

Bio Writing for a Mortgage Broker



How many times have you started reading someone's LinkedIn summary and found yourself totally bored two sentences in? It's only a paragraph, but you're already scrolling down to the Experience section—or even clicking away.

For our Match Finder app, the first thing customers see is your picture and a Twitter length bio so having a great summary is essential. After all, every bio they're looking at is a Mortgage Broker so how do you tell them what's different about you?

Here are some ideas to give you inspiration.

Values

Outside of work and family, I volunteer with the Canadian Cancer Society. With their help, my mother beat breast cancer and I want to give back.

Interests

I run half-marathons and I love Vancouver for its beautiful running routes and walkability. Happy to share my favourite routes!

Purpose-Led Bio

This type of bio tells the customer what your purpose and motivation is for being in this business and why you jump out of bed in the morning looking forward to work.

Your home is the stage on which you play out your life story. I love helping people realize their dreams and tell beautiful stories.

Personality Bio

This type of bio is helping them get to know you as an individual.

I solve problems so you can rest easy. Financing a home is complicated and I love solving complex problems. They make my work interesting and fun.

All-business

This type of bio is all business and speaks to a specialization like people with bad credit, luxury properties, or construction financing.

I have 7 years experience with mortgages with access to over 50 lenders and I specialize in financing properties valued over \$1 million.

Accomplishments

This bio references awards or accolades. Some customers like this but others may be turned off and feel you're too self-important.

Recently awarded the Top Broker award by AltaVista Mortgages I've worked on over 100 million worth of mortgages.