

Accessing and Logging In to Your REALTOR.com® Control Panel:

1. From the homepage of REALTOR.com® click **For Realtors®** then the **Resource Center** link
2. This action will take you to: <http://solutioncenter.realtor.com>
3. Under the section entitled "Manage Your Account Online", login by: selecting your account type and your MLS City from the drop-down menu, then entering in your MLS ID and password.
4. Click on **Sign In** (you will see a Terms and Conditions screen that requests you review terms and conditions). Please choose to "accept" or "review later"
5. A screen will appear requesting that you enter your NRDS ID. Please enter your NRDS ID (you can retrieve this from your NAR card) or click "ask me later" to go straight to your Control Panel

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 13 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 into an excel spreadsheet
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®

Account Information:

1. Click on the gold menu option "**Account Information**" from within your Control Panel
2. Click on "**Agent/Office Info**" from the shaded area, to update the following information:
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® Web site, (if applicable), and the Find a REALTOR® search
3. In the **Contact Information** section add your name, office name, phone numbers, and email address by typing them into the text box
4. In the **Web Site URL** field if you do not have a REALTOR.com® Web site, you can include the URL address of your own personal Web site, to link to from each of your active listings on REALTOR.com® (must include: http://)
5. To change your Control Panel login password, type a password (maximum 8 characters) into the **Password** field

Account Information (continued):

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 you are searchable when consumers use the Find a REALTOR® search, enter your NRDS ID in the NRDS screen (displays when you initially access the Control Panel). This also allows REALTOR.com® to retrieve your designations from the NAR.
9. Include any key words that describe your properties or service specialties into the **Keywords** field. Keywords should be entered in as words or short phrases. (Examples: Beach, Waterfront, Land, Commercial, Residential, New, Relocation, Ocean view, Horse Property, Farm, Ranch, etc.)
10. To **add or change your Personal Photo** click on the open folder icon beneath the empty image well, which will open a file directory window so that you can locate the file on your computer
11. Once you find the file, click on the file name, and then click on "Open". The recommended agent photo size is 80w x 120h pixels. The circular arrow icons can be used to rotate the image, if needed
12. To add a **Slogan**, type a slogan into the text box (60 characters max). The slogan will appear on your listings and your REALTOR.com® Web site (if applicable)
13. 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® Web site (if applicable), if added
14. Remember to click on the 'Save Changes' icon

Using the Enhance My Listings Section:

1. Click on the gold menu option "Enhance My Listings" from within your Control Panel
2. Click on "Select a Listing" in the shaded area
3. Select your listing from your active inventory - click on Edit
4. All of the enhancement tools will be listed:
 - o **Editing Video Tours:**
 - Click "Video" from the Control Panel Menu. Be sure to review the guidelines for adding videos.
 - Click "Enhance My Listings"
 - Click "Select a Listing"
 - Click "Edit Video Tours"
 - a. Step 1: Select a title for your video
 - b. Step 2: Select a template for your video
 - c. Step 3: Click Browse to select a video from your file directory

Using the Enhance My Listings Section (continued):

- d. Acceptable file formats will display (maximum file size is 100 MB)
- Once the file appears in the directory window, click "Open" to download the video
- To preview your video, click "Video" and then "Manage Videos"
- Check the box next to "Show All Listings with Video"
 - a. Play the Video by clicking the green and white icon
 - b. Delete the Video by clicking the X icon
 - c. View Video reporting by clicking the Reports link
 - d. Click the Edit link to edit your Video settings
- o **Edit Listing Photos:**
 - To add a photo, click on the "Update New Photos" link (add up to 25 photos)
 - A file directory window will open so that you can locate a photo file on your computer
 - Click on the file name, and then click "open". Recommended photo size: 310w x 233h pixels (multiple photos can be added by depressing the Ctrl key and selecting multiple images)
 - Add photo captions to each photo, as desired (80 characters max)
 - To edit a current photo, click on the Edit Photo link in the top left corner of the individual image well
 - To change the order of your photos, click on a photo and drag it to a different position
 - Click on Save Changes to save any changes
- o **Edit Text Descriptions:**
 - To add your custom description click into the REALTOR.com® Description box: (Showcase Listing customers only)
 - a. This description will appear to consumers viewing your listing from the Find a Home search on REALTOR.com® (2500 characters max)
 - b. The First 2 lines appear on the Search Results page and the entire description appears on the Listing Details page
 - Select whether you want consumers to view the MLS description or the REALTOR.com® Description on the search results and listing details page
 - Click on Save Changes
- o **Edit Headlines:**
 - To add a headline click into the box for the headline (appears above the main listing photo on the Search Results and Listing Detail page, and has a 50 character max)
 - To animate, add two headlines – The first headline will fade into the second on your listing
 - Click on Save Changes
- o **Edit Special Message Box Text:**
 - To add a special message, enter the text into the Special Message Box text field
 - Click on Save Changes
- o **Edit Open House:**
 - Clicking into and filling out all of the fields. You can add up to 5 open houses simultaneously for each listing.
 - Click on Save Changes
 - Open house information can be added far in advance of the open house date, and will allow the consumer to access an open house link on your Listing Details page
 - Open house Information is available to the consumer 24 hours a day, 7 days a week, and displays in the REALTOR.com® map search



We hope that you will find this email a good resource for your future reference. If you need additional assistance, please do not hesitate to call our Customer Care Department at 1-800-878-4166. They are available from 6am to 5pm Pacific Time.

As always, if you have any questions or concerns regarding our classes, please reference our Online Training information site at <http://solutioncenter.realtor.com/help/onlinetraining/>. You can also drop us a line at onlinetraining@realtor.com.

Sincerely,

REALTOR.com® Customer Care Department
Tel: 1-800-878-4166
CustomerCare@REALTOR.com