



What REALTORS[®] Should Know About the REALTOR.com[®] Find a Home Search

1. REALTOR.com[®] has the largest real estate audience on the Internet, making it the #1 Real Estate Website in the world.
2. Consumers stay longer on REALTOR.com[®] than anywhere else, which translates into more quality consumers spending more time looking at your brand and listings.
3. REALTOR.com[®] works with major distribution networks to direct traffic to REALTOR.com[®], such as MSN, MOVE.com and MOVING.com.
4. REALTOR.com[®] downloads basic listings from MLSs at no charge to REALTORS[®] within 1-2 business days after they are entered into the MLS. About half of the listings are updated every 15 minutes with most of the remainder being updated several times a day.
5. Consumers can use a variety of methods to pinpoint homes that match their search criteria including location, price, bedrooms, bathrooms, etc.
6. Is it important to understand how the Find a Home Search works to:
 - See how your property is being displayed on REALTOR.com[®].
 - See how the competitive listings in your area are displaying on REALTOR.com[®].
 - To maximize exposure to your listings with effective information display designed to attract more buyers.
 - To better understand how to explain your REALTOR.com[®] Internet marketing strategies to your sellers.

How REALTOR.com[®] Company Showcase Listing Enhancements Impact the Find a Home Search:

1. Company Showcase Listing Enhancements automatically include neighborhood information (community and school data) and enable you to make your property stand out from other listings by adding:
 - Company Branding
 - A Yellow Showcase Banner
 - Up to 25 property photos
 - A listing video
 - A custom property description
 - Animated property headlines
 - Online open houses
 - Agent contact information
2. Company Showcase Listing Enhancements give you access to a Control Panel, enabling you to enhance your listings in minutes.
3. Company Showcase Listing Enhancements allow buyers/sellers to preview up to three of your other listings.
4. Company Showcase Listing Enhancements allow buyers/sellers to click to your website from each listing.
5. Company Showcase Listing Enhancements Reporting feature allows you to view how well your marketing efforts are impacting your listings.



Access and Login to Your REALTOR.com® Control Panel

1. From the homepage of REALTOR.com® click the **FOR REALTORS®** button to expand the section.
2. Click **Resource Center**.
3. Or you can go directly to <http://solutioncenter.realtor.com>
4. In the **Control Panel** section, login by selecting your *MLS* from the drop-down menu.
5. Enter in your *MLS ID* and password. Click on the orange **Sign In** button.
6. The *Terms and Conditions* window appears. Review and click **I Accept**.
7. A screen may prompt you to enter your *NRDS ID*. Please enter your *NRDS ID* (you can retrieve this from your *NAR card*) or click **“Ask Me Later”** to go directly to the Control Panel.

Account Information:


1. Click on the gold menu option **Account Information** in your Control Panel.
2. Click on **Agent/Office Info** in the shaded area to update the following information:

NOTE: Any changes made to Account Information will appear on both the *Listing Detail page* through the *Find a Home Search* (where *Showcase Listings* appear), and the *Find a REALTOR® Yellow Pages*.


3. In the **Contact Information** section edit or add your name, office name, phone numbers, and email address by typing them into the text boxes.
4. In the **Website URL** field enter the URL address of your personal website to include a website link from each of your active listings on REALTOR.com® (must include: <http://>).
5. To change your Control Panel login password, type a password (maximum 15 characters) into the **Password** field.
6. To display **Neighborhood Information** for all of your listings, leave the box unchecked.
7. The information provided in the **Location Information** section will ensure that you can be located in the Find a REALTOR® search:
 - a. Select your primary state of license.
 - b. Include the names of all the cities/communities in which you want to be searchable on REALTOR.com®. In the zip codes field, include one corresponding zip code for each community name that you list in the Communities field.
 - c. Communities and zip codes should be entered with a comma following each entry and no spaces in between individual entries, with the exception of the last entry, which should not be followed by a comma (example: Scottsdale,Phoenix,Cave Creek,Glendale). Use www.usps.com to use their zip code look-up utility to locate the correct zip codes for your areas.
8. To ensure consumers see your **Professional Designations** when they use the Find a REALTOR® search, enter your *NRDS ID* in the *NRDS* (displays when you initially access the Control Panel). This allows REALTOR.com® to retrieve your designations from the *NAR*.
9. Enter key words that describe your properties or service specialties in the **Keywords** field. Keywords should be entered as words or short phrases. Examples: *beach, waterfront, land, commercial, residential, new, relocation, ocean view, horse property, farm, ranch, etc.*
10. To **add or replace your Personal Photo** click the **Open** icon, and locate the file on your computer.
11. Click on the file name, and then click **Open**. The recommended agent photo size is 80w x 120h pixels.
12. To add a **Slogan**, type a slogan into the text box (60 characters max). The slogan will appear on your listings beneath your name.
13. To add Broker Information select “Yes” and the section will expand to display fields to add the Broker Information.
14. Click **Save Changes**.



Using the Enhance My Listings Section:

1. Click on the gold menu option **Enhance My Listings** in your Control Panel.
2. Click on **Select a Listing** in the shaded area.
3. Select your listing from your active inventory - click Edit.
4. All of the enhancement tools will be listed:
 - **Edit Video Tours:**
 - To upload a video for this listing choose the appropriate template (viewer size) and click Next
 - Click the Browse button and location the video file on your computer
 - Acceptable formats include
Apple Quick-Time 5, 6, and 7y (.mov, .qt)
AVI (.avi)
Flash Video (.flv)
MPEG-1 (.mpeg, .mpg)
MPEG-2 (.mpg2)
MPEG-4 (.mpg4)
Windows Media 7, 8, 9 and 10 (.wmp)
Mobile (.3gp)
 - Click the Upload File button (maximum file size is 100MB).
 - **Edit Listing Photos:**
 - To add or change the photos for this listing, click on **Manage Listing Photos**.
 - Click **Upload New Photos** and click **Browse** to locate the photos on your computer.
 - Press CTRL-A to select all the photos in the current folder or press CTRL click to select specific photos. Click **Open**.
The recommended photo size is 460w x 345h pixels or greater maintaining the aspect ratio.
 - Click **Upload**.
 - Add photo captions to each photo, as desired (80 characters maximum).
 - Click **Save Changes**.
 - **Edit Text Descriptions:**
 - To add your custom description (up to 2,500 characters) click into the REALTOR.com® Description box:
 - This description appears on the Listing Detail Page when consumers view your listing from the Find a Home Search on REALTOR.com®.
 - The first three lines appear on the Search Results page and the entire description appears on the Listing Details page.
 - Click the *REALTOR.com® Description* button to have your custom description appear on the Search Results page.
 - Click the *REALTOR.com® Description* button to have your custom description appear on the Listing Details page.
 - Click **Save Changes**.
 - **Edit Headlines:**
 -  Add up to two headlines to your listing. Listings with two headlines will automatically fade back and forth between the two headlines on the Listing Detail page.
 - Click in *Headline 1* field and enter up to 50 characters.
 - Click in *Headline 2* field and enter up to 50 characters.
 - Click **Save Changes**.



- **Edit Special Message Box Text:**
 -  Use this feature to deliver your personalized message to people who view your listing.
 - Click into the blue box and enter text, using up to 255 characters.
 - Click **Save Changes**.
- **Edit Open House:**
 - Click **Add an Open House Date**.
 - Fill in all fields with the appropriate information and click **Save**.
 - Confirm the Listing Location and click **Save Location Changes**.
 - You can add up to 5 open houses for each listing.

Viewing/Using the Reporting Section:

1. Click on the gold menu option **Reporting** in your Control Panel.
Note: The Reporting section displays up to 13 months of listing traffic data.
2. Click on the gold menu option **Reporting** in your Control Panel.
3. Click **Listings Traffic** in the shaded area.
4. To see all your active listings at the top of the list, click the *Status* column heading two times.
5. Click the *MLSID* of any listing to view the traffic report.
6. Use the **Printable Version** link to print out this traffic report.
This information can also be used in a listing presentation to show prospective clients your effective Internet marketing techniques.
7. Use the **Email Version** link to email this traffic report to your home seller.

Logging out of the Control Panel

1. Click **Sign Out** in the upper right corner of the Control Panel.

For technical issues or questions, please call Customer Care at 800-878-4166