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Advantage℠ Pro for Agents

November 2016

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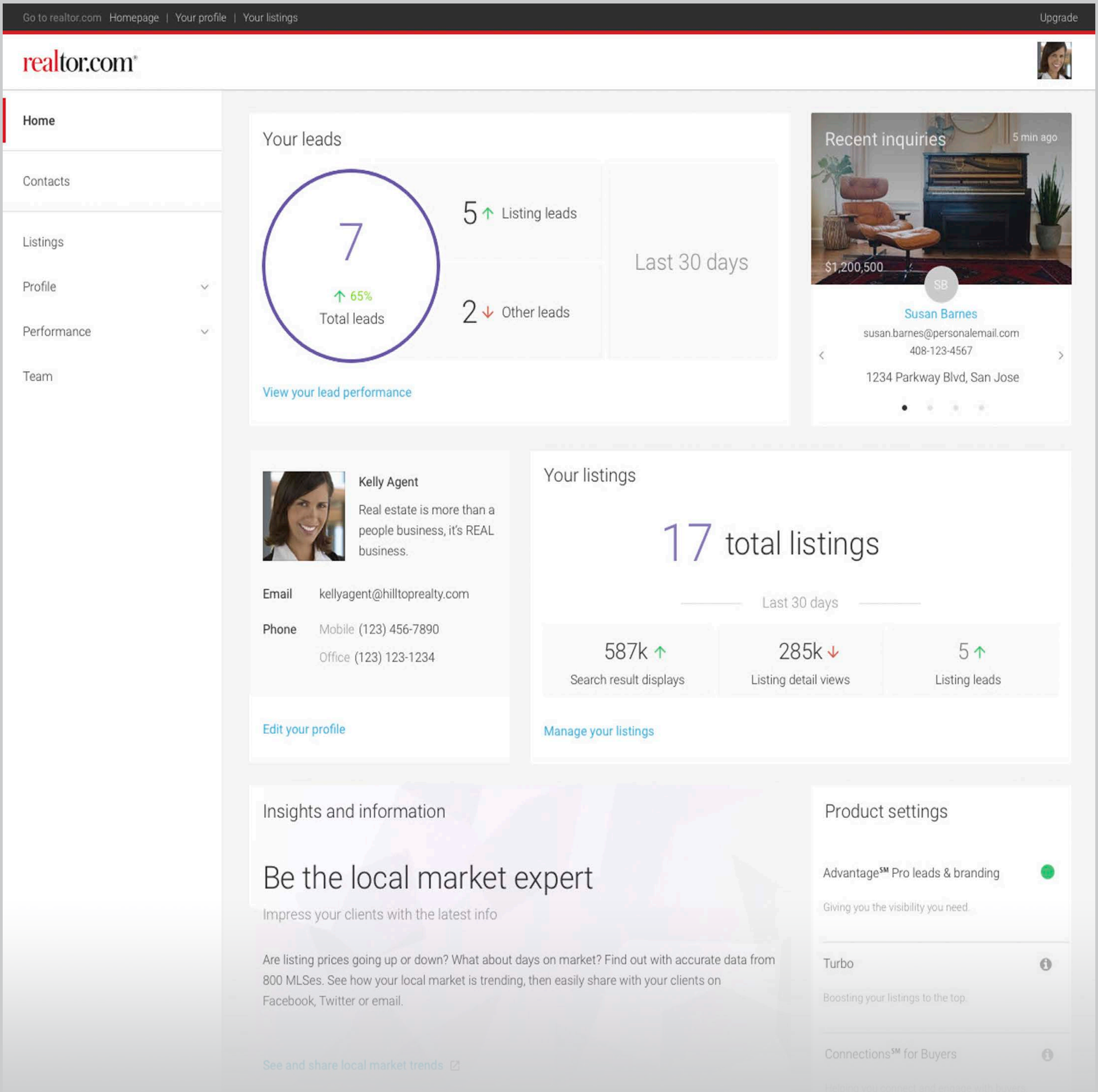
Advantage Pro for Agents

This guide booklet for Advantage pro for Agents is designed to assist you with your new realtor.com® Dashboard. Every feature that is available to you with Advantage Pro is laid out, step-by-step, to simplify putting you on the fast track to gaining more exposure for yourself and your listings.



Access and log in to your realtor.com® Dashboard

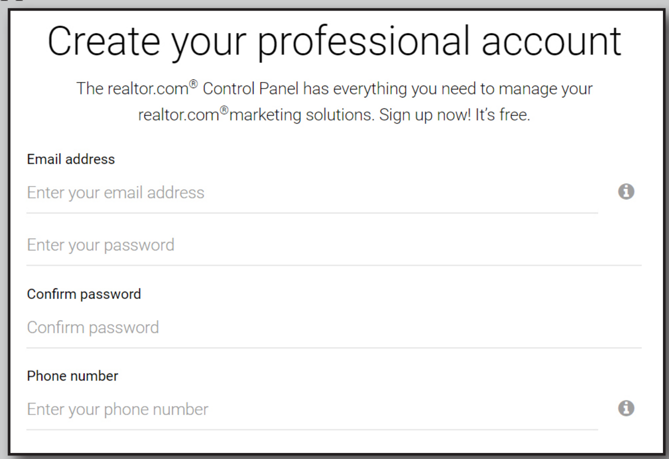
The first page you see is the login page, which makes it easy to navigate the Agent Dashboard to update your profile, enhance or view your listings, learn about solutions you can purchase, and get access to free education.

Signing up for an Agent account

1. Visit **www.realtor.com** and hover your mouse cursor over the "**Sign In/Sign Up**" link in the upper-right hand corner of the page.

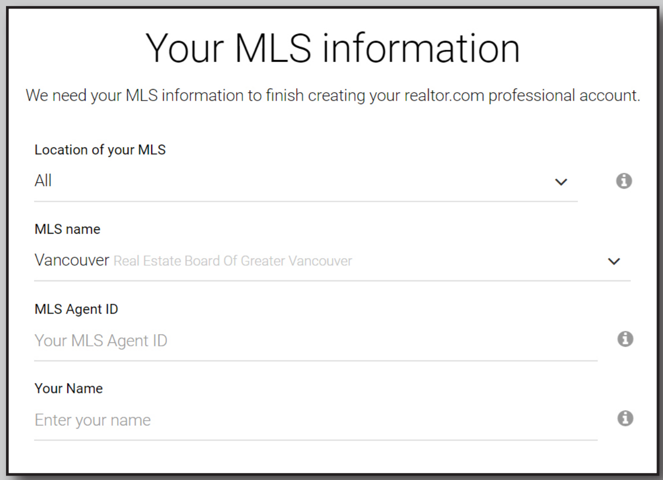
2. Click the "**Professional Sign Up**" button from the dropdown menu.

3. Enter the requested information into the form that appears.



4. Click Next step

5. Select the location of your MLS from the dropdown menu, select your MLS name from the dropdown menu, enter your MLS Agent ID and Your Name into the provided fields.



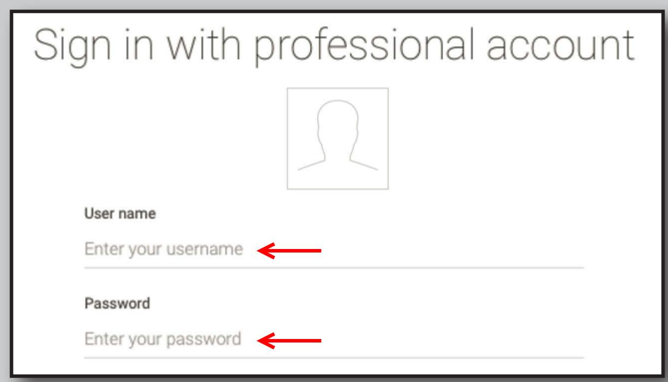
6. Click Next step

Logging into an existing account

1. Visit **www.realtor.com** and hover your mouse cursor over the "**Sign In/Sign Up**" link in the upper-right hand corner of the page.

2. Click the "**Professional Sign in**" button from the dropdown menu.

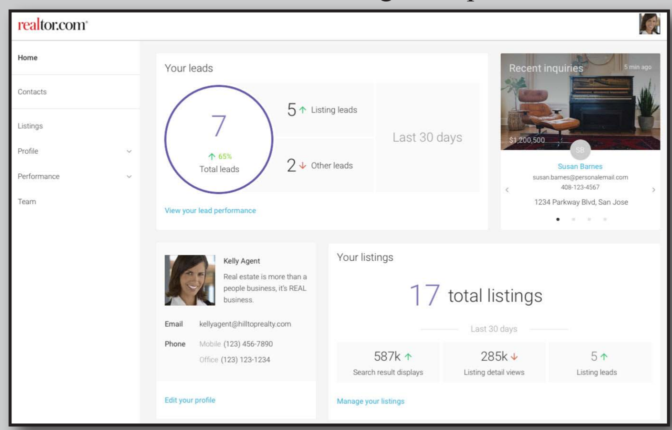
3. Enter your existing Username and Password in the fields provided.



3. Click Sign In

Agent Dashboard

The Agent Dashboard is where you will be taken once you create your account or log into your existing account. Here, you can access your listings, Agent profile, account settings, perfomance reporting and manage your contacts. The Dashboard layout helps to simplify navigating your account and provide easy access to the information you need, utilizing quick links within the left-hand navigation panel.

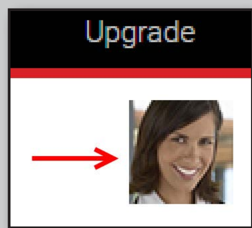


Account Settings

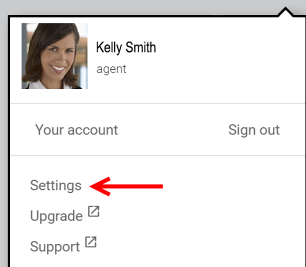
From the account settings page, you will be able to indicate where leads are to be delivered, change your account password, update your login email address and control additional account related settings.

Accessing your account settings

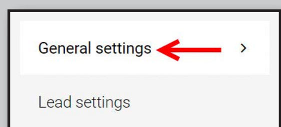
1. Click the profile image link from the upper right-hand corner of the dashboard.



2. Click "**Settings**" link from the dropdown menu that appears.



3. Click "**General Settings**" to configure your account settings.

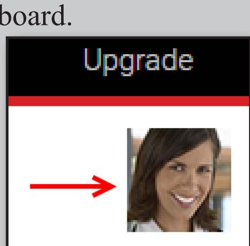


4. Click the switch icons to activate or deactivate the feature. By default, all settings will be activated as indicated by 

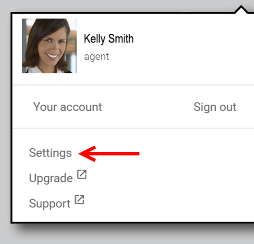
Deactivated features are indicated by 

Accessing your lead settings

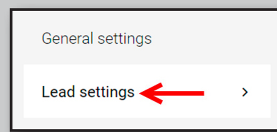
1. Click the profile image link from the upper right-hand corner of the dashboard.



2. Click "**Settings**" link from the dropdown menu that appears.



3. Click "**Lead Settings**" to configure your account settings.



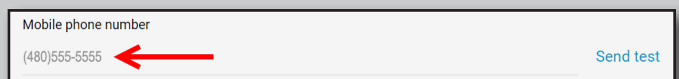
Text messageing setup (SMS)

You can choose to receive a notification via text messaging on your mobile phone, alerting you that a lead was just received.

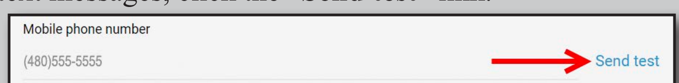
1. Once on the "**Lead Settings**" page, you can activate text notifications by clicking the  icon from the "**SMS setup**" section.

2. Once you have activated text notifications, you can modify the SMS settings by clicking the "Change" link.

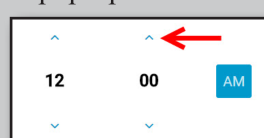
3. Enter your mobile phone number in the field provided.



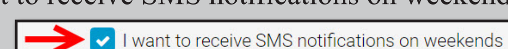
4. To verify that your mobile phone can receive lead alert text messages, click the "**Send test**" link.



5. You can indicate a time range when you would like to be notified aobut new leads via text messaging by clicking into the "Start Time" & "End Time" fields to set the range. Change the time, by clicking on the up & down arrows. Change from AM to PM by clicking the current indicator. Click outside of the pop-up to continue.



6. If you would like to receive SMS text message notifications on weekends as well as weekdays, enable the "I want to receive SMS notifications on weekends" box.



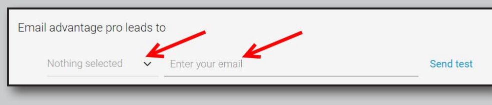
7. Click 

Email Lead Delivery Setup

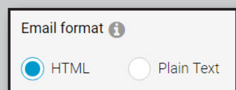
To ensure timely lead delivery, you will want to set up your email address to receive **Advantage℠ Pro leads**, **Agent Profile leads** as well as **Courtesy leads**.

1. To add your email for each lead type, click the "**Change**" link within each section.

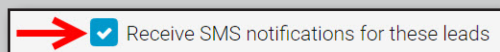
2. Once the form appears, choose a label for the email from the dropdown menu then enter the email address where you would like that lead type to be delivered.



3. Select the format you would like to receive. Either **"HTML"** or "**Plain Text**" formatting.



4. Choose if you would like to receive SMS text notifications for this lead type by enabling the "**Receive SMS notifications for these leads**" box.

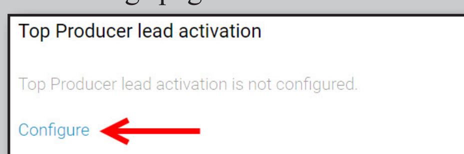


5. Click 

Top Producer lead activation

Your Agent dashboard also integrates with your Top Producer product for lead management.

1. To integrate your Top Producer Account, Click the "**Configure**" link in the Top Producer lead activation section of the settings page.



2. Enter your Top Producer username in the provided field.

3. Enter your Top Producer password in the provided field.

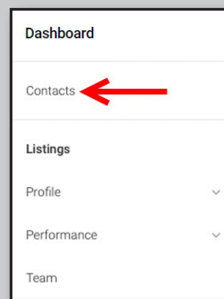
4. Click 

Contacts

You can maintain a list of common contacts including Sellers, Buyers and Associates, right within your realtor.com® Agent account.

Accessing your Contacts

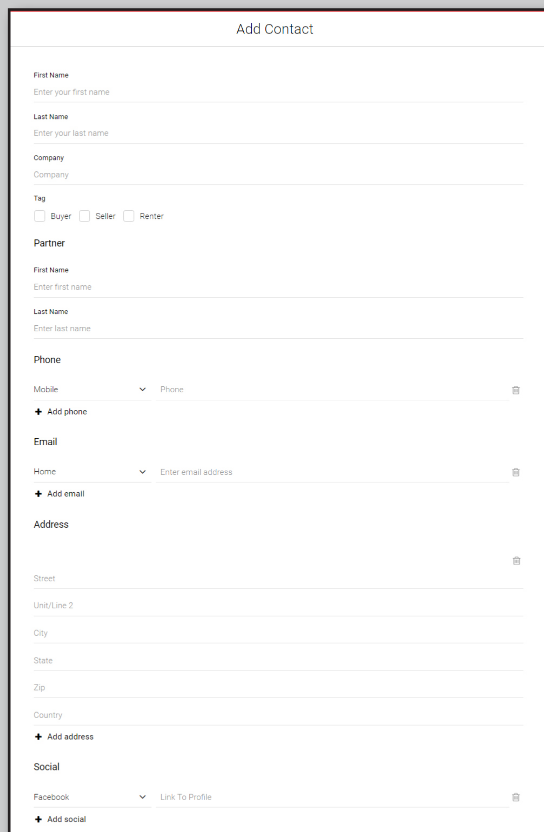
1. Click the "**Contacts**" link from the left-hand navigation panel.



Adding Contacts

1. Once on the Contacts page, click the  button.

2. Enter your contact's information into the **"Add Contact"** form.



3. Click 

Adding a note to an existing contact

1. Select a contact that you would like to add a contact to.

2. Click 

3. Enter your note into the "Add your note here" field.

4. Click Save

Downloading a list of your contacts

1. Once on the Contacts page, click the button.

2. Choose where you would like to save the file to your computer from the file browser window.

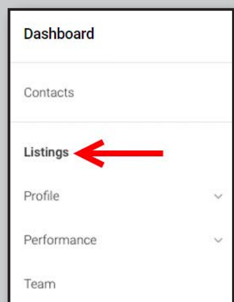
3. Click Save

Listings

From the **Listings** page, you can view your current listing inventory, modify property photos, add upcoming open houses, add property descriptions, add virtual tour and website links to your listings.

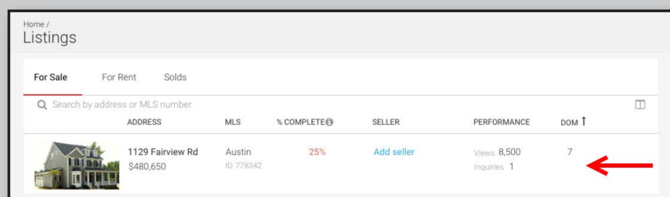
Accessing your listings

1. Click the "**Listings**" link from the left-hand navigation panel.

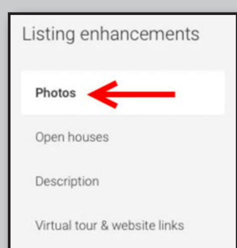


Listing Photos

1. Click the listing that you would like to view photos for.



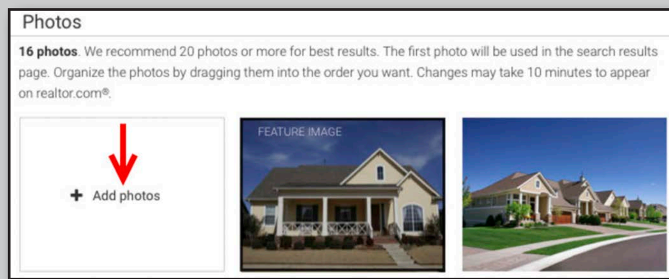
2. Click the **Photos** link under the "**Listing Enhancements**" header.



Adding Listing Photos

realtor.com® enables the Agent to add up to a maximum of 100 photos to each listing to assist consumers in better visualizing your property.

1. Once on the listing photos page, click the **"Add Photos"** link.



2. Click Select images to upload

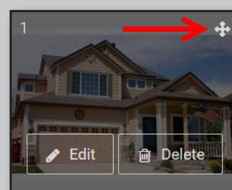
3. Locate the photo from your computer that you would like to upload to the listing and select them by holding down the CTRL key on your keyboard and clicking each photo or by pressing CTRL + A to select all photos within the folder.

4. Click Upload

Changing the order of the listing photos

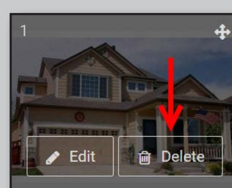
Note: The photo indicated as the **Feature Image**, will be the first image consumers view for your listing.

1. Click & Hold the icon in the upper-right hand corner of the photo you would like to move and drag the photo to the position you would like, then release the mouse button.



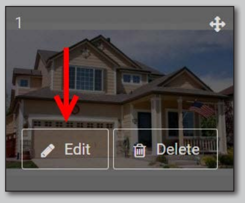
Deleting a photo from a listing

1. Hover your mouse cursor over the photo you would like to remove and click the "**Delete**" button.



Editing a photo

1. Hover your mouse cursor over the photo you would like to edit and click the "**Edit**" button.



Rotate a photo

1. Once you have clicked the "Edit" link, either click to rotate the photo left by 90 degrees or click to rotate the photo right by 90 degrees.

2. Click

Crop a photo

1. Once you have clicked the "Edit" link, click

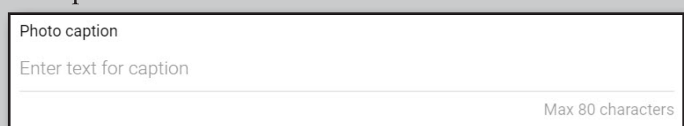
2. Click and drag a border around the portion of the photo that you would like to keep. Everything outside of the border you create will be deleted.

3. Once you have created the crop selection, click either to confirm your crop or click to cancel your selection

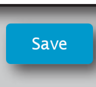
4. Click to finalize your changes.

Adding a caption to a photo

1. Once you have clicked the "Edit" link, enter your caption in the provided field. 80 characters maximum.



2. Click

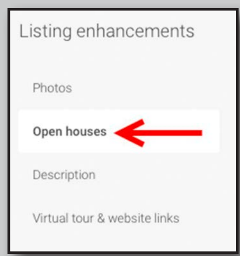


Open Houses

If your local MLS does not supply realtor.com® with open house information, you can manually add up to 5 open house events to each of your listings.

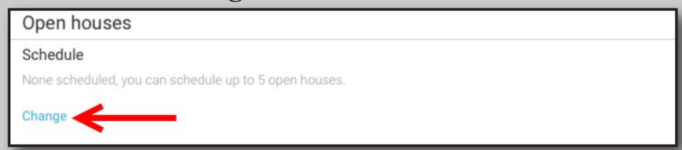
Accessing Open House Events

1. Once you have selected the listing you would like to add an open house event to, Click the "**Open houses**" link under the "**Listing Enhancements"** header.



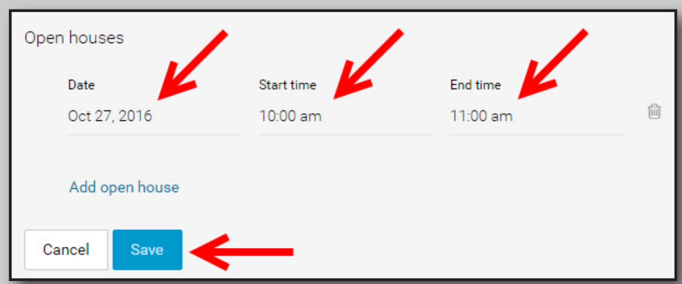
Adding Open House Events

1. Click the "**Change**" link.



2. Click on the "**Add open house**" link.

3. Add details about your open house into the form and click the "**Save**" button.

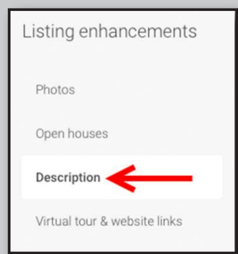


Listing Descriptions

Although in many cases realtor.com® will retrieve a description for your listings directly from your local MLS, you will have the ability to add up to 2500 characters of information to display in place of, or in addition to, the MLS description.

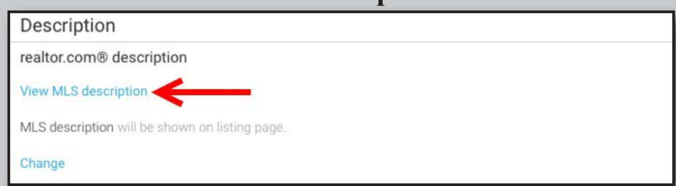
Accessing Listing Descriptions

1. To update the listing description for a particular listing, click the "**Description**" link under the "**Listing Enhancements**" header.



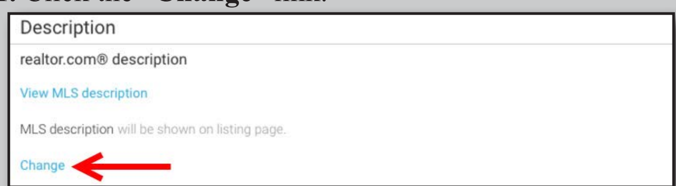
Viewing an MLS Listing Description

1. Click the "**View MLS description**" link.

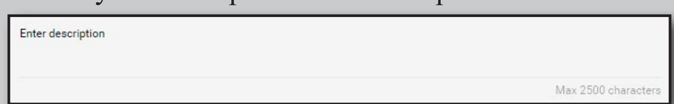


Adding a Listing Description

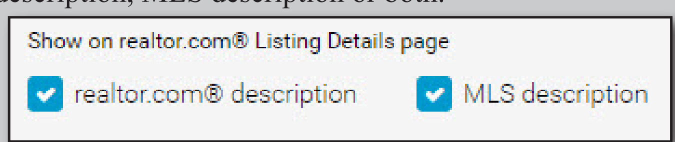
1. Click the "**Change**" link.



2. Enter your description in the field provided.



3. Click the checkboxes to indicate which description you would like to display on your listing. realtor.com® description, MLS description or both.



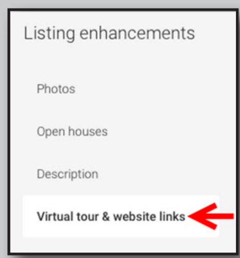
4. Click Save

Virtual tour & website links

If you have a personal website or have purchased a virtual tour for your listings, realtor.com® provides you the ability to increase exposure and make a lasting impression with potential buyers by adding these links to your listings for consumers to click on and get more information about your properties.

Accessing Virtual tour & website links

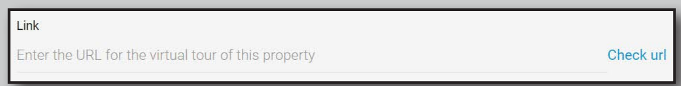
1. Once you have selected the listing you would like to add a virtual tour or website link to, click the "Virtual tour & website links" under the "**Listing Enhancements**" header.



Adding a virtual tour link to a listing

1. Click the "**Change**" link.

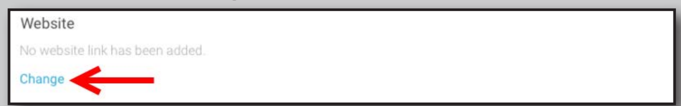
2. Enter the virtual tour link in the field provided.



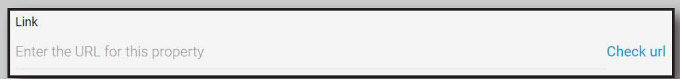
3. Click Save

Adding a website link to a listing

1. Click the "**Change**" link.



2. Enter the virtual tour link in the field provided.



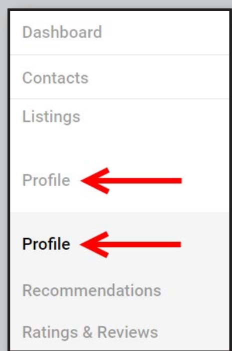
3. Click Save

Agent Profile

The all new Agent Profile will display on the Find a REALTOR® search of realtor.com®, providing additional exposure for yourself to gain clientele, further promote yourself on realtor.com®, and increase your web credibility.

Accessing your Agent Profile

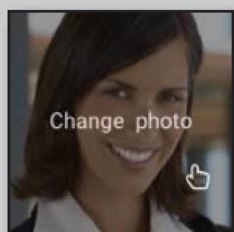
1. Click the "**Profile**" dropdown menu from the left-hand navigation bar, then click "**Profile**" from the list.



Adding a profile photo

Your profile photo does more than just show potential clients that visit your profile who you are, but also displays at the top of all of your listings in the form of branding.

1. Once on the Agent profile page, click the "**Change photo**" link.



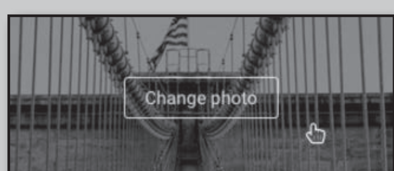
2. Click Choose photo

3. Navigate to the folder on your computer's hard drive where you store your images and double-click on the photo that you would like to use.

4. Click Upload

Adding a background photo

1. Once on the Agent profile page, click the "Change photo" link.



2. Click Choose photo

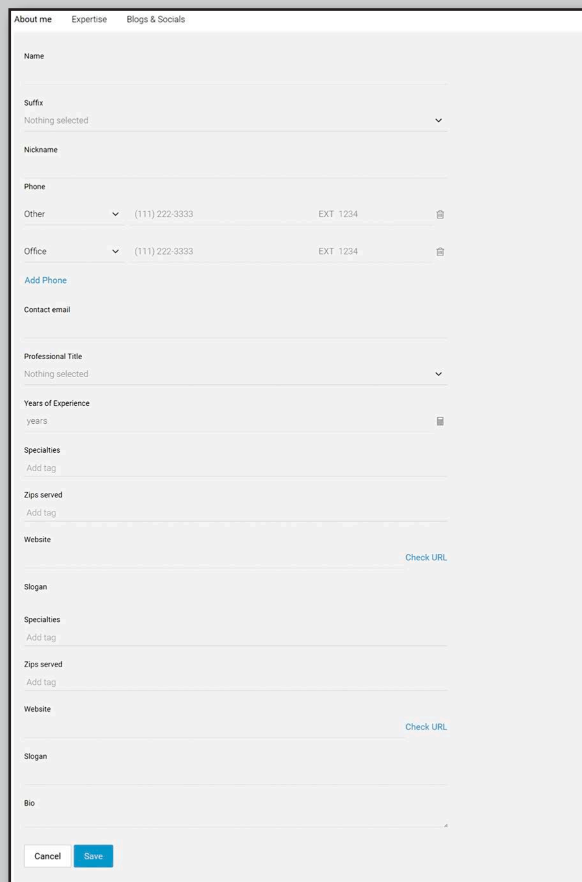
3. Navigate to the folder on your computer's hard drive where you store your images and double-click on the photo that you would like to use.

4. Click Upload

Adding profile information - About Me

1. Click on the "**Change**" link in the upper-right hand corner of the "**About Me**" section.

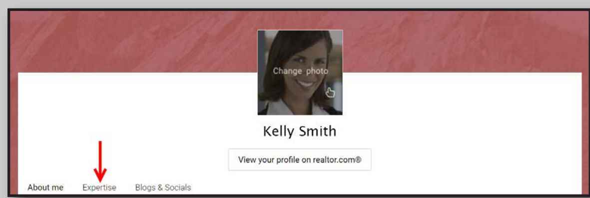
2. Enter your name, contact phone numbers, contact email address and additional information in the provided fields as indicated on the form.



3. Click Save

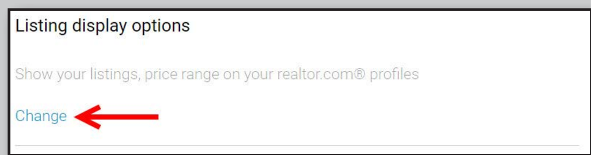
Adding profile information - Expertise

1. Click on the "**Expertise**" link from the profile navigation bar underneath the background and agent photo section.



Expertise - Listing Display Options

1. Once on the Expertise page, click the "**Change**" link from the Listing display options section.



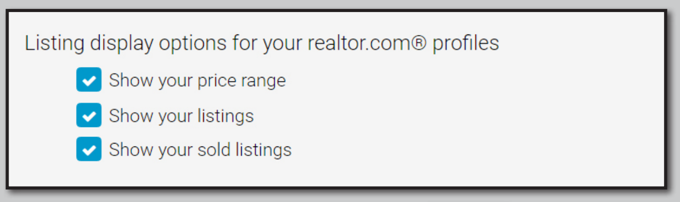
2. There are 3 listing options for you to choose from.

A. Show your price range: Selecting this option will display a price range from low to high, of the current and sold listings in your inventory.

B. Show your listings: Selecting this option will enable your current listings to display on your Find a REALTOR® profile.

C. Show your sold listings: Selecting this option will enable your sold listings to display on your Find a REALTOR® profile*.

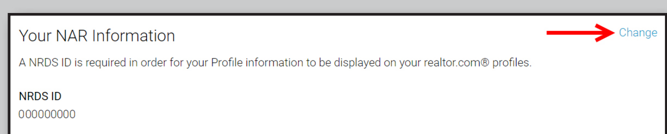
*Not available in all areas



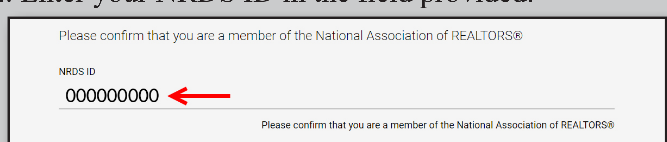
3. Make your selection(s) then click Save

Expertise - Your NAR Information

1. To add your NRDS ID, click the "**Change**" link in the Your NAR Information section.



2. Enter your NRDS ID in the field provided.



3. Click Save

Expertise - Brokerage firm info

Your **Brokerage firm information** will update automatically from information received directly from your local MLS.

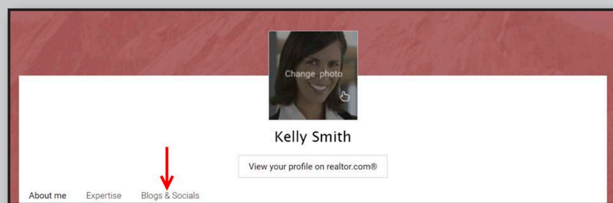
Expertise - Additional Sections

The **Designation & Certification Badges** and **Languages Spoken** sections will be automatically populated with information retrieved from the National Association of REALTORS within 2-3 business days after entering your NRDS ID into your profile.

Adding profile information - Blogs & Socials

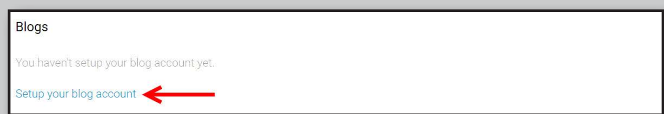
In the Blogs & Socials Section, you can link up your Blog, Facebook Business account as well as your Twitter account and display posts you make to your Find a REALTOR® profile.

1. Click on the "**Blogs & Socials**" link from the profile navigation bar underneath the background and agent photo section.

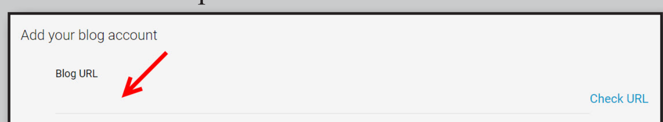


Blogs & Socials - Blogs

1. To link up your Blog, click the "**Setup your blog account**" link.



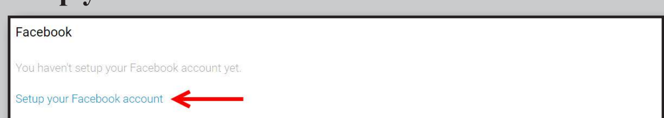
2. Enter the web address (URL) where your blog can be found in the field provided.



3. Click Add

Blogs & Socials - Facebook

1. To link up your Facebook Business accouont, click the "**Setup your Facebook account**" link.



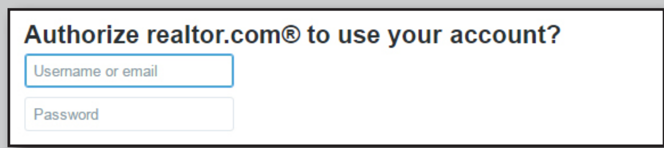
2. Enter your Facebook Login Credentials in the fields provided.

3. Click Sign In

Blogs & Socials - Twitter

1. To link up your Twitter Business accouont, click the "**Setup your Twitter account**" link.

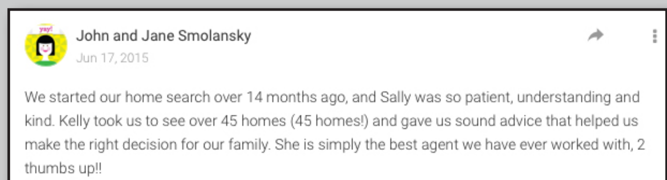
2. Enter your Twitter Login Credentials in the fields provided.



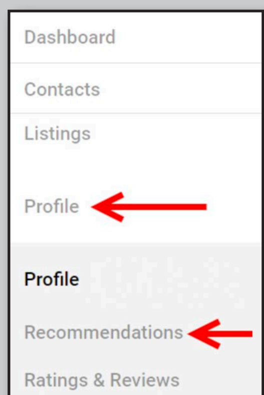
3. Click Sign In

Adding profile information - Recommendations

You can receive recommendations or testimonials from clients, business associates, friends or family members that will display on your realtor.com® agent profile.



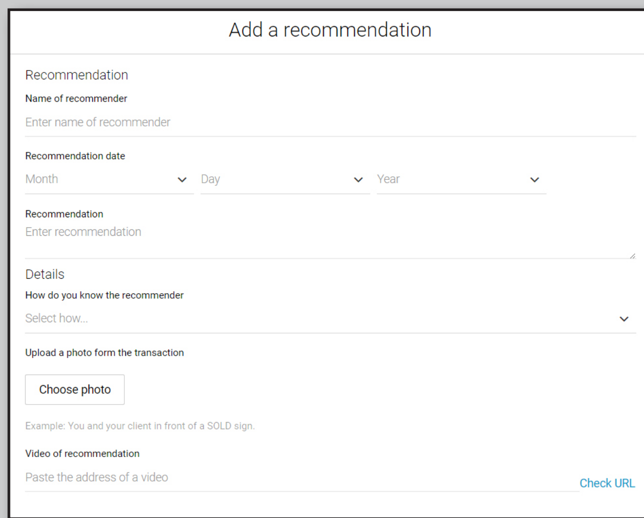
1. Click the "**Profile**" dropdown menu from the left navigation bar, then click "**Recommendations**" from the list.



Recommendations - Manually Adding Recommendations

1. Click + Add a new recommendation

2. Enter requested information about your recommendation as indicated in the fields provided.

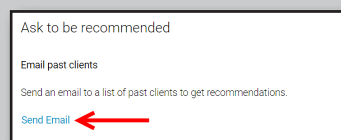


3. Click Save

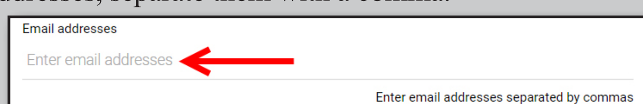
Recommendations - Email past clients

You can send an email to past clients asking them to leave you a recommendation right from your realtor.com® account.

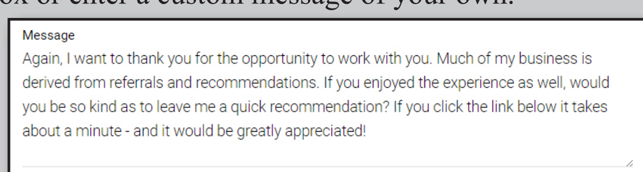
1. Click the "**Send Email**" link in the **Email past clients** section.



2. Enter the recipient email address or addresses into the **Email addresses** field. If you enter multiple email addresses, separate them with a comma.



3. You can either use the default message in the message box or enter a custom message of your own.

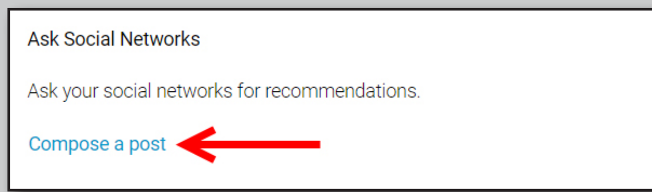


4. Click Send Email

Recommendations - Ask Social Networks

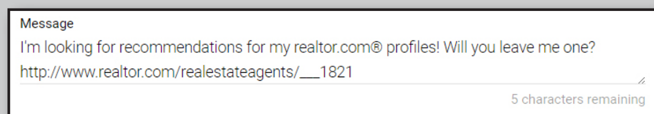
You can create a post requesting your social networking followers to leave a recommendation for you directly on Facebook or Twitter.

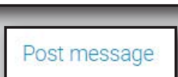
1. Click the "**Compose a post**" link in the **Ask Social Networks** section.



2. Select the social networking platform your would like to post to from the "**Post on**" section of the form.

3. You can either use the default message in the message box or enter a custom message of your own. If you customize the post, make certain to leave the default web address (URL) intact.

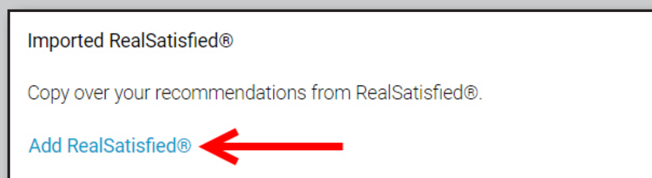


4. Click 

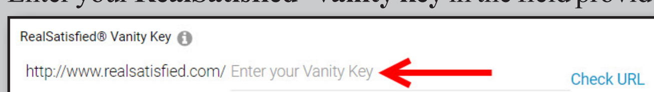
Recommendations - Importing RealSatisfied®

You can import recommendations that you have received through your RealSatisfied® account to display on your Find a REALTOR® profile.

1. Click the "**Add RealSatisfied®**" link in the **Import RealSatisfied®** section.



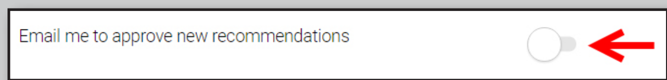
2. Enter your **RealSatisfied® vanity key** in the field provided.



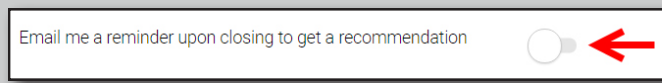
3. Click 

Recommendations - Preferences

1. You can choose to receive an email reminding you to approve new recommendation left by visitors to your Find a REALTOR® profile by clicking the switch in the "**Email me to approve new recommendations**" section.



2. You can choose to receive an email reminding you to ask clients for a recommendation after your listings close by clicking the switch in the "**Email me a reminder upon closing to get a recommendation**" section.



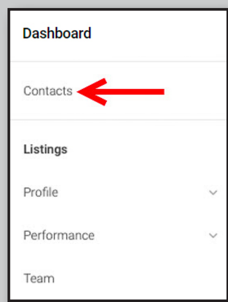
Performance

With the all new user experience, there are a multitude of reports available at your fingertips to assist you in visualizing your performance.

Seller Reports

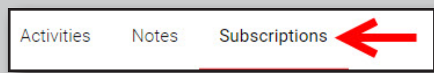
The Home Seller Report is designed to keep the homeseller in the loop as to how well their home is performing on realtor.com®. The report is designed in an easy to understand format and can be emailed out to the homeseller on a time scheduled basis. Seller Reports will even compare your listing against other properties in the area for asking price, days on realtor.com®, search results displays and listing detail views.

1. Click the "**Contacts**" link from the left-hand navigation panel.

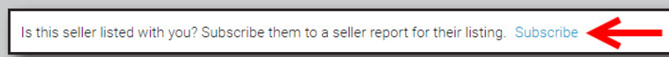


2. Select the contact you would like to send a Home seller report to from the contacts list.

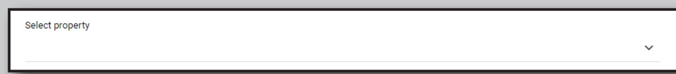
3. Click "**Subscriptions**" from the contact navigation bar.



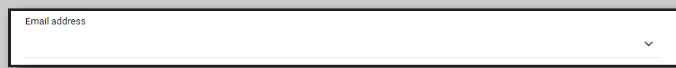
4. Click "**Subscribe**" from the Subscriptions section.



5. Select the property address from the "**Select Property**" dropdown menu.

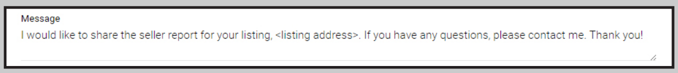


6. Select the recipient email address from the "**Email Address**" dropdown menu.



7. Choose the frequency of the report delivery from the "**Send Reports**" section. Once, weekly, Bi-weekly or Monthly reports.

8. We have placed a default message that you can use to accompany the report or you can enter your own into the "**Message**" section.



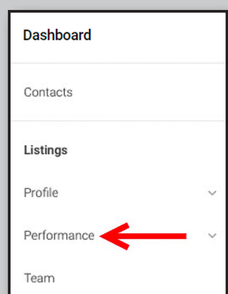
4. Click Subscribe

Performance Reports

There are 3 main types of reports for you to track your performance on realtor.com®. These include Lead, Listing & Profile performance.

Accessing Performance Reports

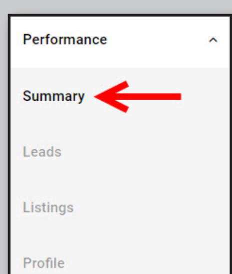
1. Click the "**Performance**" link from the left-hand navigation panel.

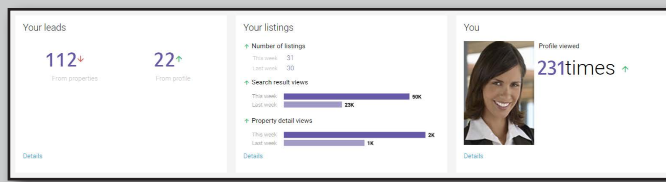


Reports - Summary

The summary will provide a quick look overview of the 3 main reports.

1. Once clicking on Performance, Click "**Summary**".

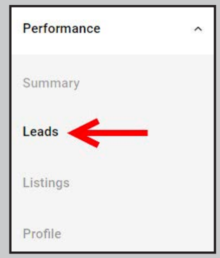




Reports - Leads

The Leads Performance Report will provide agents with a detailed, in-depth look at leads that they have received from both their Listings as well as Leads received from visitors to their agent profiles.

1. Once clicking on Performance, Click "**Leads**".



2. Once on the "**Total Leads**" page, you can view a list of all leads received, including Date/Time received, how the lead was received, who sent the lead, phone number, address the lead is interested in (if applicable) as well as if a message was left for you, at the bottom of the section.

Reports - Print Report

If you would like to print the current report displayed, click from the upper-right corner of the report page.

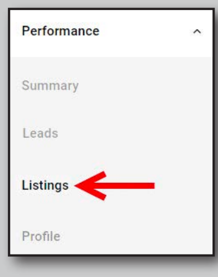
Reports - Save Report

If you would like to save the current report displayed, click from the upper-right corner of the report page.

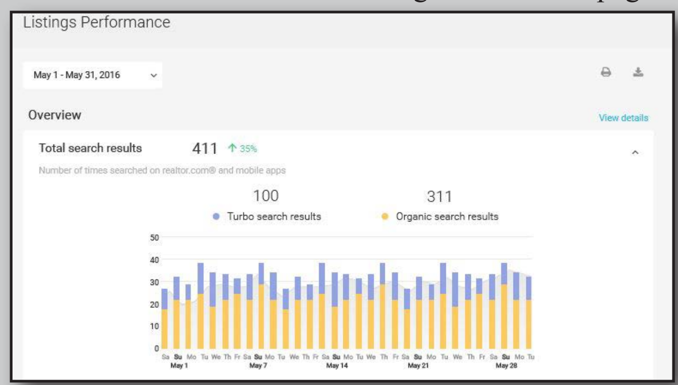
Reports - Listings

The Listings Performance Report will provide agents with a detailed, in-depth graph, to visualize how many times your listings have shown up in search results, how many times your listings were viewed, Activities, Branding Impressions, Leads received and profile views.

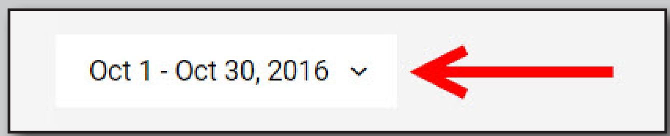
1. Once clicking on Performance, Click "**Listings**".



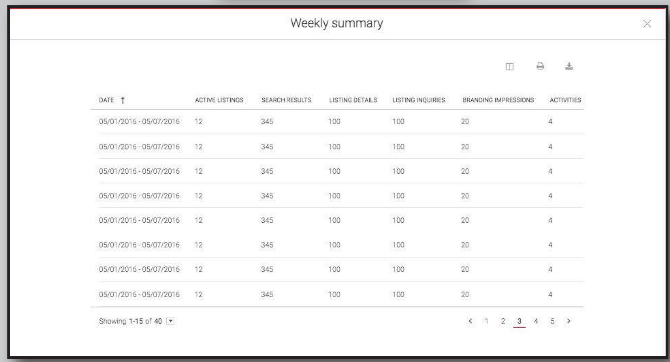
2. To view specific overview reports, click the metric from the list "**Overview**" section of the Listing Performance page.



3. You can even view archived reports by clicking the date dropdown menu from the top of the "**Overview**" section and by selecting the date range that you would like to view reporting for.



4. Detailed Listing activity can be viewed by clicking the "**Details**" link from the top-right corner of the Overview section of the page.


Weekly summary

DATE	ACTIVE LISTINGS	SEARCH RESULTS	LISTING DETAILS	LISTING INQUIRIES	BRANDING IMPRESSIONS	ACTIVITIES
05/01/2016 - 05/07/2016	12	345	100	100	20	4
05/01/2016 - 05/07/2016	12	345	100	100	20	4
05/01/2016 - 05/07/2016	12	345	100	100	20	4
05/01/2016 - 05/07/2016	12	345	100	100	20	4
05/01/2016 - 05/07/2016	12	345	100	100	20	4
05/01/2016 - 05/07/2016	12	345	100	100	20	4
05/01/2016 - 05/07/2016	12	345	100	100	20	4
05/01/2016 - 05/07/2016	12	345	100	100	20	4

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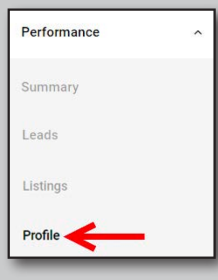
1 2 3 4 5

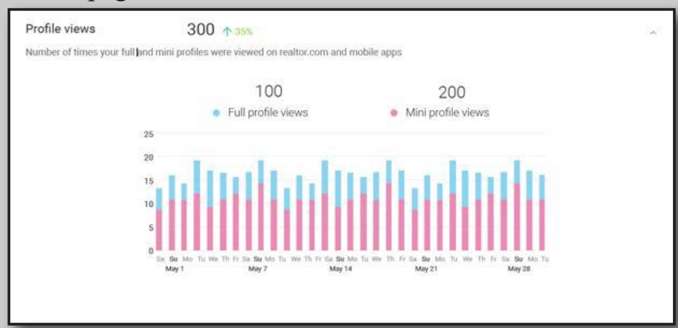
Reports - Profile

The Profile Performance Report will provide anylitics about traffic to your Find a REALTOR® Agent Profile to include profile leads, phone leads, email leads, impressions as well as total views from visitors to your profile page.

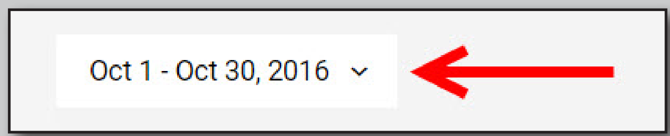
1. Once clicking on Performance, Click "**Profile**".



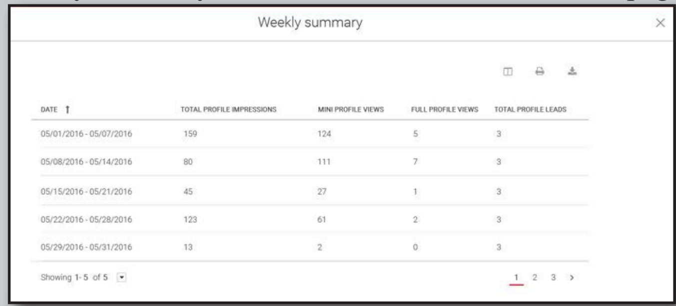
2. The firs chart that displays is "**Profile Views**". To view graphs for Profile Views and Profile Leads, select the appropriate links from the page.



3. You can even view archived reports by clicking the date dropdown menu from the top of the "**Overview**" setion and by selecting the date range that you would like to view reporting for.



4. Detailed profile activity displays on a weekly basis in the "**Weekly Summary**" section of the Profile Perfomance page.


Weekly summary

DATE	TOTAL PROFILE IMPRESSIONS	MINI PROFILE VIEWS	FULL PROFILE VIEWS	TOTAL PROFILE LEADS
05/01/2016 - 05/07/2016	159	124	5	3
05/08/2016 - 05/14/2016	80	111	7	3
05/15/2016 - 05/21/2016	45	27	1	3
05/22/2016 - 05/28/2016	123	61	2	3
05/29/2016 - 05/31/2016	13	2	0	3

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1 2 3

Notes

For assistance or more information, call

1(844)321-3657

November 2016

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