

COLDWELL BANKER PREMIER REALTY

Ceal ife Example!

MASTERING AI HEADSHOTS

Real estate headshots are tailored to convey a unique professional image specific to the real estate industry. Read our tips for creating the perfect AI headshot that balances professionalism, approachability and trustworthiness.



SELECTING YOUR PLATFORM

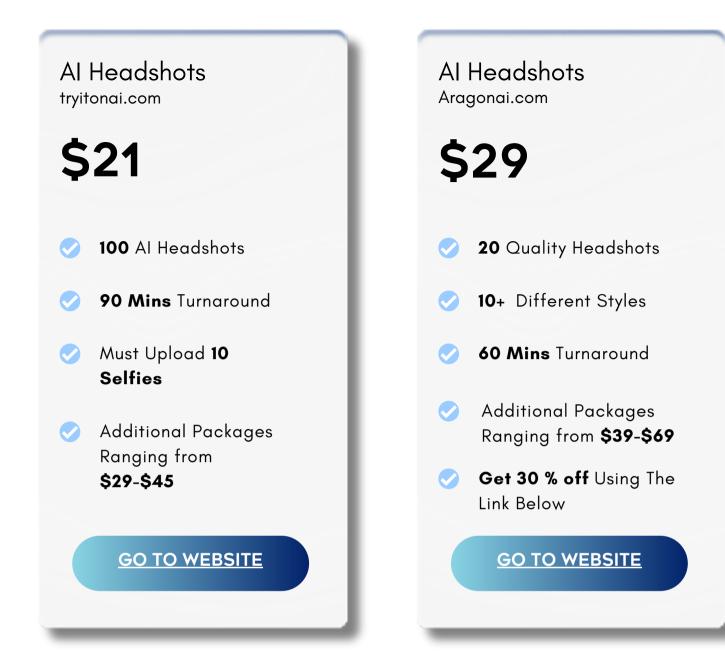
There are a variety of different options when it comes to generating your AI headshot at a variety of price points. Check out our top-2 suggestions on page 2!

TIPS AND TRICKS FOR OPTIMAL RESULTS

- Choose photos that are closer to your face to get results that look most like you.
- Make sure your photos do not have any filters that distort your features.
- Do not upload group or low resolution photos.
- Provide consistent selfies. If you wear glasses, decide if you want them on or off. The same goes with wearing your hair up and down!
- Give the generator different points of view by showing off your profile as well as forward facing photos.

PLATFORM RECOMMENDATIONS

These platforms are similar in price and quality. Check out their different features and headshot examples from our leadership team.



FINAL HEADSHOT EXAMPLES FROM TRYITONAI AND ARAGONAI



ONCE YOU HAVE YOUR HEADSHOTS

For consistency in marketing, you will want to select one photo to upload into your ClientBAY profile to use on all marketing materials.