



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 3 times 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.
5. Basic listings include information such as: one photo, the MLS description, property features, and the office name and telephone number.
6. Consumers can use a variety of methods to pinpoint homes that match their search criteria including location, price, bedrooms, bathrooms, etc.
 - Properties will display sorted first by highest percent match, then ascending price, and then by 2+ photos.
7. 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 the REALTOR.com[®] Showcase Listing Enhancements Impact the Find a Home Search:

1. 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:
 - A Showcase Banner
 - Up to 25 property photos
 - A listing Video
 - A custom property description
 - A property headline
 - Scrolling text
 - Online open houses
 - Agent contact information
2. Because of the inherent property sort feature, listings will appear in order of percent match, and price (lowest to highest) then 2+ photos. With Showcase Listings your property can appear closer to the first page of the search when you add more photos.
3. Showcase Listing Enhancements give you access to a Control Panel, enabling you to enhance your listings in minutes.
4. Showcase Listing Enhancements allow buyers/sellers to view your entire inventory from each listing.
5. Showcase Listing Enhancements allow buyers/sellers to click to your website from each listing.
6. Showcase Listing Enhancement's 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 "Resource Center" link
2. Or you can go directly to <http://resource.realtor.com>
3. In the **Manage Your Account Online** section, login by selecting your account type, and your MLS City from the drop-down menu. Next, enter in your MLS ID and password. Then click on the red "GO" button
4. The Terms and Conditions window appears. Review and click "I Accept."
5. 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:

NOTE

If you have not added photos to your account or listings before you will get a security warning asking if you to run and install "iPIX Rimfire ActiveX Control" from "Internet Pictures Corporation". You MUST grant permission for this to be installed on your computer. This is a one time installation.

Choose "Install Active X" After the iPIX (ActiveX) program is installed on your computer.

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:
3. **NOTE:** Any changes made to Account Information will appear on both the [Listing Details page](#) through the [Find a Home Search](#) (where Showcase Listings appear), the [REALTOR.com® Website](#), (if applicable), and the Find a REALTOR® search.
4. In the **Contact Information** section add your name, office name, phone numbers, and email address by typing them into the text boxes.
5. 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://>).
6. To change your Control Panel login password, type a password (maximum 8 characters) into the **Password** field.
7. To display **Neighborhood Information** for all of your listings, leave the box unchecked.
8. 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.
9. To ensure consumers see your **Professional Designations** when they use the Find a REALTOR® search, enter your NRDS ID in the NRDS screen (displays when you initially access the Control Panel). This allows REALTOR.com® to retrieve your designations from the NAR.
10. 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.
11. To **add or change your Personal Photo** click the "AdMission" box, which will open a file directory window so that you can locate the file on your computer.



12. Click on the file name, and then click “Open”. The recommended agent photo size is 80w x 120h pixels.
13. To add a **Slogan**, type a slogan into the text box (60 characters max). The slogan will appear on your listings beneath your name.
14. To add Broker Information select “Yes” and the section will expand to display fields to add the Broker Information. This section will only appear on a REALTOR.com® Website, if added.
15. Remember to click the “Save Changes” button.

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 Listing Videos:**
 - 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 the “Click here to add image” to select your photo (REALTOR.com® receives 8 photos from your MLS, you can add 17 additional photos).
 - A file directory window opens to locate photos on your computer.
 - Click on the file name, and then click “open”. The recommended photo size is 300w x 200h pixels.
 - Add photo captions to each photo, as desired (80 characters maximum).
 - Click the “Save Changes” button.
 - **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 two lines appear on the Search Results page and the entire description appears on the Listing Details page.
 - Remember to select whether you want consumers to view the MLS description or the REALTOR.com® Description on the search results and listing details page.
 - Click the “Save Changes” button.
 - **Edit Headline:**
 - To add a headline click into the box for the headline and enter up to 50 characters.
 - Appears above the main listing photo on the Search Results and Listing Detail page
 - Click the “Save Changes” button

- **Edit Scrolling Text:**
 - Click into the blue box to add the text using up to 255 characters.
 - Select the font type, style, size, and color by clicking the drop - down arrow
 - Displays on the Listing Details page on REALTOR.com®
 - Click the “Save Changes” button
 - **Edit Open House:**
 - Post your open house information well in advance by entering the appropriate information in this section of the Control Panel. You can add up to 5 open houses simultaneously for each listing. Soon your Open House information will be automatically sent from your MLS to REALTOR.com® and appear automatically on your listings.
 - Entering Open House information will allow the consumer to access a printable flyer for the Open House
 - Click the “Save Changes” button.
5. To preview how your listing will appear on either REALTOR.com®:
- Click the [Preview on REALTOR.com®](#) link at the top of the page.

Viewing/Using the Reporting Section:

1. Click on the gold menu option “**Reporting**” from within your Control Panel, and then select from the following options:

Note: The listings displayed under the Reporting section are not indicative of what listings are currently (actively) displaying through the Find a Home search on REALTOR.com®

Listing Traffic – Displays traffic history for the agent’s active and non-active listings for the past 6 months

- The default sort order for the listings is by the ‘**Total Property Views**’ column
 - To change the sort order, click on any of the **column headers**
 - **Navigation buttons**, used to view additional pages of listing traffic, are located at the bottom of the page
 - You can also export listing traffic to Excel.
2. To view the traffic details for any one listing, click on that listing’s **MLS ID**.
 3. Use the “Printable Version” link or the “Email Version” link to print out or email this traffic report to the client. This information can also be used in a listing presentation to show prospective clients your effective Internet marketing techniques

Note: *Office customers will be able to view listings for all sales associates for the past 6 months, but can only access traffic details for listings that belong to sales associates who are current customers of REALTOR.com®. Office customers with Company Showcase will be able to access traffic details for all listings.

For technical issues or questions, please call Customer Care at 866-920-6158