# Personal brand vs. company brand: What’s more important?

In this video, Peter Lorimer discusses company brand versus personal brand and what agents should do.  The battle in real estate today centers around pushing the brand of the company or the brand of the agent. I firmly believe that the agent is the brand. After all, the clients come to you. The clients work with you. If you’re at a company that won’t allow you to brand yourself to your satisfaction — get out. In real estate, if you’re not standing out, you’re blending in, which means you’re not hitting your full potential. Peter Lorimer is the CEO of Beverly Hills, California-based PLG Estates....

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