



FOR REAL ESTATE AGENTS

Google Found Them. Now What?

A short, honest guide to your Google Business Profile, your reviews, and the five minutes someone spends deciding whether to call you.

Your Google Moment of Truth

Somebody hears your name. A past client mentions you. A neighbor points at your sign. I refer a buyer over to you after we close their pre-approval. They don't call you yet. First, they Google you.

That's the real moment of truth. Not the referral itself. What happens in the thirty seconds after someone types your name into a search bar on their phone, standing in their kitchen, deciding whether you're worth a call.

If what comes up is thin, outdated, or confusing, they hesitate. Maybe they still call you. Maybe they call the next name that comes to mind instead. You never find out which one it was, because you never hear from the ones who didn't call.

If what comes up is clear, current, and backed by real reviews from real people, that hesitation disappears. They already feel like they know you a little. That's the whole game. Not tricking Google into ranking you higher. Giving Google, and the person doing the searching, one clear, honest story about who you are and how you help.

KEN'S NOTE

This isn't an SEO course. I'm not going to teach you to game an algorithm, and you shouldn't want to. This is six short chapters that get your profile, your reviews, and your online presence telling one clean, true story. Most of it you can knock out in an afternoon. When you hit something that needs a second set of eyes, that's what Chapter Seven is for.

Here's the one question worth asking before you read another page: when someone Googles your name right now, does what they find make them want to call you?

The Quick Health Check

Before you touch anything else in this guide, answer these four questions honestly. Takes a few minutes. Saves you from building on a shaky foundation.

- ☐ **Can you find your own Google Business Profile?** Search your name plus "real estate agent" and see what comes up.
- ☐ **Is it verified?** Look for a checkmark. No "unverified" or "suspended" flag anywhere.
- ☐ **Is your phone number, website, and current brokerage accurate?** Not the office you left two years ago. I looked at a profile last week with the wrong number on it. It happens more than you'd think, and it's costing someone a phone call right now.
- ☐ **Are there duplicate profiles?** Old brokerage listings, a team page next to your individual page, a profile from a previous name or market. Anything that could confuse someone, or confuse Google.

STOP AND ASK BEFORE YOU GO FURTHER

If you answered no to verification, or you found duplicate profiles, don't start editing yet. Fixing the wrong thing first can cause more damage, including suspension. Give me a call and we'll talk it through before you touch anything: 952-270-6046.

KEN'S NOTE

Run this check every few months, not just once. Profiles drift. Phone numbers change, brokerages change, a duplicate can pop up out of nowhere. The agents who stay on top of this are the ones whose profile still looks right a year from now.

Pick Your Lane

"I help buyers and sellers throughout the Twin Cities" tells a stranger nothing about you. It could be any of two thousand agents. Google can't figure out who to show for that either.

You don't need to serve everyone to build a good business. You need to be the clear answer for someone. Work through these six questions before you touch your profile or write a word of content.

- ☐ What area do you actually want to be known in?
- ☐ Who do you want calling you? First-time buyers, move-up sellers, downsizers, relocation, investors?
- ☐ What real estate situation do you understand better than most agents?
- ☐ What problem do you actually solve for someone?
- ☐ What backs that up? Years, numbers, a specific kind of deal you've closed a lot of, client stories.
- ☐ What's the first conversation you want someone to have with you?

WEAK

"I help buyers and sellers throughout the Twin Cities metro."

STRONG

"I help Bloomington and Richfield homeowners figure out how to sell their current house and buy the next one without getting stuck in between."

Notice the strong version isn't fancier. It's just specific. A real place, a real person, a real problem. That's what Google can match to a search, and it's what a stranger can trust in five seconds.

Fix the Profile

Once you've passed the health check and you know your lane, here's what to actually change on your Google Business Profile.

Business Name Use your real name and brokerage exactly as licensed. **Don't stuff keywords in there like "REALTOR Bloomington MN," Google can suspend your profile for it.**

Category Pick the fewest categories that are actually true, usually just "Real Estate Agent." **Don't add extra categories hoping to rank for more searches.**

Service Area List your real primary and secondary markets from Chapter Three. **Don't list every city in the metro. That dilutes you everywhere instead of ranking you anywhere.**

Description One tight paragraph. Who you help, how, and why it's you. **Don't cram in every city and service you can think of. It reads like spam to a person and to Google.** Want a prompt that writes a first draft for you? It's in the prompts doc, Chapter Eight.

Photos A real, current headshot, you at work, real local shots from your market. **Don't use stock photos, or leave the profile with none at all.**

Posts A steady update, at minimum every few weeks, see Chapter Six. **Don't post daily for two weeks and then go silent. Google notices, and so do people scrolling past it.**

ONE THING WORTH DOING TODAY

If your headshot is more than a couple years old, or you don't have one you actually like, that alone is worth fixing before anything else on this page. Our headshot tool at realtorportal.ai/kengraczak can get you a clean, professional one in minutes. More on that in Chapter Seven.

Reviews Done Right

Reviews are the single biggest trust signal on your profile. They're also the easiest thing to get wrong if you push too hard.

Timing: ask within a day or two of closing, while the experience is still fresh. One polite follow-up a week or two later if you haven't heard anything. After that, let it go. Chasing a review past two asks does more harm than good.

A SCRIPT THAT WORKS

"Hey [Name], congrats again on the new place. If you've got two minutes, a Google review would mean a lot, here's the link: [link]. Thanks for trusting me with this one."

The don'ts, in one paragraph: don't offer a gift, discount, or drawing entry for a review, don't tell someone what rating to leave or what words to use, and don't only send your happiest clients while quietly skipping the tough ones. Google can catch patterns like that, and honestly, it's not how you'd want to be treated either.

If you get a bad one: don't argue in the comments. Respond calm and professional in public, then pick up the phone and work it out privately. How you handle a bad review says more about you than the review itself.

WANT HELP GETTING FOUND?

We've got an AI tool that turns your reviews into something searchable, built to help your reviews actually surface when someone's looking for an agent like you. It's new, and we're setting it up one agent at a time. Email ken@kengraczak.com to get on it. Send your Google Business Profile link, your headshot, your logo, and the referral piece, and we'll take it from there.

Stay Visible Without Burning Out

A post is one photo plus a short write-up, up to 1,500 characters, describing it. That's it. Post at least once every three weeks. Once a week or every other week is even better, it's what actually moves the needle on getting your profile more visibility.

Rotate through four simple pillars so you're never staring at a blank page wondering what to post.

What's Happening in the Market

A quick read on inventory, pricing, or what buyers are actually experiencing right now in your area.

A Question You Actually Got

Something a real buyer or seller asked you this month, answered plainly.

Your Community

A local event, a favorite spot, something that shows you're actually there, not just licensed there.

A Client Win

A closing photo and a short story, with permission, about a client's experience working with you.

KEN'S NOTE

Consistency beats frequency, every time. Even one honest post every three weeks builds more trust than a burst of daily posts followed by silence. But if you can swing it, weekly or every other week is where I'd push you. It's a small habit that pays off in how often your profile shows up.

When to Call Us

Straight talk: I'm not a Google Business Page expert. I'm a loan officer who knows this stuff matters, because your profile is the foundation everything else gets built on, your SEO, your AEO, your GEO, all of it starts here.

So here's what that actually means for you.

What I can do: give you a second set of eyes on your profile, share AI tips and tricks that actually work, hand you topics and post ideas when you're stuck, and answer questions about the AI tools we offer, the headshot generator, the review tool, and the prompts doc.

What I can't do: fix a suspended or duplicate profile, or untangle a Google account ownership issue myself. That's outside my lane. But if you're stuck on something like that, call me anyway, 952-270-6046, and we'll talk through what's actually going on and figure out the right next step together.

FREE TOOL

Need a new headshot for your profile? Our headshot generator at realtorportal.ai/kengraczak builds a clean, professional one in minutes, no photographer or studio needed.

And I've got levers I can pull on the lending side too. If a conversation about your profile turns into a conversation about a buyer or a deal, we're already talking. That's how this works best. We're not just here for your profile, we're going to bat for the clients you send our way.

EASIEST WAY TO REACH ME

Text or call 952-270-6046, or email ken@kengraczak.com. If it's about one of the AI tools, tell me which one and I'll point you the right way.

Your Prompts, Ready to Go

We built six AI prompts that do a lot of the writing for you: your bio, your GBP description, review responses, post ideas, an FAQ page, and a monthly check-in. Copy one into Claude or ChatGPT, fill in your details, and you've got a solid draft in minutes. If you're stuck on your bio or your profile description from Chapter Four, this is the fastest way through it.



Open the Prompts Doc

Scan the code, or type this into your browser:
docs.google.com/document/d/13XR5nMj-ncCoZ63GWbV5IGDmVohhzCE7S_dZiZ9FdPY



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You don't have to become a marketing expert to do this well. You need a clear identity, a few honest reviews, and enough consistency that people trust what they find. Use these tools, and call us when you want a second opinion.