Appearance is generally accepted to be a factor in how a person is viewed in everyday life whether it be a celebrity, a professional worker, or a consumer. Roszell, Kennedy, and Grabb (1989) found a positive correlation between physical attractiveness and income levels. Rule and Ambady (2011) found that facial cues in yearbook photos correlated with later corporate success. Huh, Yi, and Zhu (2014) found certain facial width-to-height ratios of celebrities correlated with greater endorsement income. I continue in this line of research by measuring whether successful real estate brokers can be identified by their facial photos.

It is well known that real estate brokers place their facial photos in nearly all their marketing contacts with the public, including on their websites, in most ads for their house listings, on their For Sale signs, on their business cards, and in any other feasible contact point with the public. Clearly brokers believe putting their faces before the public is essential to their success. I gathered photos from the websites of award winning brokers and brokers who have not won awards (for attaining certain sale levels), placed them in a “Mug Book,” and had students, faculty and staff at WIU evaluate each broker, based solely on their photos, in regards to their success level.