



Kelly has been one of the top agents in the Any Town area for more than a decade. While she has helped hundreds of her clients settle into the quaint, village like living Any Town offers, nothing gives her more pleasure than being able to secure the greatest sales value for her clients. While Kelly is an Any Town real estate expert, she specializes in the Franklin Triangle area historic homes.

She has been a board member of the historic Homes Society and is currently the Vice President in charge of expanding coverage into neighboring communities. Kelly holds a masters in business from USC. While Kelly has earned a reputation as a bugh nosed negotiation she can othertime is be seen at Henderson Park on Sunday mormings donating her time to the Counting Pet Adoption Association.

See what some of her past clients have to say:



Your personal REALTOR[®] profile page on realtor.com[®].

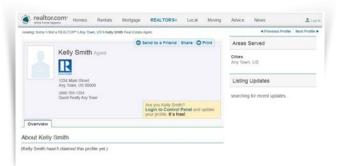
Complete your page in minutes!

You've probably already created profiles on Facebook, Twitter and LinkedIn[®]. However, the network where serious consumers are spending time searching for real estate is even more important for your ability to generate referrals. Connect with people who know you are in real estate but may not be sure how to best reach you.

This step-by-step guide will show you how to set up your REALTOR® Profile Page on **www.realtor.com** so that you are ready to start networking and generating referrals from realtor.com®.



On realtor.com[®], what are the differences between a non-customer REALTOR[®] Profile and a ShowcaseSM REALTOR[®] Profile?





Non-Customer REALTOR® Profile:

- "About Me" romance paragraph
- Agent type (buyer or seller)
- Years in business
- Designations/certifications
- Languages spoken
- Specializations
- Social networking links (Facebook, LinkedIn[®], Twitter)
- Listing metrics

Showcase[™] REALTOR[®] Profile:

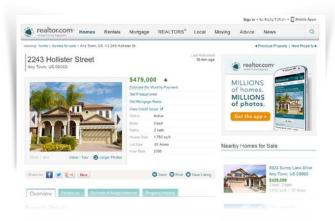
- ✓ "About Me" romance paragraph
- Agent type (buyer or seller)
- Years in business
- Designations/certifications
- Languages spoken
- Specializations
- Social networking links (Facebook, LinkedIn[®], Twitter)

Listing metrics

- Email lead generation (Contact Me button)
- Yellow highlights help agent stand out on Search Results Page and REALTOR[®] Profile Page
- Listings tab (where all listings can be viewed)
- Open House information
- Multiple phone numbers
- Link to personal website
- Add recommendations and reviews

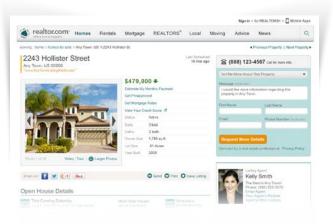


On realtor.com[®], what are the differences between a non-customer's Basic Listing and a Showcase[™] Listing?



Basic Listings on realtor.com®:

- Most Time Spent Searching: Consumers spend more time searching for properties on realtor.com[®]
- Interactive Maps: Gives consumers an opportunity to see 3 different views of the neighborhood
- School Reports: Home buyers can compare the top rated schools
- Neighborhood Information: More than just census data; also shows restaurants, points of interest and more
- Default Property Features: Pulled automatically from MLS



Showcase[™] Listings on realtor.com[®]:

- Interactive Maps: Gives consumers an opportunity to see 3 different views of the neighborhood
- School Reports: Home buyers can compare the top rated schools
- Neighborhood Information: More than just census data; also shows restaurants, points of interest and more
- Objective Seatures: Pulled automatically from MLS
- Multiple lead forms send inquiries directly to agent/broker
- All contact info and branding (including agent photo) in prominent position
- Other Listings" links to agent profile page
- Prominent photo display opens to larger photo gallery with up to 36 jumbo photos
- Search Results Page photo emblem
- Integrated agent branding with link to website or profile
- Integrated company branding
- Waived virtual tour posting fee
- Special message box
- School and community information
- Attention-grabbing custom headline
- Open House promotion
- Ability to upload full-motion video
- Custom property description
- Toll free number tracking
- Text lead notifications



Step 1: Login and complete profile page set-up: On the realtor.com[®] Home Page, click on the Find REALTORS[®] tab up at the top. Enter your name and city. Once you have found your name in the results, click through to your Profile Page and then click the LOGIN TO THE CONTROL PANEL link, located to the right-middle of the page.

Alternately, you can access the realtor.com[®] Control Panel by going to:

http://solutioncenter.realtor.com/ and then log in.

Not a realtor.com[®] customer?

Click on the LOGIN TO THE CONTROL PANEL link on your Profile Page, you will see a page prompting you to sign up for



the Control Panel - after adding a security question and answer, you will be prompted for your NRDS ID before the Control Panel opens.

Step 2: Receive calls directly to your cell phone: On the realtor.com[®] Control Panel home page, click on your name and select PERSONAL INFORMATION. Scroll down to the BUSINESS CARDS section and click EDIT PRODUCT BUSINESS CARD. Enter your phone numbers in order of importance in the three fields provided and then click SAVE.

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Step 3: Upload your portrait: On the Personal Information page, scroll to the PHOTO section, click EDIT PHOTO and upload your photo just like you would on any social networking site.



Step 4: Sync your profile with your social networks, including Facebook: On the Personal Information page, scroll down to the SOCIAL NETWORKING section, click EDIT SOCIAL NETWORKING and enter links to each of your social networking profiles, enabling your sphere of influence to reach out to you through these various sites.

Social Networking dedit social networking	Social Networking
LinkedIn (200 characters max)	This section contributes up to 5% of your "Agent Profile Completeness %".
http://www.linkedin.com/	Links to your social networking pages will display
Facebook (200 characters max)	on your REALTOR.com® Profile Page, along with the corresponding site logo. Sample formats for
https://www.facebook.com/KellyAgentRealtor	entering your social networking URLs are:
Twitter (200 characters max)	 http://www.linkedin.com/in/kellysmith http://www.facebook.com/kellysmith
http://www.twitter.com/crhale	 http://www.twitter.com/kellysmith



Step 5: Link your profile to your personal website: This feature is available to realtor.com® customers only. Please refer to profile differences outlined on page 2. Help buyers and sellers contact you easily. On the PERSONAL INFORMATION page, scroll to the PRODUCT BUSINESS CARD section, and click EDIT PRODUCT BUSINESS CARD. Click in the WEBSITE URL text box and add your website address starting with http://. Note that if your Broker has purchased ShowcaseSM Listing Enhancements for your listings, you may not have access to this field.

Product Business Card Ed edk product business card	This section contributes up to 45% of your "Agen
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Kely Smith	Your Product Business Card Information will display on multiple pages of reator.comB. It is
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http://myfeaturedske.com	your primary phone number. This is the number
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Step 6: Create your professional biography: On the PERSONAL INFORMATION page, scroll down to the ABOUT ME section, click EDIT ABOUT ME and enter your bio. The ABOUT ME paragraph will be displayed prominently on your realtor.com[®] Profile Page, so be sure to include as many pertinent and interesting details as possible. This is your chance to market yourself to the many home shoppers that visit realtor.com[®]!

Step 7: Indicate which areas you serve: Click on your name and then select EXPERTISE. Scroll down to the LOCATIONS & NEIGHBORHOODS section. Click EDIT LOCATIONS & NEIGHBORHOODS and enter the communities and neighborhoods in which you specialize, separated by commas.

Additionally, enter your primary Marketing Zip/Postal Codes (one zip code per city is sufficient) in this section, separated by commas. Zip Codes you enter will determine in what areas you will be searchable within the Find REALTORS® directory.

Locations & Neighborhoods dedit locations & neighborhoods	Locations & Neighborhoods
	This section contributes up to 10% of your "Agent
State Licensed In* Country Licensed In*	Profile Completeness %".
CALIFORNIA USA	
Communities/Neighborhoods in which you specialize*	Communities/Neighborhoods in which you
250 characters max, separate with comma) 202 characters remaining.	specialize should be separated by commas. This
Binder, Binder Heights, East Binder, West Binder	information is very useful to REALTOR.com®
	consumers, and will be displayed on your REALTOR.com® Profile Page.
	REALTOR. COMO FIONE Page.
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Do not display neighborhood information on Listing Detail Page	enter will determine in what areas you are
Primary Marketing Zip/Postal Codes*	searchable within Find a REALTOR®. For example
250 characters max, separate with comma) 210 characters remaining.	if you enter a zip code of 90210, your information
	will come up when a consumer searches for
00001, 00002, 00003, 00004, 00005, 00006	REALTORS® in 90210, or in the city of Beverly
	Hills, CA. Make sure the zip codes you enter are
	five digits long, and are separated by commas.



Step 8: Display your Specializations: On the Expertise page, scroll down to the PROFESSIONAL EXPERTISE section and click EDIT PROFESSIONAL EXPERTISE. Enter your specializations such as buyers, sellers, investments, foreclosure, golf, oceanfront, view.

Professional Expertise	Professional Expertise
NAR Information	This section contributes up to 10% of your "Agent
NAR Membership (NRDS) ID	Profile Completeness %".
2222479 Modify	If the NRDS ID we are displaying is incorrect, click
Professional Designations & Certifications	on the "Modify" link next to your NRDS ID to update your information, or contact Customer Care at
Member of National Association of REALTORS®	800-878-4166 for assistance. If you are missing a
CCIM - Certified Commercial Investment Member	designation or certification, please contact the
Specializations/Keywords	appropriate affiliate and ask them to update the NAR membership database: Click here for
Specializations/(Composited (00 observators max)	affiliate contact information
buyers, first time, foreclosures, homes, investment, re	
Languages	
Japanese	



Step 9: Customize your Profile Display Options: Click on your name and then select PROFILE DISPLAY OPTIONS.

Business Card 🖬 edit contact i	nformation	
Product Business Card		
Description	Current Value	Display on My Profile
Name/Team	Kelly Smith	Always
Slogan	Ask me about featuring your home first on REALTOR.com	*
Website URL	http://myfeaturedsite.com	*
Contact Numbers		
Description	Current Value	Display on My Profile
Phone Number 1 (Primary)	(805) 555-1234	Always
Phone Number 2	(805) 555-5555	Always
Phone Number 3	(800) 555-1212	Always
🚥 Profile Business Card		
Description	Current Value	Display on My Profile
Name/Team	Kelly Smith	Always
Phone Number	(805) 555-1234	Always
Office Address [™] edit office ad	ldress	
Description	Current Value	Display on My Profile
Street Address	"provided by NAR"	×
City/State/Zip Code	"provided by NAR"	Always



You can control the details that are displayed on your REALTOR® Profile Page by selecting or deselecting any of the following fields:

- Slogan
- Website
- Office Address
- Social Networking Links
- About Me

- Years of Service
- Agent Type
- Fields of Business
- State of License
- Designations/Certifications
- Community/Neighborhoods in which you specialize
- Specializations
- Languages
- Average Listing Price

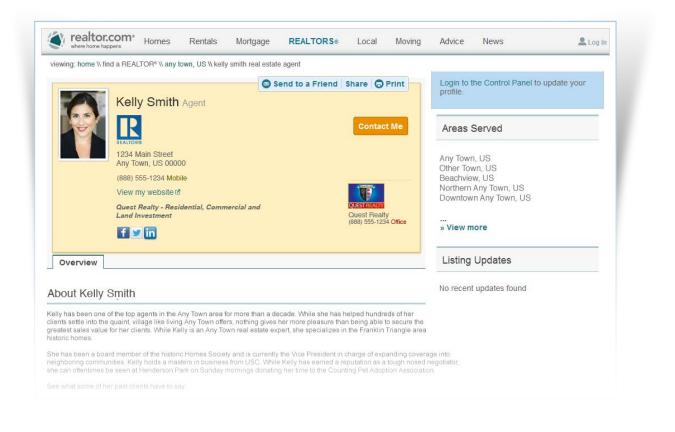
To deselect any of these fields, click on the EDIT link for the appropriate section and un-check the box next to the field(s) you don't want to appear on your Profile Page.

For example, if you wanted to suppress the average listing price for your listings, you would select EDIT METRICS next to the METRICS section header, then un-check the box next to "Average Listing Price". Then, click SAVE.



Bonus tip: Start using your REALTOR® Profile Page as a signature in your emails to friends and clients. Go to your live Profile Page on www.realtor.com and copy the URL from your browser. Simply type, "See My Profile on realtor.com®!" and highlight it in a Word document. Right click on it and select hyperlink. Paste the URL in the address field and click OK. Then copy and paste the hyperlinked words in your email signature so that your friends and clients have a link to your profile.

You are now set up to start promoting yourself where the consumers search for real estate online. A sample of the completed Profile Page is below:



Questions or comments? Please call: **877.568.1506**