description, brokerage details, website link, and address if you were verified at the old office. Expect Google to ask you to verify again after an address change. Plan for it before your move, not after.



KEEPING IT UP

A rhythm built around your business

Your deals already give you something to post about. Here's how to turn them into a routine that takes about 30 minutes a week.

WHEN	WHAT TO DO
Every week	Publish 1 post: a new listing, a just-sold, an open house, or a tip. Reply to every new review. Add 1-2 photos from showings or the neighborhoods you work.
Every closing	Send your review link within 48 hours of closing, while the excitement is fresh. Post a just-sold with the client's permission, keeping private details out.
Every month	Post a local market update. Check Performance data for calls, website clicks, and searches, and compare to last month. Look for edits someone else made to your profile.
Every quarter	Re-run this full checklist. Compare your profile to the top 3 agents showing in your area. Refresh your description, services, and service areas. Spot-check Zillow, Realtor.com, and your brokerage agent page for matching info.

Post ideas that actually work for agents

Just sold	"Just closed on a 3-bed in Richmond Hill. Congrats to my clients!" Add a photo at the sign, with permission.
Neighborhood spotlight	"3 things people love about living in Pooler." Focus on places and amenities, not who should live there.
Market update	"Average days on market in Savannah this month." Use your MLS data.
Buyer or seller tip	"What to fix before you list, and what to leave alone."
Open house	Post it as an Event with the date, time, and your firm's info.

WANT A SECOND SET OF EYES?

Highly Favored Digital helps agents and local businesses across Georgia and South Carolina get found. We'll compare your profile to the top 3 agents in your market and show you exactly where you're losing leads. Book a free 30-minute strategy call and we'll walk you through it.

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Sources: Google Business Profile Help, "Guidelines for representing your business on Google"; Georgia Real Estate Commission Rule 520-1-.09 (Advertising); Whitespark, 2026 Local Search Ranking Factors. General guidance only, not legal advice. Reflects the platform and rules as of September 2026.