

THE COMMUNICATION LENS

Why Your LinkedIn Profile Is Introducing the Wrong Person

“On LinkedIn, many agents introduce a professional their own clients would not recognize.”

LinkedIn was built for job seekers, recruiters, and hiring managers. Real estate professionals arrived later, and many still write their profiles as though a recruiter were on the other side of the screen.

The headline lists a title. The summary lists roles. The experience section reads like an application for a job the agent already holds.

A buyer or seller who lands on that page is looking for something else. They are not deciding whether to hire you as an employee. They are deciding whether to trust you with one of the largest decisions of their life. When a profile speaks to the wrong audience, it introduces the wrong person.

01

Why This Matters

Many clients check LinkedIn before they ever call. They find you through a referral, a listing, or a search, then look you up to see who you are away from the sales page.

LinkedIn often feels more candid to them than a brokerage biography, because they assume it was written for other professionals rather than for marketing. That assumption gives the page unusual weight. If it introduces a title instead of a person, the reader learns your rank but not your value.

02

What Clients Look For When They Find You

A client who opens your profile is rarely counting your connections. They are asking quieter questions.

- ? Does this person work with people in my situation?
- ? Do they explain things, or only announce them?
- ? Have they done this recently, or years ago?
- ? Would I feel comfortable reaching out?

Those questions decide whether the reader sends a message or closes the tab.

03

Common Problems

◇ Writing for Recruiters Instead of Clients

Many profiles open with the language of a job search. They describe responsibilities, targets, and titles. A recruiter would recognize the format immediately. A buyer would not find themselves anywhere in it.

Clients do not want to read your application. They want to picture your help.

◇ Leading With a Title Instead of a Service

A headline that reads “Licensed Realtor at a brokerage” tells the reader what you are called. It does not tell them what you do or who you do it for.

A headline that names the people you serve and the problem you solve does far more work in the same space.

◇ An Introduction That Has Quietly Aged

LinkedIn profiles grow old without anyone noticing. A summary written in your first year may still be the first thing a client reads in your tenth. Markets change, specialties develop, and the profile stays exactly where you left it.

Readers may be meeting a version of you that no longer exists.

04

What a Client-Focused Profile Does

A profile written for clients does not abandon your credentials. It reorders them so the reader meets the person first. It explains:

- ◇ who you help
- ◇ what those clients are usually trying to do
- ◇ how you guide them through it
- ◇ what your background allows you to handle well

Only then does it list the roles, the awards, and the numbers. The reader understands the professional before weighing the résumé.

COMMUNICATION INVESTIGATION

Read your LinkedIn profile as a buyer who just found you through a listing.

You know nothing about the industry, and you are deciding whether to send one message. Then ask:

- ? Who is this profile written for?
- ? Does it explain what this person does for someone like me?
- ? Is anything here still out of date?
- ? Would I reach out, or keep looking?

If the profile answers as though a recruiter were reading, it may be introducing the wrong person.

Final Observation

LinkedIn rewards the profile that knows its reader. A client and a recruiter are looking for different people, and a single profile cannot introduce both at once. The strongest profiles choose the client, and let everyone else read over the client's shoulder.

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A Communication Investigation examines who your LinkedIn profile is speaking to, where it introduces the wrong professional, and how to reintroduce the one your clients need to meet.

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