

FOR REAL ESTATE AGENTS

Set up your Google Business Profile.

Step by step, start to finish.

No profile yet, or you never finished setup? Follow these seven steps to get a **verified profile live**. Tap any gold link to jump straight to the page.

01

Get a Google account

If you do not have one yet, create a free Google account. accounts.google.com/signup

02

Open Business Profile Manager

Start a brand new profile here. business.google.com/create

03

Name your business

Use your full professional name, exactly as on your license. Example: **Sarah Chen, REALTOR®**.

04

Choose your category

Set the primary business category to **Real estate agent**.

05

Set your service area

Most agents have no public office. Turn off the storefront address and add the **cities and ZIP codes you serve**.

06

Add your contact info

Add a **local phone number** and your **website**.

07

Verify your profile

Follow the prompts to verify, usually a short video. Until you verify, you stay invisible. Stuck? support.google.com/business

Profile live? **Now optimize it** so AI recommends you.

[Get the AI checklist](#)