



REALESTATE.COM

RealEstate.com Featured Properties *Getting Started Guide*

Featured Properties - Featured Properties is a new listings and properties tool within your RealEstate.com account. With Featured Properties you can upload and feature YOUR listings, and they will be showcased on your profile page and all of the Home Values pages for your zip code on RealEstate.com.

Getting To Know Your Feature Properties Display Panel

Your Featured Properties Display Panel displays on your Home Values pages to showcase your home listings. This display panel highlights up to 3 of your Featured Properties at a time. If you choose to have only 1 or 2 properties featured, the properties tile ad will be centered on the display, and if you choose more than 3 properties, they will be rotated (randomly) so new ones appear each time a visitor comes to the webpage. If you choose not to have any Featured Properties, this display panel will not appear.

For each Featured Property, a primary image shows first, and then any additional images you have uploaded are automatically rotated in a scrolling slide show.

Featured Properties

Buy this Wonderful Home



Redmond, WA

\$804,000 | 5 Beds | 4 Baths

Open House



Redmond, WA

\$1,000,000 | 4 Beds | 3 Baths

Buy this Waterfront Home



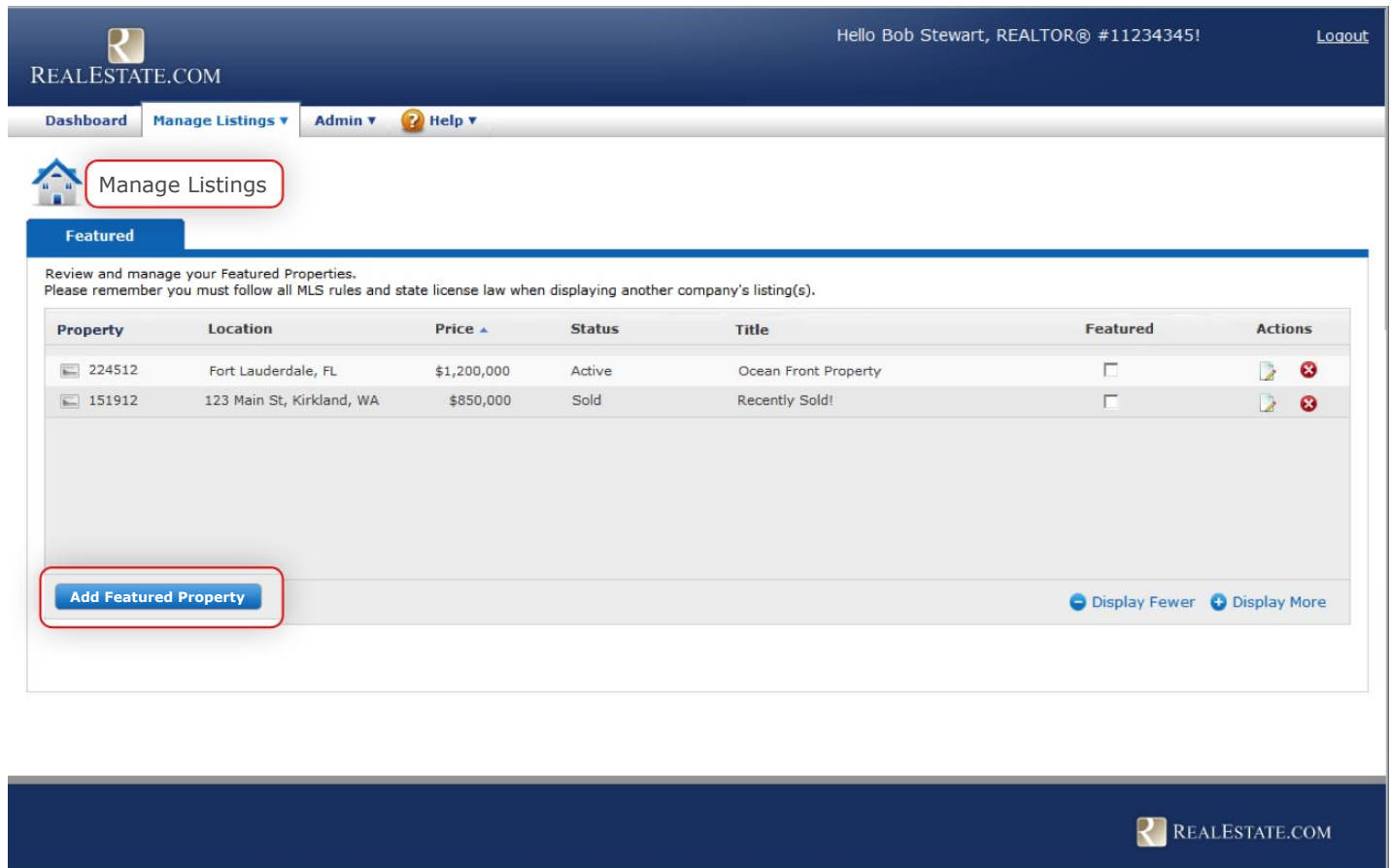
Redmond, WA

\$1,325,000 | 4 Beds | 3 Baths

Get Started - Upload your Featured Properties

Step 1: Login to your RealEstate.com Account

Step 2: From the your Dashboard, click the “Manage Listings” tab in the top toolbar.
This will open your Featured Properties control page.



The screenshot shows the RealEstate.com interface. At the top, there is a navigation bar with the RealEstate.com logo, the user name "Hello Bob Stewart, REALTOR.® #11234345!", and a "Logout" link. Below the navigation bar, there are tabs for "Dashboard", "Manage Listings", "Admin", and "Help". The "Manage Listings" tab is selected and highlighted with a red box. Below the tabs, there is a "Manage Listings" button with a house icon, also highlighted with a red box. The main content area is titled "Featured" and contains a table of featured properties. The table has columns for "Property", "Location", "Price", "Status", "Title", "Featured", and "Actions". There are two rows of data in the table. Below the table, there is a blue button labeled "Add Featured Property" highlighted with a red box. At the bottom right of the table area, there are links for "Display Fewer" and "Display More".

Property	Location	Price ▲	Status	Title	Featured	Actions
224512	Fort Lauderdale, FL	\$1,200,000	Active	Ocean Front Property	<input type="checkbox"/>	
151912	123 Main St, Kirkland, WA	\$850,000	Sold	Recently Sold!	<input type="checkbox"/>	

Step 3: Scroll to the bottom of your Manage Listings page and click the blue “Add Featured Property” button. This will open a page that says “Create a New Featured Property” at the top.

Step 4: Scroll down the page and enter your home’s listing information into the appropriate designated fields in the “Property Summary” section. The information you enter in this section will be the info that appears on your property’s tile ad when displayed on the Featured Properties panel on your city’s pages.

*The field “Panel Title” designates the text that will appear at the top of the tile ad for your property when displayed on the Featured Properties panel.
This field has a 30 character max.



Example Panel Titles: "Buy This Waterfront Home", "Open House This Weekend", "Brand New Listing", "SOLD!"

*The field "Panel Summary" designates the text that will appear underneath the property specs on your property tile ad on the Featured Properties panel as a short statement about your property. This field has a 100 character max.



Example Panel Summary: "Tudor inspired custom 10,000 square foot home featuring a wine cellar, theater room and wrought iron staircase."

REALESTATE.COM Hello Daffy Duck! [Logout](#)

[Dashboard](#) [Manage Listings](#) [Admin](#) [Help](#)

Create a New Featured Property [Back to List](#)

Property Summary

Address*: Unit*: Status*:

City*: State*: Zip/Postal*:

Area/Neighborhood: Subdivision:

Panel Title*: County:

Panel Summary*: Contact #:

Contact Email:

Property Details

Property Type*: Price:

Listing Type: Sale Price:

Style: Taxes:

Stories/Levels: HOA/Fees:

Garage/Parking: Spaces:

Remarks:

Beds: Year Built:

Baths: View:

Sq. Ft.: Frontage:

Acres: Basement:

Pool Dist.:

Additional Information

MLS Listing #: Website:

Virtual Tour: Open House:

Interior: Exterior:

Appliances: Features: Pool On Waterfront
 Basement Ski In/Out
 Central Air Barn/Equestrian
 Fireplace(s) Master on Main
 Garage Handicap Accessible

Heating/Cooling:

Utilities:

Lot Description: Community: Pool Adult Community
 Golf Course Tennis

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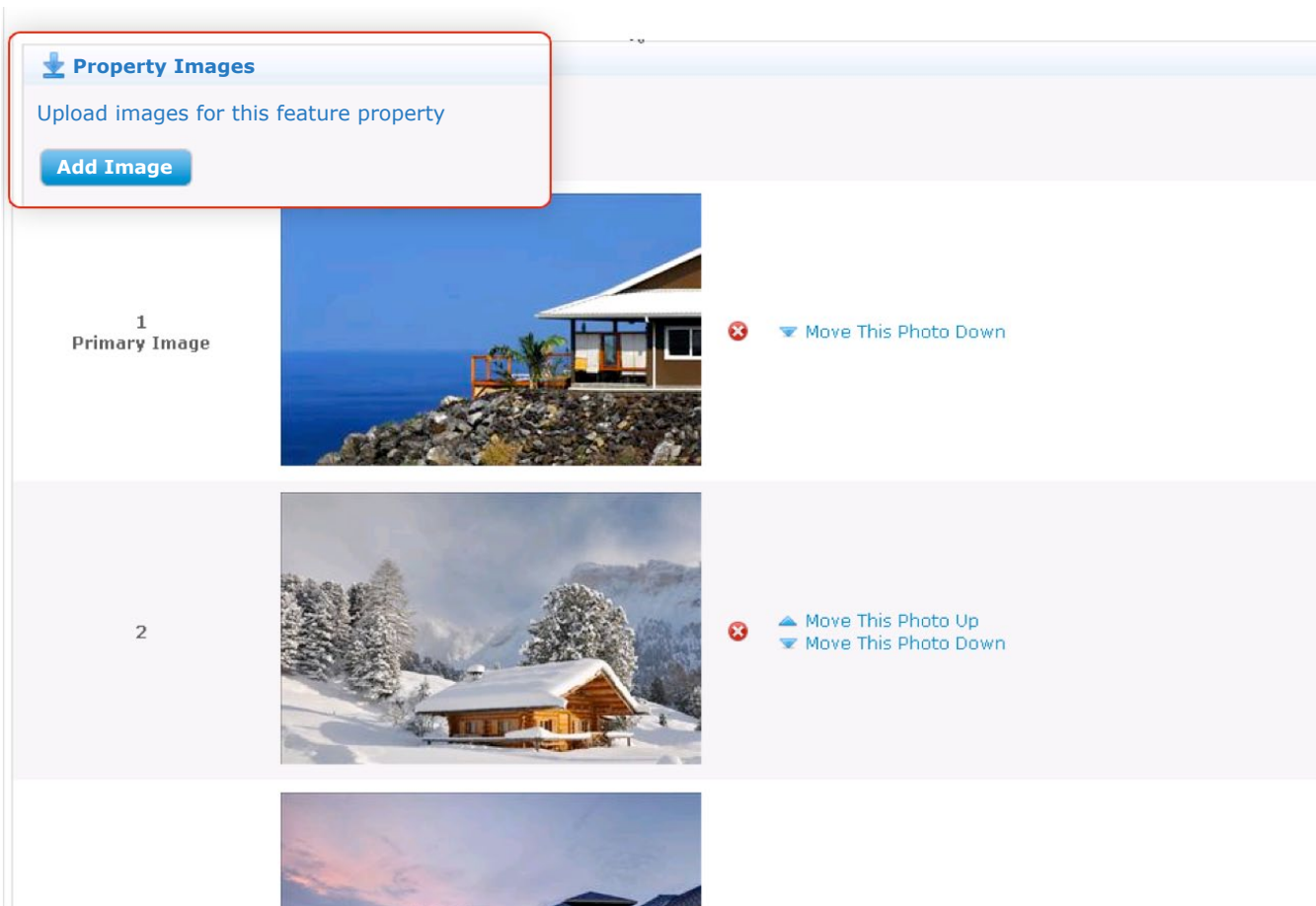
Step 5: After you've completed all the fields in the Property Summary section, move down to the "Property Details" and "Additional Information" sections and complete the designated fields with your additional property information.

After you've completed all the fields, click the blue "Save" button at the bottom of this section to save your work.

Step 6: Upload images! Scroll down to the "Property Images" section at the bottom of the page and click the blue "Add Image" button.

An upload window will open and allow you to browse for image files on your computer. Select the image you want to upload from your computer and click "upload".

For best quality images, we suggest uploading photos that are 800x600 pixels. All uploaded photos will be automatically resized to fit the Featured Properties panel.



Step 7: Choose your primary image for your listing! Once you upload your first photo for your Featured Property, that first image will automatically become the primary image for your listing.

Your primary image will be the default photo that first appears on your property tile ad on the Featured Properties panel for your listing, as well as the primary image on the listing details page for your property.

You are allowed to upload up to 25 images for each of your Featured Properties. To control the order of your photos and your primary image, refer to the blue arrows “Move This Photo Up” and “Move This Photo Down” at the right of your images to control the placement of each of your property photos. To delete an image, click the red circle button with the “X” next to the image you wish to delete.

After you’ve completed uploading and organizing your images, click the blue “Save” button at the top of this section to save your work.

Step 8: You’re done! Click on the “Admin” tab at the top of the page. Then from the Admin landing page, click the blue hyperlinked text “View your website” to view your RealEstate.com Profile and your newly added Featured Listings.

Frequently Asked Questions

Where will Featured Properties be displayed?

Featured Properties will be displayed within a “Featured Properties” panel on multiple pages for your zip code:

- **Home Values “Property Report” Pages** – Your Featured Properties panel will display on the results page for all home valuation searches on properties in your zip code
- **Home Values “Zip Code Report” Page** – Your Featured Properties panel will display on the landing page for your zip code under the Home Values tab
- **Professional Profile** – Your Featured Properties panel will display near the top of your RealEstate.com Professional Profile page

How many properties can you upload into your Featured Properties?

You can load up to 100 Featured Properties within the “Manage Listings” section of your account. You can choose to allow all of your Featured Properties to rotate within your Featured Properties panel, or only a subset.