



realtor.com[®]
where home happens

REALTOR[®] profile page quick start guide

realtor.com[®]
where home happens
Homes Rentals Mortgage REALTORS[®] Local Moving Advice News
Log In

viewing: home \ find a REALTOR[®] \ any town, US \ kelly smith real estate agent

Kelly Smith Agent

1234 Main Street
Any Town, US 00000
(888) 555-1234 Mobile

[View my website](#)

Quest Realty - Residential, Commercial and Land Investment

[Send to a Friend](#) [Share](#) [Print](#)

[Contact Me](#)

QUEST REALTY
Quest Realty
(888) 555-1234 Office

Login to the Control Panel to update your profile.

Areas Served

- Any Town, US
- Other Town, US
- Beachview, US
- Northern Any Town, US
- Downtown Any Town, US

[» View more](#)

Listing Updates

No recent updates found

Overview

About Kelly Smith

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 tough nosed negotiator, she can oftentimes be seen at Henderson Park on Sunday mornings donating her time to the Counting Pet Adoption Association.

See what some of her past clients have to say:

REALTOR[®] profile page quick start guide

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

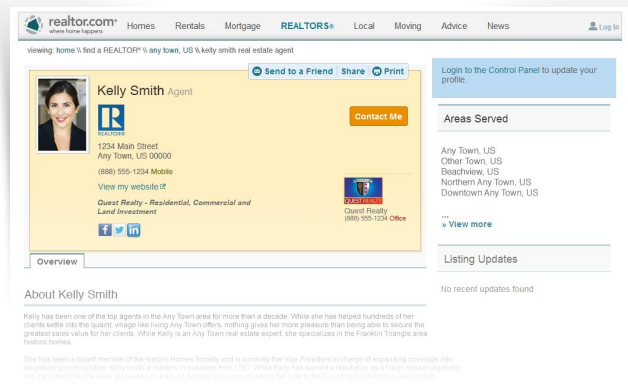
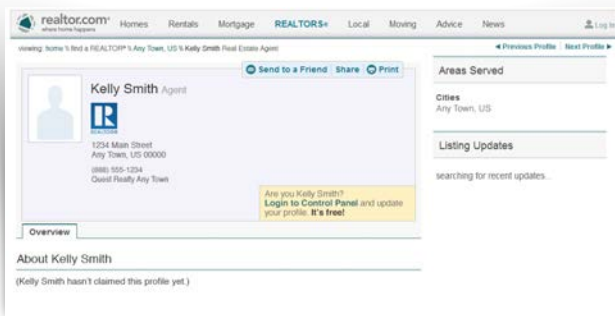
Complete your page in minutes!

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[®].

REALTOR[®] profile page quick start guide

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



Non-Customer REALTOR[®] Profile:

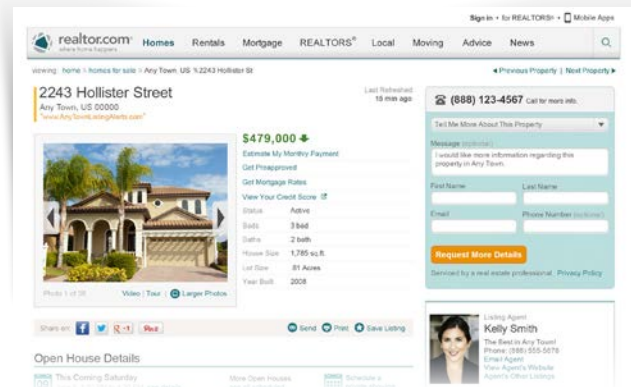
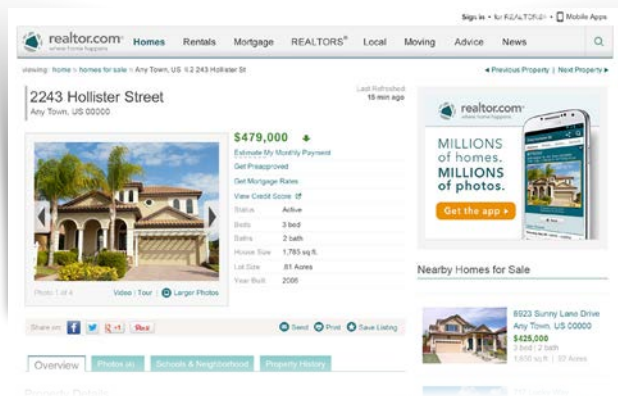
- ✔ "About Me" romance paragraph
- ✔ Agent type (buyer or seller)
- ✔ Years in business
- ✔ Designations/certifications
- ✔ Languages spoken
- ✔ Specializations
- ✔ Social networking links (Facebook, LinkedIn[®], Twitter)
- ✔ Listing metrics

ShowcaseSM 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**

REALTOR[®] profile page quick start guide

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

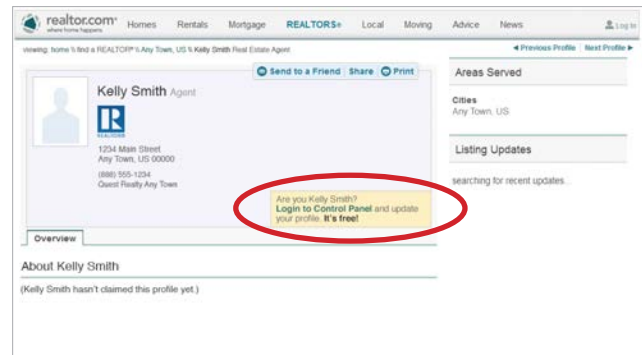
ShowcaseSM Listings on realtor.com[®]:

- ✔ 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
- ✔ Default Property Features: 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

REALTOR[®] profile page quick start guide

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.

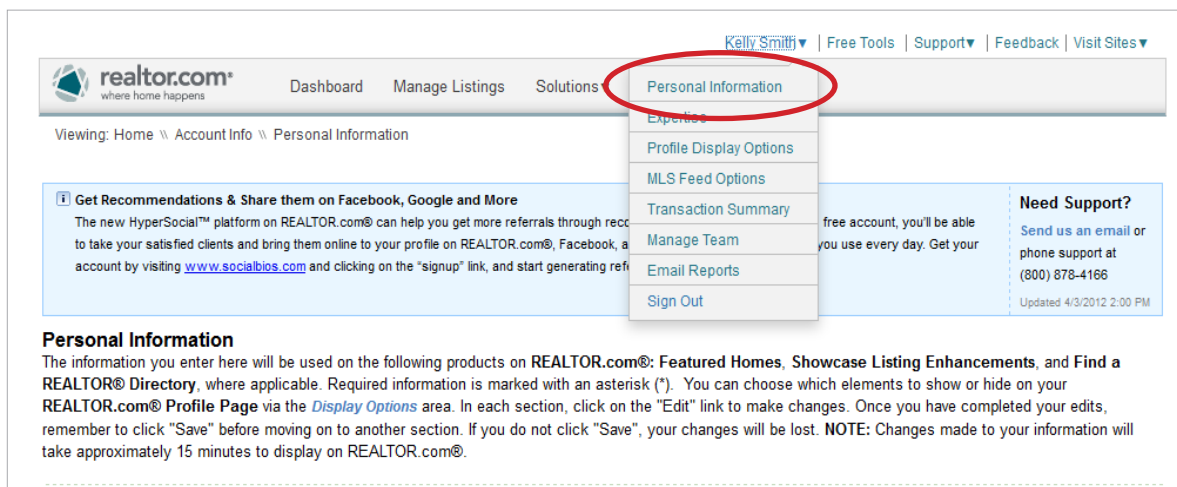
Alternately, you can access the realtor.com[®] Control Panel by going to:
<http://solutioncenter.realtor.com/>
 and then log in.



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.



REALTOR[®] profile page quick start guide

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.

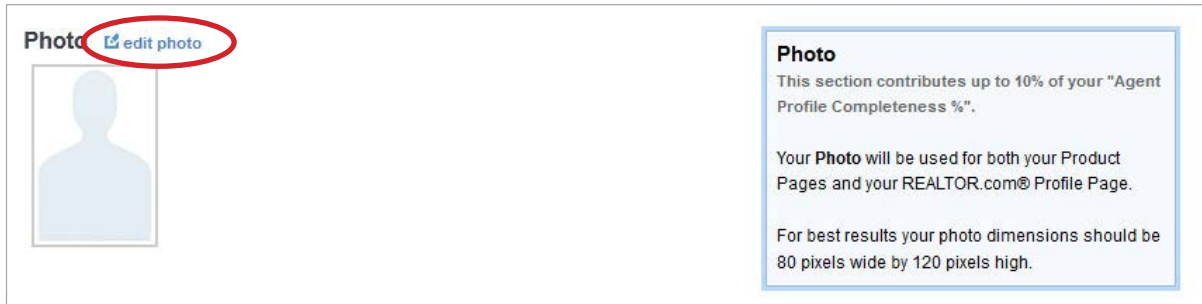


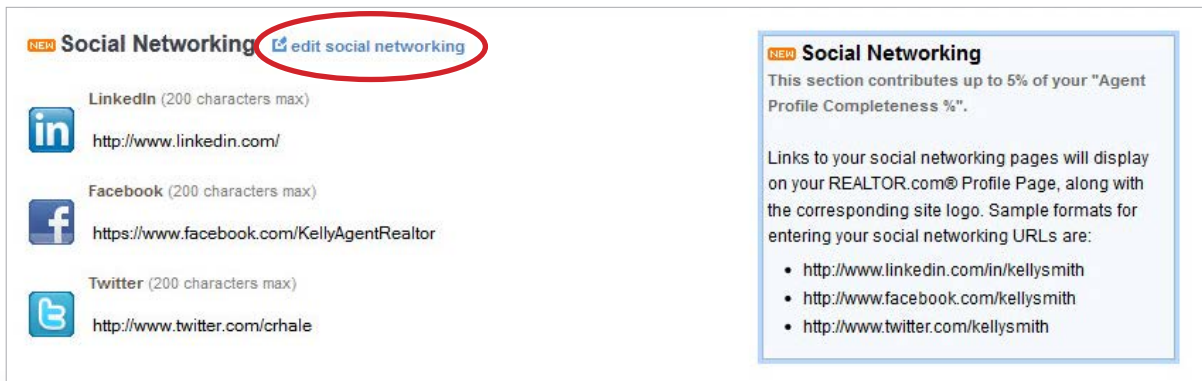
Photo [edit photo](#)

Photo
This section contributes up to 10% of your "Agent Profile Completeness %".


Your **Photo** will be used for both your Product Pages and your REALTOR.com[®] Profile Page.


For best results your photo dimensions should be 80 pixels wide by 120 pixels high.


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 [edit social networking](#)

LinkedIn (200 characters max)
 <http://www.linkedin.com/>

Facebook (200 characters max)
 <https://www.facebook.com/KellyAgentRealtor>

Twitter (200 characters max)
 <http://www.twitter.com/chale>

Social Networking
This section contributes up to 5% of your "Agent Profile Completeness %".

Links to your social networking pages will display on your REALTOR.com[®] Profile Page, along with the corresponding site logo. Sample formats for entering your social networking URLs are:

- <http://www.linkedin.com/in/kellysmith>
- <http://www.facebook.com/kellysmith>
- <http://www.twitter.com/kellysmith>

REALTOR[®] profile page quick start guide

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.

Business Cards

Product Business Card [edit product business card](#)

Name/Team* (25 characters max)

Kelly Smith

Biogan (20 characters max)

Ask me about featuring your home first on REALTOR.com

Website URL (150 characters max)

http://myfeaturedata.com

Contact Numbers

Phone Number 1 (Primary)

— not entered —

Phone Number 2

(800) 557-2553 Office

Phone Number 3

— not entered —

Profile Business Card [edit profile business card](#)

First Name* (25 characters max)

Kelly

Middle Name (20 characters max)

— not entered —

Nickname (15 characters max)

— not entered —

Last Name* (25 characters max)

Smith

Suffix (Ln, Sr, JR) (10 characters max)

— not entered —

Do not override my name information with any recurring MLS or Broker feeds. This is the information I want displayed on the First-A REALTOR® Profile Page

Select a Title

— not entered —

Contact Number

Phone Number

— not entered —

Lead Alert Text Message Notifications

[edit text message notifications](#)

Lead Alerts

Send me lead alert notifications to my mobile phone

Mobile Number

(800) 427-4760

Only send me text message notification between:

08:00AM to 05:00PM (UTC-08:00) Pacific Time (US & Canada)

Showcase Call Tracking

[edit call tracking](#)

Phone Call Tracking

Track inquiries using a custom toll-free number

Phone numbers with extensions cannot be tracked with your custom toll-free number

Receive a voice notification for incoming Showcase phone leads

Contact Number

(800) 557-2553 (Office)

(480) 315-6451 (Other)

(800) 557-2553 (Other) Tracked with 866-243-7799

— not entered —

Product Business Card

This section contributes up to 45% of your "Agent Profile Completeness %".

Your Product Business Card information will display on multiple pages of realtor.com. It is important to fill out each of these fields, as your Name/Team and Phone Number will display prominently on your realtor.com listings.

The first Contact Phone Number field is for your primary phone number. This is the number that will display prominently on your listings (for Showcase subscribers), so it is important to ensure your main phone number is entered here.

Profile Business Card

Why we need this information?

Your Profile Business Card will display on your realtor.com Profile Page, accessible through Find a REALTOR®.

The Contact Number will display prominently on your realtor.com Profile Page, so it is important to ensure your main phone number is entered here.

Lead Alert Text Notifications

Once you have set up your Lead Alert Text Message Notifications, any email consumer inquiry from the realtor.com® network, toll-free number phone calls or mobile phone email/calls will immediately notify you via the mobile number you have specified.

If you specify off peak hours, no text messages will be sent to you during the period specified.

Phone Call Tracking

Track phone inquiries from your Product Business Card on your Realtor.com listings by using your custom Toll-Free number. This number is unique to you and will seamlessly direct callers to your selected contact phone number. You can view the details of each call in your Control Panel Inquiries report as well as the emailed Performance Report.

Please make sure that your contact phone number is correct. The toll-free number works with mobile phones or office phones with a direct line. Extensions are not supported.

If you choose to deactivate the phone number then your Business Card will go back to displaying your selected contact numbers. However, your custom phone number will still direct any calls to your contact number as long as you are a Showcase Listing Enhancements customer.

REALTOR[®] profile page quick start guide

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 [edit locations & neighborhoods](#)

State Licensed In* Country Licensed In*
CALIFORNIA USA

Communities/Neighborhoods in which you specialize*
(250 characters max, separate with comma) 202 characters remaining.

Binder, Binder Heights, East Binder, West Binder

Do not display neighborhood information on Listing Detail Page

Primary Marketing Zip/Postal Codes*
(250 characters max, separate with comma) 210 characters remaining.

00001, 00002, 00003, 00004, 00005, 00006

Locations & Neighborhoods

This section contributes up to 10% of your "Agent Profile Completeness %".

Communities/Neighborhoods in which you specialize should be separated by commas. This information is very useful to REALTOR.com[®] consumers, and will be displayed on your REALTOR.com[®] Profile Page.

The **Primary Marketing Zip/Postal Codes** you enter will determine in what areas you are searchable within Find a REALTOR[®]. For example, if you enter a zip code of 90210, your information will come up when a consumer searches for 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.

REALTOR® profile page quick start guide

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 [edit professional expertise](#)

NAR Information

NAR Membership (NRDS) ID
2222479 [Modify](#)

Professional Designations & Certifications

Member of National Association of REALTORS®
CCIM - Certified Commercial Investment Member

Specializations/Keywords

Specializations/Keywords (50 characters max)
buyers, first time, foreclosures, homes, investment, re

Languages

Japanese

Professional Expertise

This section contributes up to 10% of your "Agent Profile Completeness %".

If the NRDS ID we are displaying is incorrect, click on the "Modify" link next to your NRDS ID to update your information, or contact Customer Care at 800-878-4166 for assistance. If you are missing a designation or certification, please contact the appropriate affiliate and ask them to update the NAR membership database: [Click here for affiliate contact information](#)

REALTOR® profile page quick start guide

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

Display Options
 Use the information below to turn on or off specific parts of your profile page. **NOTE:** Not all items can be hidden and are marked accordingly below.

Business Card [edit contact information](#)

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://myfeaturesite.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 address](#)

Office Address

Description	Current Value	Display on My Profile
Street Address	"provided by NAR"	✓
City/State/Zip Code	"provided by NAR"	Always

REALTOR[®] profile page quick start guide

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

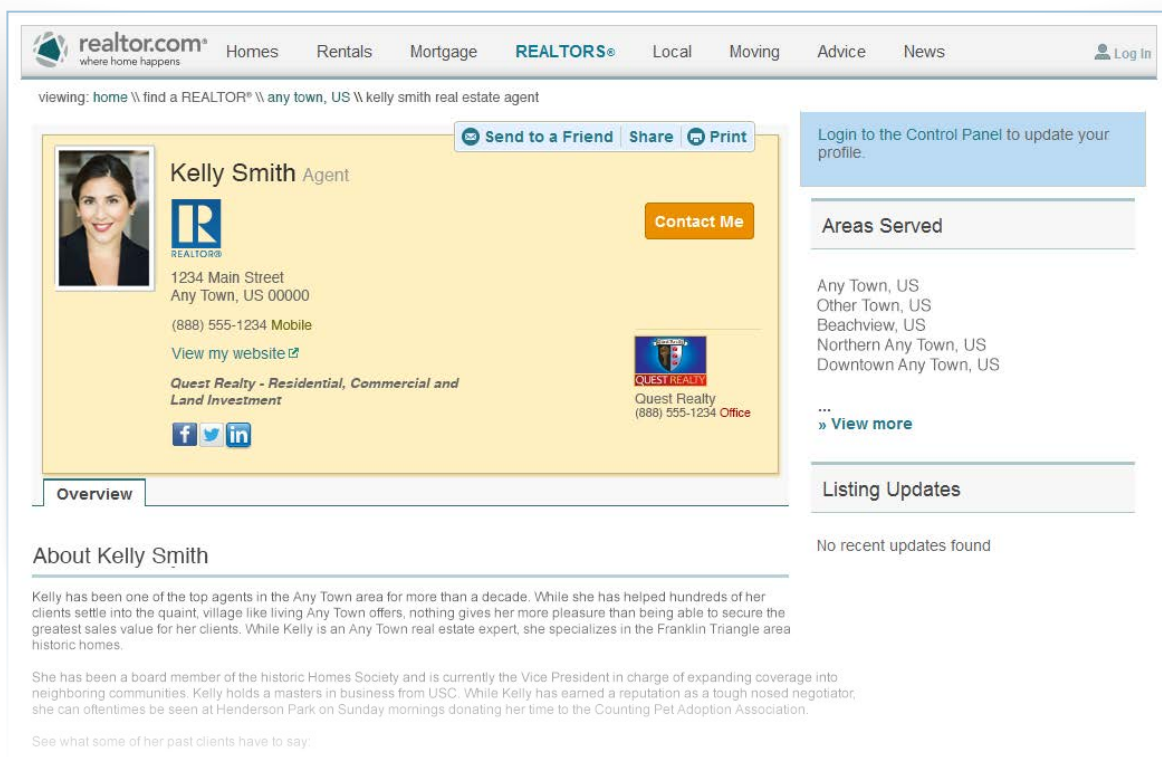
To deselect any of these fields, click on the EDIT link for the appropriate section and un-check the box next to the field(s) you don't want to appear on your Profile Page.

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.

REALTOR® profile page quick start guide

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](http://www.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:



The screenshot shows a REALTOR profile page for Kelly Smith. The page includes a navigation bar with links for Homes, Rentals, Mortgage, REALTORS®, Local, Moving, Advice, and News. The profile information for Kelly Smith, Agent, includes her photo, contact details (1234 Main Street, Any Town, US 00000, (888) 555-1234 Mobile), and a link to her website. It also features social media icons for Facebook, Twitter, and LinkedIn, and a 'Contact Me' button. The page is divided into sections: 'Areas Served' (listing Any Town, US, Other Town, US, Beachview, US, Northern Any Town, US, and Downtown Any Town, US), 'Listing Updates' (showing no recent updates found), and 'About Kelly Smith' (providing a bio and client testimonials).



Questions or comments? Please call:

877.568.1506