radius.

Updated November 2026

the linkedin guide.



start here.

You could spend a whole weekend on LinkedIn. Please don't. Start with these three things.

1

Fix your headline.

Say who you help. It takes about two minutes, and page 4 shows you how.

2

Meet someone in this room.

Open your LinkedIn QR code and let her scan it. Then ask how she got into the business.

3

Block 15 minutes a week.

Put it on your calendar now, while you're thinking about it. Page 14 has a simple routine.

Everything else can wait until you have a quiet minute.



what's working now.

You're not trying to reach everyone. You want to be the person they remember when a friend is moving.

Focus on referrals.
Attorneys, relocation pros, lenders, and agents in other markets are all on LinkedIn, and they can send business your way.

Say what you do.
If you help downsizers, say so on your profile. Then post about downsizing.

Share things people will keep.
Think checklists, local guides, and lessons from real deals.

Talk to people.
A real comment on a colleague's post can do more than a new post.

Use your own stories.
AI is fine for a first draft. Your details are what make people trust it.

your headline.

It appears next to your name almost everywhere on LinkedIn. You get 220 characters.

Here's a simple formula

Helping [who] in [where] | Known for [what clients thank you for]

A few examples

Helping first-time buyers in Greater Boston | Known for being calm and clear

Helping downsizers on the South Shore | Known for patient, practical advice

Your guide to relocating to Rhode Island | Local answers before you arrive

Helping investors in Worcester County | Clear numbers and quick replies

Condo specialist in Boston | Known for reading the fine print

- **Start with who you help.** Your title can go at the end.
- **Put the important part first.** Long headlines get cut off on phones.
- **To change it,** tap the pencil near your name on your profile.
- **Not sure who you help?** What do your last five clients have in common?



your story.

This is your About section. Write it the way you'd tell a friend over coffee.

Your first two lines matter most, because that's what people see before they tap "see more." Start with a real moment, not your years in the business.

Stuck? Answer these out loud first.

Why did you choose this work?
Who do you love helping?
What do clients thank you for?
Which client will you never forget?

now write it.

Fill in the blanks, then change anything that doesn't sound like you.

Fill in the blanks

I got into real estate because [your why].

Today, I help [who you love helping] in [where]. Clients thank me for [what they say].

One client I'll never forget: [a short story, shared with permission].

Outside of work, you'll find me [something about you].

Thinking about a move? I'd love to hear from you: [how to reach you].

what that looks like.

Here's one agent, before and after.

Before

Jordan Sample

Real estate agent at Sample Realty

Experienced, results-driven professional committed to excellent service. Contact me for all your real estate needs.

After

Jordan Sample

Helping first-time buyers in Greater Boston | Known for being calm and clear

I got into real estate after helping my sister buy her first home. I saw how much it helped to have someone calm in her corner.

Today, I help first-time buyers across Greater Boston. One I'll never forget almost gave up after three lost offers. We kept going, and she sent me a photo from her new front steps.

Thinking about a move? I'd love to hear from you.

own your wins.

A lot of us were taught not to talk about ourselves. But your clients need to hear it.

Instead of

"I got lucky on that one."

Try

"I kept that deal together after a tough inspection."

Instead of

"I just answer my phone a lot."

Try

"My clients always know what's happening."

Instead of

"I'm pretty new to this."

Try

"After 12 years in nursing, I know how to stay calm."

Not sure what your wins are?

What problem did you solve that another agent might have walked away from?

What do clients tell their friends about you?

What did you do before real estate that still helps you today?



your profile.

You can knock these out in one sitting.

- **Photo:** Recent and friendly, shoulders up.
- **Banner:** Use a photo of your town. The size is 1584 x 396.
- **Link:** Edit your public profile URL to linkedin.com/in/yourname.
- **Contact info:** Add your phone, email, and website.
- **Featured:** Pin a local guide or a client story you have permission to share.
- **Services:** List what you actually do.
- **Verification:** Look for the verify option on your profile.
- **Recommendations:** Ask a past client and two people you've worked with.
- **Quiet changes:** You can turn off sharing profile updates in your settings. Menus can change.



your people.

Referrals usually come from people who already know and like you. Try reaching out to one person a week.

Who should you reach out to?

An attorney you've enjoyed working with

An agent from a recent deal

A relocation contact

A past client you still think about

An agent in another market

Someone new from this event

what to say.

Start with one of these. Then make it yours.

To say thanks

Hi [name], I was thinking of you and wanted to say thank you. No ask. How are you?

After you meet someone

Hi [name], I loved meeting you at [event], especially hearing about [something specific]. Let's stay in touch.

To ask for a recommendation

Hi [name], I'm updating my LinkedIn profile. Would you write a sentence or two about working together? I'm happy to do the same for you.

To refer someone

Hi [name], I have a client moving to [area], and I thought of you. Would you be open to a quick call this week?

To write a recommendation

I've worked with [name] on [type of work]. What stood out to me was [specific thing]. If you're looking for someone who [does what], I'd call her first.

your posts.

Skip the listings. Share what you know.

Local

Where you send new neighbors

A local owner people should know

What you love about your town

Lessons

A deal you almost lost

What your first year taught you

Someone who helped you

Helpful

A first-home inspection checklist

Closing costs people forget

One real estate term, explained

People

A partner who made a deal easier

Something another agent taught you

A colleague's win worth celebrating

Stuck on how to write it?

Say what happened and what you learned. Then ask your readers a question.

two sample posts.

Your first line matters most. Start with something that happened or a question you hear a lot.

Sample 1, rewrite in your own words

A client asked me last week what surprised me most about this market. Honestly, it's how often the second home someone sees changes what they thought they wanted. What's a question you hear all the time?

Sample 2, rewrite in your own words

Early in my career, I almost lost a deal because I assumed everyone had the same information. Now I send a short update every Friday, even when nothing has changed. What's one small habit that has helped your clients?

your week.

Fifteen minutes is enough.

1 **post**

Something you saw, learned, or helped with.

3 **comments**

Add a thought or ask a kind question. A few easy starts:

"This reminds me of a client who..."
"What surprised you most?"
"I've seen this too. What helped us was..."
"Thanks for sharing this. I'm going to try..."

1 **note**

Check in with one person, with no ask.

Miss a week? Just pick it back up.

your first 30 days.

Here's one simple way to do it. Move anything around if your week gets busy.

1 **Week 1**

Update your headline, About section, photo, and banner.

2 **Week 2**

Fill in your contact info, Featured section, and services. Ask for one recommendation.

3 **Week 3**

Write your first post, leave three comments, and reach out to one person.

4 **Week 4**

Write another post, leave three more comments, and send one more note. Then look back and keep what felt natural.

before you post.

A quick check protects you and your clients.

- ○ **Describe the home,** rather than who should live there. Skip phrases like "perfect for families" or "safe neighborhood."
- ○ **Ask first.** Get a client's OK before sharing their name, photo, or story.
- ○ **Check your broker's rules,** including any required license details.
- ○ **Use "Realtor" only if you're a member.**
- ○ **Back up your numbers** with a source and date.
- ○ **Not sure about something?** Ask your broker before you post it.

Using AI? Try asking this.

"Here's a story from my work: [your story]. Help me tighten it for LinkedIn. Keep my voice, and don't add any facts."

Leave out private client details. Then read it out loud, and change anything that doesn't sound like you.



go say hello.

We're so glad you came.

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