



## Getting started with RealEstate.com

RealEstate.com provides the platform that builds your brand online and increases your exposure so that you are more visible to home buyers and sellers in your market place.

Here at RealEstate.com, our goal is to support our customers by providing the tools, education and connections to make them more successful in their real estate careers. The first step to success with RealEstate.com is to set-up your account by claiming your profile page.

### Step 1: Claim your profile page

Similar to other social networks, RealEstate.com allows you to set up a profile page URL that is unique to you. This makes it easy to share your RealEstate.com profile from other social networks and sites.

- In your welcome email, you received a link to set-up your account. If you need this email resent to you, please contact [support@realestate.com](mailto:support@realestate.com) or call 1.888.832.3920.
- By clicking the link, you will be taken to a webpage to select your profile page URL.
- Your profile page will be: [www.realestate.com/pro/MyProfilePage-URL](http://www.realestate.com/pro/MyProfilePage-URL), making it easy for you to share on your social networks.
  - *Hint:* Be thoughtful when choosing your profile page URL, as it is permanent. A change fee will be incurred should you need to change your URL in the future.
  - *Hint:* Due to trademarks, you may not use the word “REALTOR®” in your URL.
- After claiming your profile page URL, you will receive an email with your temporary username and password. You may change this once you login to your account

**Hint:** Your profile page URL will be seen by the public and we suggest choosing something professional that best represents you and your business.

**Hint:** Ideas for profile page URLs:  
JohnDoeRealEstate  
JohnDoeTeamRealEstate  
JohnDoeSellsSeattleHomes

### Step 2: Sign-in to your RealEstate.com account

- Whenever you want to sign in to your RealEstate.com account, open a web browser and type in [www.realestate.com](http://www.realestate.com).
  - *Hint:* Bookmark RealEstate.com on your web browser for easy access and reference in the future.
- Scroll to the bottom of the page, and select “Sign into your account.”
- Enter your “Username,” “Password” and the “URL” that you set-up.
- Select “Login” and you will be taken to your account.

REALESTATE.COM

Find Homes | Local Info | Home Values | Mortgages | Advice

Create an account | Sign in

Search an Area:

**Admin Login**

Username:

Password:

URL:

[Forgot your username or password?](#)  
[Not a Market Leader user? Click here.](#)

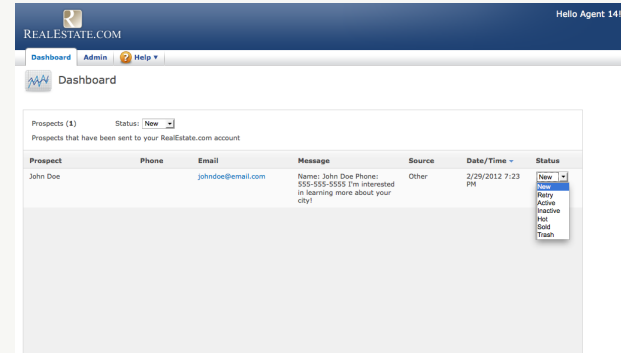
For Professionals: [Sign into your account](#) | [Learn about our products](#)

Explore RealEstate.com: [Find Homes](#) | [Local Info](#) | [Home Values](#) | [Mortgages](#) | [Advice](#)

### Step 3: Using your dashboard

Once you login to your account, you will see your “Dashboard,” which is your lead management tool. The dashboard lists each contact that has submitted a form from your Agent Panel. It also allows you to prioritize and sort each contact.

- Your “Dashboard” will display anyone that has submitted a contact form from your Agent Panel or your Agent Profile. You will be alerted of any new contacts via email. (See step 4 for additional information about setting up your alerts.)
- You can use your “Dashboard” to organize your contacts. Simply select the “Status” dropdown menu to the far right side of the contact information. You can select New, Retry, Active, Inactive, Hot, Sold, and Trash and then sort the leads by selecting “Status” at the top of the “Dashboard.”



### Step 4: Customize your profile details

Your RealEstate.com profile should be specific to you so that you stand out from other agents. In addition to your contact information, this section offers open space so you can personalize the online experience and demonstrate your unique expertise.

- From your “Dashboard” page, select “Admin” from the tabs at the top.

#### Editing your Company Information

- From the menu on the left, select “Company” then select “Edit” from the bottom of the page.
  - Enter in your company name, address and other contact information. This will link from your Agent Profile to a Bing map.
  - When you are done entering your information, click “Save” at the bottom of the page.

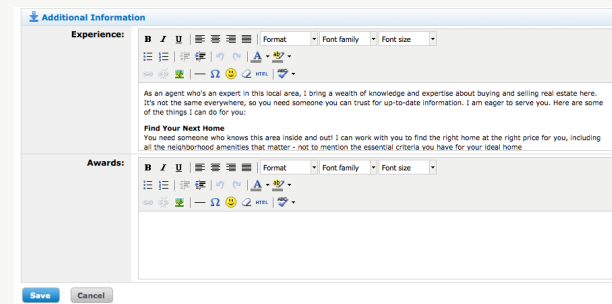
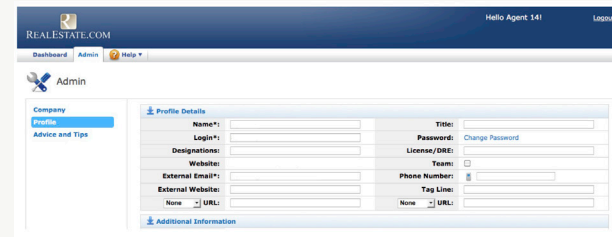
#### Customizing your Profile

- From the menu on the left, select “Profile” then select “Edit” from the bottom of the page.
- Within the “Profile Details” section, enter your name and title as you want it to appear to customers.
  - You can change your login if you wish by simply typing in the login that you want.
  - To change your password, select the blue link and follow the steps on the pop-up screen.
  - If you are a part of a team, select the “Team” check box.
  - Enter in your designations along with your License/DRE.
  - Enter your external email address. This address will not be published on the site, but it is where you will receive notifications when a contact form is submitted.
  - Enter one phone number where you can be reached. This will be seen by customers.

**Agent Panel:** This is the area on the right side of the webpage that contains your name, picture and a link to your Agent Profile. This section also contains a “Contact Me” button. When customers click on this button they are taken to a simple contact form.

- Enter your external website. This is where traffic will be sent when they select the link to visit your website.
- Enter your tagline. This is a short sentence—up to 100 characters—that appears under your profile picture.
- To connect your RealEstate.com profile to your external social media accounts like Facebook, LinkedIn, Twitter, or your blog, use the drop down menus at the bottom of the “Profile Details” section. Select your social media account then place the public URL address that corresponds with this account in the URL field. These will appear as buttons that consumers can click on and be quickly taken to your social media page.

- **Hint:** Log-out of your social media account, then check to make sure your URL address goes to the public page you are wanting.
- Within the “Additional Information” section, type your information straight into the box.
  - Use the editor to bold, italicize, or underline, change the font size or family, add bullets and more!
  - Complete the above steps to personalize the “Awards” field.
- **Hint:** This is information customers are going to use to get to know you better. It should be kept current. Be detailed, personal and persuasive!
- Within the “Images” section, select “Edit.”
  - Select “Browse” to find the image on your computer, then select “Upload.”
  - Files should be in .jpg format at 100 pixels wide by 130 pixels tall. If your photo is smaller or larger than this, the site will automatically resize the photo to the accepted proportions.
- **Hint:** Customers want to see you! Use a headshot or a close-up photo to connect with potential clients.



## Creating your advice and tips

- From the menu on the left, select “Advice and Tips.”
  - Type your local tips and advice straight into the box.
  - Use the editor to bold, italicize, or underline, change the font size or family, add bullets and more!
  - This field is crucial for our customers with the Local Expert product. In addition to appearing on your Agent Profile, these Advice and Tips will also appear on the “Local Tips” page within the “Local Info” section of RealEstate.com.
- **Hint:** Use this field to type in Local Tips relevant to your city. For example: The best parks, farmer’s market locations, local events, community center activities, etc. Link your topics back to pages on your website or blog posts you have written for even more exposure.

Congratulations! You are now ready to take your business to the next level with RealEstate.com.

