

## 3 things you must refine to get your image in check

The shallowness and importance of a first impression in the real estate industry are undeniable, which is why it's important to nail your personal brand image from the get-go. Here are the three most important factors that make up your personal brand image — get these right, and you'll sculpt an impressive yet genuine brand that attracts quality clients.

Source: [click here](#)