

# reator.com®

### 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.

Go to realtor.com Homepage   Your profile	Your listings			Upgrade
realtor.com*				<b>A</b>
Home	Your leads		Rece	ent inquiries 5 min ago
Contacts	5 t listi	ng leads		
Listings		Last 30 da	VS \$120	2500
Profile ~	↑ 65% Total leads 2 ↓ Othe	er leads		SB Susan Barnes
Performance ~			<	susan.barnes@personalemail.com 408-123-4567 >
i cum	View your lead performance			•
	Kelly Agent	Your listings		
	Real estate is more than a people business, it's REAL	17.	total liation	
	business.	17	เอเล่า แระเทยุ	JS
	Email kellyagent@hilltoprealty.com		Last 30 days	
	Phone         Mobile (123) 456-7890           Office (123) 123-1234	587k ↑ Search result displays	285k ↓ Listing detail views	5 ↑ Listing leads
	Edit your profile	Manage your listings		
	Insights and information		Proc	duct settings
	Be the local market e	expert	Advan	tage <sup>™</sup> Pro leads & branding ●
	Impress your clients with the latest info		Giving y	rou the visibility you need.
	Are listing prices going up or down? What about da 800 MLSes. See how your local market is trending,	iys on market? Find out with accurate of the two services the two services on two services on the two services on two services	lata from Turbo	0
	Facebook, Twitter or email.			
				ections <sup>5M</sup> for Buyers

#### Access and log in to your realtor.com<sup>®</sup> 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.

Create your professional accour	nt
The realtor.com <sup>®</sup> Control Panel has everything you need to manage your realtor.com <sup>®</sup> marketing solutions. Sign up now! It's free.	
Email address	
Enter your email address	0
Enter your password	
Confirm password	
Confirm password	
Phone number	
Enter your phone number	0

#### 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.

Location of your MLS	
All	~
MLS name	
Vancouver Real Estate Board Of Greater Vancouver	
MLS Agent ID	
Your MLS Agent ID	
Your Name	
Enter your name	

#### 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.

Sign in with professional account
$\square$
User name
Enter your username <
Password Enter your password
. Click

#### **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.





3

#### **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.

	Kelly Smith agent	
Your acc	ount	Sign out
Settings Upgrade <sup>[</sup> Support <sup>[]</sup>		

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

General settings	
Lead 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



**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.

Mobile phone number	
(480)555-5555	Send test

**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 abut 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.

Ŀ	<b>→</b>	I want to receive SMS notifications on weekends
lick	Save	

## realtor.com<sup>®</sup>

7. C

#### **Email Lead Delivery Setup**

To ensure timely lead delivery, you will want to set up your email address to receive Advantage<sup>SM</sup> 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.

Email advantage pro le	eads t	°	
Nothing selected	<i>,</i>	Enter your email	Send test

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

Email format (	0
	Plain Text

**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.



#### **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.



#### Contacts

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

#### **Accessing your Contacts**

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

Dashboard	
Contacts	8
Listings	
Profile	~
Performance	~
Team	

#### **Adding Contacts**

1. Once on the Contacts page, click the <b>D</b> buttor
---

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

	Add Contact	
First Name		
Enter your first name		
Last Name		
Enter your last name		
Company		
Company		
Tag Buyer Selle	ler 🗌 Renter	
Partner		
First Name		
Enter first name		
Last Name		
Enter last name		
Phone		
Mohile	Y Rhone	
A Add abana		
<ul> <li>Add phone</li> </ul>		
Email		
Home	<ul> <li>Enter email address</li> </ul>	
+ Add email		
Address		
_		
street		
Unit/Line 2		
City		
State		
Zip		
Country		
+ Add address		
Social		
Facebook	✓ Link To Profile	

3. Click Save

#### Adding a note to an existing contact

- 1. Select a contact that you would like to add a contact to.
- 2. Click + Note

## realtor.com

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.

<sup>sme /</sup> istings							
For Sale For R	ent Solds						
Q Search by addres	s or MLS number ADDRESS	MLS	% COMPLETE()	SELLER	PERFORMANCE	оом †	
	1129 Fairview Rd \$480,650	Austin ID 778342	25%	Add seller	Views 8,500 Inquiries 1	7 🗲	

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

#### **Adding Listing Photos**

realtor.com<sup> $\mathbb{R}$ </sup> 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.



**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.



#### 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  $\clubsuit$  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.



### realtor.com<sup>®</sup>

#### **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  $\checkmark$ 

to confirm your crop or click  $\bowtie$  to cancel your selection

4. Click **b** 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.

Photo caption	
Enter text for caption	
	Max 80 characters
2. Click Save	

#### **Open Houses**

If your local MLS does not supply realtor.com<sup>®</sup> 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.

Listing enhancements					
Photos					
Open houses					
Description					
Virtual tour & website links					

#### 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.

Open houses		/	R.
Date	Start time	End time	
Oct 27, 2016	10:00 am	11:00 am	Ŵ
Add open house			
Cancel Save			
	_		_

# realtor.com®

#### **Listing Descriptions**

Although in many cases realtor.com<sup>(R)</sup> 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.

	l
Photos	l
Open houses	l
Description	l
Virtual tour & website links	l

#### Viewing an MLS Listing Description

1. (	Click	the	"View	MLS	description"	link.
------	-------	-----	-------	-----	--------------	-------

#### Adding a Listing Description

#### 1. Click the "Change" link.

Description	_
realtor.com® description	
View MLS description	
MLS description will be shown on listing page.	
Change	

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<sup> $\mathbb{R}$ </sup> description, MLS description or both.



#### Virtual tour & website links

If you have a personal website or have purchased a virtual tour for your listings, realtor.com<sup>®</sup> 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.

Virtual tour	
No virtual tour link has been added.	
Change	

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

Link	
Enter the URL for the virtual tour of this property	Check url

3. Click Save

#### Adding a website link to a listing

1. Click the "Change" link.

Website	
No website link has been added.	
Change	

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

Link	
Enter the URL for this property	Check url
3. Click Save	



#### **Agent Profile**

The all new Agent Profile will display on the Find a REALTOR<sup>®</sup> search of realtor.com<sup>®</sup>, providing additional exposure for yourself to gain clientele, further promote yourself on realtor.com<sup>®</sup>, 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.

	FOTO /		
	Change pho	ito	
	YK	۶	5

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.

bout me Expertise	Blogs & Socials		
Name			
Suffix			
Nothing selected			~
Nickname			
Phone			
Other	<ul> <li>(111) 222-3333</li> </ul>	EXT 1234	÷
Office	<ul> <li>(111) 222-3333</li> </ul>	EXT 1234	8
Add Phone			
Contact email			
Professional Title			
Nothing selected			~
Years of Experience			
years			8
Specialties			
Add tag			
Zint served			
Add tag			
Website			
WEDDIE			Check URL
Slogan			
Specialties			
Add tag			
Zips served			
Add tag			
Website			
			Check URL
Slogan			
Bio			
Cancel Save			

# realtor.com®

3.

#### 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.

Listing display options
Show your listings, price range on your realtor.com® profiles
Change

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<sup>®</sup> profile.

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

\*Not available in all areas



**3**. Make your selection(s) then click

#### **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.



#### **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<sup>®</sup> 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.

Add your blog	jaccount	Check URL
3. Click	Add	

#### **Blogs & Socials - Facebook**

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

	Facebook
l	You haven't setup your Facebook account yet.
	Setup your Facebook account

- 2. Enter your Facebook Login Credentials in the fields provided.
- 3. Click Sign In

### realtor.com

#### **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.

Autho	rize realtor.	com® to use your account?
Usernam	e or email	
Password		

#### 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<sup>®</sup> agent profile.

John and Jane Smolansky Jun 17, 2015	<i>A</i>	:
We started our home search over 14 months ago, and Sally was so patient, unde kind. Kelly took us to see over 45 homes (45 homes!) and gave us sound advice t make the right decision for our family. She is simply the best agent we have ever thumbs up!!	rstanding and hat helped us worked with, 2	2

**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.

Name of recommender			
Enter name of recom	nender		
Recommendation date			
Month	✓ Day	✓ Year	~
Recommendation			
Enter recommendatio	n		
Details			
How do you know the red	ommender		
Select how			
Upload a photo form the	transaction		
Choose photo			
Example: You and your cl	ient in front of a SOLD sign.		
Video of recommendatio	n		
Paste the address of a	a video		Check U

#### **Recommendations - Email past clients**

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

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

Ask to be recommended
Email past clients
Send an email to a list of past clients to get recommendations.
Send Email

2. Enter the recipient email address or addresses into

the **Email addresses** field. If you enter multiple email addresses, separate them with a comma.

Email addresses
Enter email addresses
Enter email addresses separated by commas

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

	Message Again, I wa derived fro you be so about a m	It to thank you for the opportunity to work with you. Much of my business is in referrals and recommendations. If you enjoyed the experience as well, would ind as to leave me a quick recommendation? If you click the link below it takes nute - and it would be greatly appreciated!	ú
4.	Click	Send Email	

## realtor.com®

#### **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.



#### **Recommendations - Importing RealSatisfied®**

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

1. Click the "Add RealSatisfied<sup>®</sup>" link in the Import RealSatisfied<sup>®</sup> section.



2. Enter your **RealSatisfied**<sup>®</sup> vanity key in the field provided.



#### **Recommendations - Preferences**

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

Email me to approve new recommendations

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<sup>®</sup>. 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<sup>®</sup>, search results displays and listing detail views.

123 Main St 4 beds 3 baths	Asking price	Days on realtor.com®
	\$639,888	58 days
	Comparables \$621,000	Comparables 60 days
	Search results displays 4,321 *45%	Listing detail views 1,895 ∳5%
	Comparables 3,920 123%	Comparables 2,035 ↓ 5%

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

Dashboard	
Contacts	
Listings	
Profile	~
Performance	~
Team	

**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.

Is this seller listed with you? Subscribe them to a seller report for their listing. Subsc

realtor.com

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

Select property

Email addres

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.

Weekly	its								~

**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.

	Message I would like to share the seller report for your listing, <listing address="">. If you have any questions, please contact me. Thank you!</listing>	
L		//
	out a Subscribe	

#### 4. Click Subscribe

#### **Performance Reports**

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

#### **Accessing Performance Reports**

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

Dashboard Contacts Listings Profile ~ Performance ~ Team

#### **Reports - Summary**

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

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

Performance	^
Summary	
Leads	
Listings	
Profile	

Your leads 112 ÷ 22↑ There properties From partie	Your listings    However, State and States a	Patie values
Details	Octals	Details

#### **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".

Performance	,
Summary	
Leads 🧲	•
Listings	
Profile	

**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.

### realtor.com<sup>®</sup>

#### **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".



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.

		Week	dy summary			
						⊖ ≛
DATE †	ACTIVE LISTINGS	SEARCH RESULTS	LISTING DETAILS	LISTING INQUIRIES	BRANDING IMPRESSIONS	ACTIVITIES
05/01/2016 - 05/07/2016	12	345	100	100	20	3
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

#### **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. To view specific overview reports, click the metric from the 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 1	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				
Showing 1-5 of 5				<u>1</u> 2 3 >				
छ <i>े</i> जिल्ल								



### Notes

Information in this document is subject to change without notice. Companies, names and data used in examples herein are fictitious unless otherwise noted, and are used for illustration purposes only. No part of this document may be reproduced or transmitted in any from or by any means, electronic or mechanical, recording or otherwise for any purpose, without the express written permission of Move Sales Inc., 30700 Russell Ranch Road, Westlake Village, California 91362 USA

©2016 Move Sales Inc. Making copies while in unauthorized possession of this work or for any purpose other than your own personal use is a violation of U.S. copyright laws. Trademarks used in this document are the property of their respective owners.

For assistance or more information, call

1(844)321-3657

November 2016



