

Rector Hayden

FREE MARKETING TOOLS

Setting up and utilizing your FREE Agent Profile on Zillow.com



Updated - December 2015

218 homes are viewed every SECOND on Zillow Group home search tools (zillow.com / trulia.com / zillow mobile app / etc.).

As a succesful agent, you should be taking advantage of these free branding opportunities. Setting up your Zillow.com profile is quite simple too.

- Go to Zillow.com and choose Join.
- Use your e-mail address that you use for LBAR/NAR - this is usually your rhr e-mail address, but does not have to be.
- Create a Password.
- MAKE CERTAIN to check the box for "I am a Landlord or Industry Professional"
- Select your category: Real Estate Agent / Broker
- First Name (as it appears on LBAR)
- Last Name (as it appears on LBAR)
- Cell Phone
(number that you would want clients to contact you at)
- Zip (of the office, or your main service area)
- Click Submit



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Get a Premier Agent Website

Drive additional online exposure with your IDX and mobile-enabled website.

Get started

[This sliding area is JUST ADVERTISING for Zillow's PAID Premier Agent tools - trying to get you to sign up for them]

0 Contacts [See all contacts](#)

We can help you increase the number of contacts coming in. [Contact us](#) for details. ✕

Zillow FOR PROS

RESOURCE CENTER

Agent Hub

UPLOAD YOUR PHOTO NOW

EDIT PROFILE

Listings 0

Contacts 0

Advice Posts 0

Reviews 0

Want to reach more buyers and sellers on

Once you've setup your account, you'll be taken to your Premier Agent Dashboard. Notice that you have the Premier Agent Icon in the top left, even though you are only using a FREE account. You will have access to purchase premier agent options if you'd like - but you are not required to.

**The first step you'll want to take is to EDIT YOUR PROFILE!
(see the right hand side of the screen).**

On the EDIT PROFILE INFORMATION SCREEN it will ask you a series of questions. You can change and update this content at any time.

Screen Name: You'll want this to be as close to your business name as possible

*ex: "JuneLaves" or "HJuneLaves" or "JuneLavesLex" or "JuneLavesKY"
(only letters and numbers are allowed)*

Full Name: Use your first and last name as it appears on LBAR (**NO TITLES OR UPSELLS**)

Profile Photo: Upload the professional headshot you use with your other business marketing
You can ask a staff member to send you a copy of your headshot or you can save it from your agent website.

Profile Video: If you use BombBomb and have a profile video, you can put the link here. Or, any video of yourself - upload it to a video hosting platform and paste the link in this area.

Profession Category: Real Estate Agent / Broker

Professional Title (optional): Ex: "Broker Associate", "Accredited Buyer Representative", etc

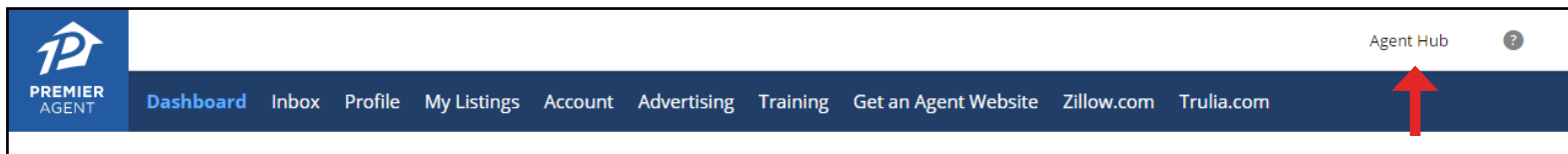
Team: You can create a profile for your team, or just as an individual agent.

Business Name: Rector Hayden REALTORS

Business Address: The address of the office you mainly work from.

- Time Zone (optional):** A vast majority of our service area is in the Eastern Time Zone
- Cell Phone:** The number you want clients to call.
- Website (optional):** Copy and paste the URL for your agent website
ex: <http://junelaves.rhr.com>
- Blog (Optional):** Copy and paste the URL for you blog if you write one
- Twitter:** Copy and paste the URL to your Twitter account page
- Facebook:** Copy and paste the URL to your Facebook for Business Page
- Linkedin:** Copy and paste the URL to your LinkedIn bio
- Other Professional Licenses:***** Enter in your NAR license number here - this will sync your account with LBAR / RHR / NAR Data.
- Service Areas (optional):** Enter the areas you serve - this will help you in search results.
- Language Fluency (optional):** Working in a second language is an amazing skill to have - if you are able to communicate in an additional language, select it here.
- In Business Since (optional):** You can put your years of experience here. You will want to update this every year - it does not update automatically at this time.
- Specialties (4 max):** You can pick 4 skills that best describe the majority of your services if you'd like. You can list more skills in your written bio area.

Click Submit to Save Changes



STEP 2: Edit Your Account Settings

Click on Agent Hub in the top right hand corner.

Click on Account Settings in the sub menu.

You can turn on and off text messages from Zillow on this screen.

LINK YOUR LISTINGS TO YOUR PROFILE USING ADDITIONAL E-MAIL ADDRESSES.

Click on manage e-mail addresses. If you have other e-mail addresses that may be associated with your listings add them here.

For example: If you use a different e-mail address with LBAR and or LBARMLS than your RHR e-mail, you'll want to make sure ALL of them are activated with your Zillow agent account. You especially want your RHR e-mail connected so that our direct feed will connect to and automatically update your listings and past sales on Zillow.

STEP 3: Familiarize Yourself with the Program

Once You've set up your account, Zillow will give you a walk through on how to use your profile to the best advantage.

<https://www.youtube.com/watch?v=xwWVyHOXI1Q> - Quick Video from Zillow on Optimizing Your Profile

<http://www.zillow.com/agents/> - This will take you to a hub of resources and solutions for Agents using Zillow.

<http://www.zillow.com/agent-resources/> - This is a HUB of training, webinars, videos, and articles all about how to boost your business. There are some bits of valid content.

<http://www.zillow.com/webtools/widgets/> - Want to display your Zillow Reviews on your agent website along with your RealSatisfied data? Grab the widget code here or talk to June Laves about adding this code to your site!