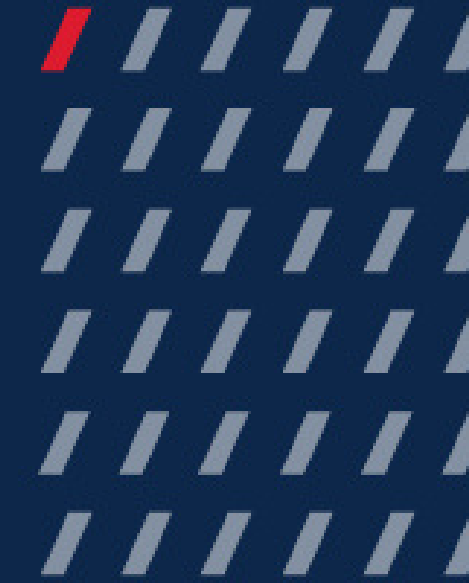




Unstoppable  
Starts Here



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**UPDATE/CREATE YOUR PROFILES**

# remax.net profiles

- **RE/MAX**
- **kvCORE**

# Real Estate Profiles

- **MLS**
- **realtor.com**
- **Zillow**
- **Trulia**
- **homes.com**
- **Google**

# **Social Media Profiles**

- **LinkedIn**
- **Facebook**
- **Instagram**
- **TikTok**
- **Pinterest**
- **YouTube**
- **Agent BIO**

# remax.net

## Log In to remax.net

- **Select drop down next to Hello “Name”**
- **Update Profile**
- **Fill out all categories**
- **Field Tips**
  - **General Info: Name&Title: Job Title: (Real Estate Salesperson or RE Associate Broker)**
  - **Contact Info: Social Media Sites: links will appear on your agents bio page encouraging visitors to follow you online**
  - **Professional Details: Additional Service Areas - additional areas for leads to be sent to you (make them unique, duplication doesn't increase odds)**
  - **Personal Bio: customers get to know you before they meet you. Shows on your and office websites, and remax.com**
  - **Personal Details: Languages: add any additional languages you speak for consumers and for agent to agent referrals**
  - **MLS Affiliation: allows consumers to search listings on your websites. Brings your listings into the design center for creation of marketing materials**

# Fields pulled from your MAX/Profile to kvCORE

- **Name**
- **Personal Photo**
- **Title**
- **Contact Information**
- **Designations**
- **MLS ID**
- **Agent BIO**
- **Social Media Handles**
- **Team Information (if applicable)**
- **Languages**

# kvCORE

- **From email: use an email other than your remax.net (these are being spammed)....gmail preferable**
- **From Name**
- **Update your Social Media Handles**
- **Signature**
- **24 Hour appointment availability helps with SEO**

# Real Estate Profiles: MLS

## OneKey

1. Click your name at the top right of the screen.
2. Click **ACCOUNT & SETTINGS**.
3. Click **Contact Information**.
4. Click **Edit**.
5. Enter and/or update your desired information. Note you may edit the following: **Required Fields: Login Name, First Name, Last Name, Preferred & Mobile Phone, Public & Private Email.**

## SmartMls

1. From **Dashboard**, scroll down to **Smart Agent Options**
2. **Verify Agent profile is correct**



# Real Estate Profiles: realtor.com

## Create an account

1. realtor.com
2. Click sign up
3. link to full instructions: <https://support.realtor.com/s/article/Signing-In-and-Signing-Up>

## Update Profile

1. Login
2. Click Profile
3. Manage Profile
4. Click Edit Button at the bottom of the Brokerage firm info
5. You will be able to update your firm name as well as the Brand accent color
6. Update Office info: click Edit button to make changes to your office information
7. Click save

## What to do if the Brokerage and Office Information is Locked

**If** this information needs to be updated, changes will need to be made by your broker or office administrator.

If you have changed firms recently and are still seeing your old firm on this screen please note our agent roster pulls directly from your local MLS, and the office will need to be updated in the MLS in order for your profile to be linked to the new firm.

If you have updated your office with the MLS and are still seeing your profile linked to your previous company please [contact support 1-844-299-7646](tel:1-844-299-7646)

# Real Estate Profiles: Zillow

## Create a profile

1. zillow.com
2. Click sign in
3. Sign in or Create a New Account
4. Select I am an industry professional
5. After you register, click Agent Hub on the main menu and then click Profile.
6. Add a profile photo
7. Add your professional information
8. Promote your brand in the about me section
9. Add your past sales
10. Request reviews
11. Connect your listings

# Real Estate Profiles: Trulia

## Create a profile

1. [www.trulia.com/signup](http://www.trulia.com/signup)
2. If you already have an account, sign in and scroll over your name in the upper right-hand corner
3. Click Profile
4. Edit Profile
5. Connect your profile to Facebook
6. Add email(s) that are linked to your MLS
7. Upload a photo
8. Personal Information
  - a. Name and a headline
  - b. Select Real Estate Pro and select "Agent" or "Broker"
  - c. Input your company name
  - d. Location: add up to 20 locations you do business in
  - e. Add links to your website
  - f. Under public profile customize the link to your Trulia Profile so you can easily direct people to your profile: [www.trulia.com/profile/yourname](http://www.trulia.com/profile/yourname)
  - g. Check "Yes" to allow consumer to contact you
9. Save
10. Add Work Experience and About Me
11. Testimonials

# Real Estate Profiles: Homes.com

## Create a profile

1. [www.homes.com](http://www.homes.com)
2. Tap the profile icon in the top right corner
3. Account Settings
4. Are you an Agent? **Register**
5. Create an Account
6. Find your MLS
7. Once you select our MLS, enter your name, email or MLS ID to claim your identity.
8. Upload your profile picture
9. Fill out all tabs

# Real Estate Profiles: Google

1. Google your name
2. What comes up?
3. Update anything that is incorrect

# Real Estate Profiles: Google Business Page (cont)

Here are a few remaining things you'll want to do:

1. **Verify your Google My Business Profile**
2. **Add a logo if you have one**
3. **Download the iPhone or Android app to easily manage your profile on-the-go**
4. **Reply to customer reviews once you receive them**
5. **Turn on messaging to let customers contact you through the app**
6. **Look into creating Google Ads to promote your local business**

# Real Estate Profiles: Google Business Page

1. **Go to the “Google My Business” Website**
  - a. **google.com/business**
2. **Sign in to your existing Google/Gmail account**
3. **Add your business to google**
  - a. **If you don’t already have a Google Business Profile, click “Add your business to Google” link to get started**
4. **Name your business**
  - a. **If you have a business name add it there. As an agent, this might be your own name, which is perfectly fine. You might want to add something like “realty” or “real estate salesperson” to your business name as useful detail.**
5. **Choose a Business Category**
6. **Define Your Business Location**
  - a. **Geographic Areas**
7. **Input Your Contact Details**
8. **Verify Your New Business Listing.**
  - a. **Supply an actual physical mailing address. Google will send you a postcard with a unique code to complete your setup.**
  - b. **This is not the address they use to display on your profile. It is just where they will mail the postcard**
9. **Add your services (home buyers, home sellers, real estate)**
10. **Add Business Hours, Business Description, Photos**
11. **Finalize and Fine-Tune**

# Social Media Profiles: Agent Bio is your first step!

Your real estate agent profile is crucial for several reasons:

1. **First Impression:** When potential buyers or sellers search for an agent or when agents search for an agent to refer business to, your profile is often the first place they encounter you. Make sure it leaves a positive impression.
2. **Credibility and Trust:** A well-crafted profile establishes credibility and builds trust. Clients want to know who you are, what you've done, and how you can help them.
3. **Personal Connection:** Real estate is a personal, face-to-face business. Your profile might be the initial chance to impress potential clients. It should reflect your professional, helpful, and caring nature.
4. **Education Credentials:** While education is important, avoid overwhelming clients with a list of abbreviations after your name. Spell out your qualifications in a way that consumers can understand. For instance, instead of "MBA, ePro, ABR, CRS, CRE, CIPS, GRI, CPM, SRS," clarify by saying, "I am an Accredited Buyer's Representative!"
5. **Professional Photo:** Choose a high-quality headshot that reflects your current appearance. Avoid outdated or irrelevant images. Clients want to connect with you, not a logo or a prop. Keep it simple: just you and your smiling face.

Be sure your profile is updated in all your social media and real estate sites. Your first stop should be [www.remax.net](http://www.remax.net).

A great tool to use to craft your BIO is [www.rytr.me](http://www.rytr.me)



# Social Media Profiles:

All Social Media Profiles must follow DOS/DCP Regulations and include

1. Name as it appears on your license
2. License Type
3. Brokerage Name, Address, Phone Number
4. Link to Website
5. Fair Housing Link if advertising listings

# Social Media Profiles: LinkedIn

- **Navigate to the LinkedIn sign-up page**
  - **Type your first and last name, email address, and a password you'll use. (Note that you must use your true name when creating a profile. Company names and pseudonyms are not allowed)**
  - **Create your profile by adding your professional experience and qualifications.**
    - **Customize your profile to fit your needs and showcase your skills and expertise**
    - **A complete LinkedIn profile will increase your discoverability and profile search appearances**

## **Tips for creating a great LinkedIn profile:**

- **Add a professional profile photo - A good profile photo increases the credibility of your profile and helps you stand out from the crowd. Members with a profile photo on LinkedIn can get up to 21 times more profile views than members without a photo.**
- **Make your headline stand out – Your headline is created when you add your positions to your profile. However, you can re-write it to either promote an area of expertise or to let your personality shine through.**
- **Write a summary - The About section of your profile should express your mission, motivation, and skills to people who view your profile. Ideally, you should limit the text to one or two paragraphs while filling this section. You can use bullet points if you're not comfortable with writing paragraphs**

# Social Media Profiles: Facebook

Facebook Pages let you grow your business on and off Facebook. Pages come with a suite of free business tools that help you achieve your business goals.

## Before you begin

- You must have a Facebook profile.
- See what you need to create a Page.

## Create a Page (desktop)

- From the Pages section, click **Create new Page**.
- Add your Page name and category.
- Add your Page's bio and click **Create**.
- (Optional) Add information, such as **Contact, Location and Hours**, and click **Next**.
- (Optional) Add profile and cover photos, and edit the action button, and click **Next**.
- (Optional) Invite friends to connect with your Page, and click **Next**.
- Click **Done**.

# Social Media Profiles: Instagram

To create a business Instagram account:

- Download the Instagram app to your iOS, Android, or Windows device.
- Sign up by filling in your details.
- Once you have an account, you can switch from a personal account to a business account
  - Tap Settings and Privacy
  - Account type and tools
  - Switch to a professional account
  - Pick a category that best describes your business, then select Business.
  - Complete your profile:
    - Add your full business name to the “name” section. This will appear under your profile picture and under your username in search.
    - Add a bio that describes the contents of your page.

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# **Social Media Profiles: TikTok**

**To create a TikTok account and profile:**

- **Download the TikTok app to your iOS or Android device.**
- **Sign up for a TikTok account using your phone number, email address, or social media account.**
  - **To sign up with your phone number or email address, open the TikTok app and tap “Me” at the bottom of your screen. Then tap “Sign up” and enter your phone number or email address. You’ll be prompted to create a password and enter your birthday.**
  - **To sign up with your social media account, open the TikTok app and tap “Me” at the bottom of your screen. Then tap “Sign up with Google,” “Sign up with Facebook,” or “Sign up with Twitter,” depending on which social media account you want to use**

# Social Media Profiles: Pinterest

To create an account and profile on Pinterest:

- **Navigate to the Pinterest sign-up page and enter your email address, password, and age You can also sign up using your Facebook or Google account.**
- **Create your profile by adding your interests and creating boards that reflect your style.**
- **Add a profile photo and description that best represents you.**

# Social Media Profiles: Youtube

To create a YouTube channel:

- **Navigate to the YouTube sign-up page and enter your email address, password, and age. You can also sign up using your Google account.**
- **Create your channel by clicking your profile picture and selecting “Create a channel.”**
  - **You’ll be asked to create a channel and check the details (with your Google Account name and photo) and confirm to create your channel.**
  - **You can customize your channel by adding channel art, a channel description, and a channel name**



