

# 2015 REALTOR® CONVENTION OF THE DAKOTAS

## DAKOTA REALTORS® WHAT YOU NEED TO KNOW

Don Flynn – VP Association Industry Relations  
September 17, 2015

realtor.com®

**#1**

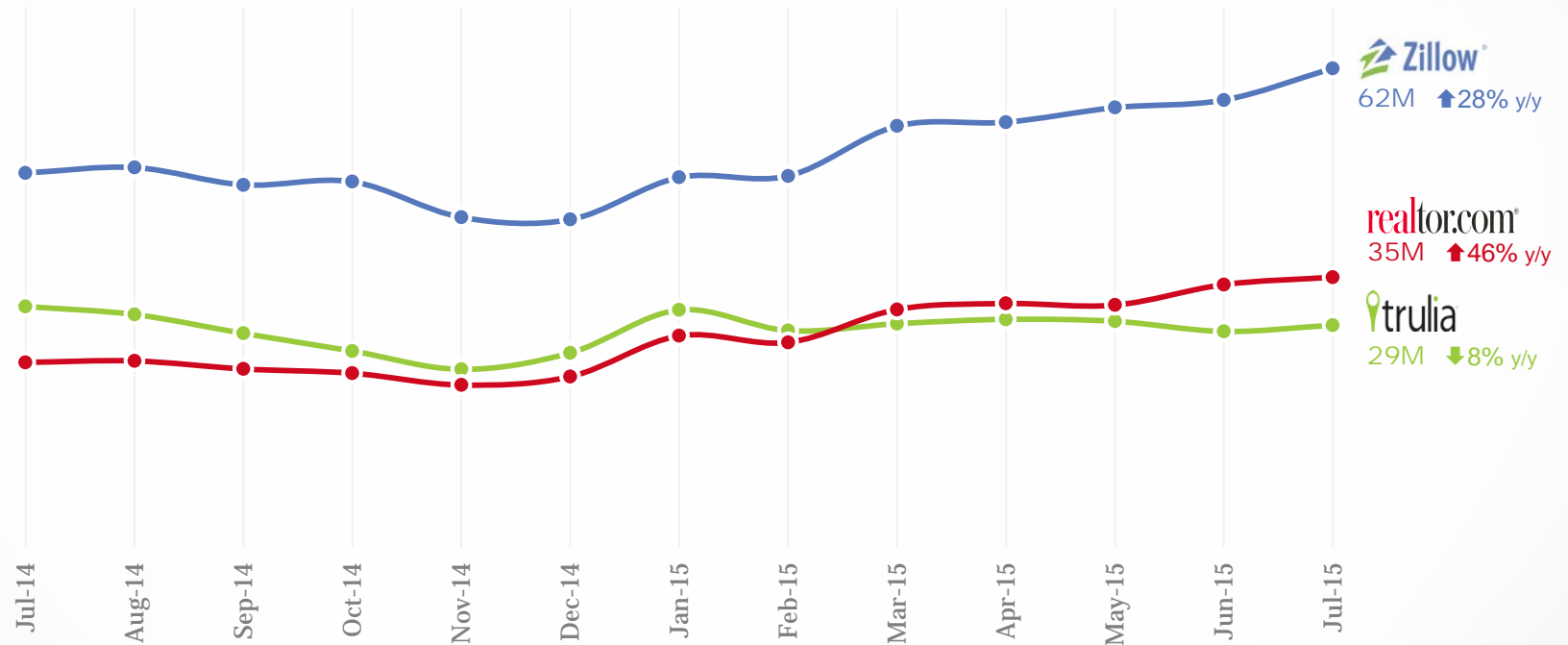
**RECORD TRAFFIC**

**ENGAGED  
AUDIENCE**

# AUDIENCE GROWTH

Realtor.com continues to grow audience at a faster rate than both Zillow and Trulia.

UNIQUE USERS FOR LEADING REAL ESTATE PORTALS  
July 2014 – July 2015

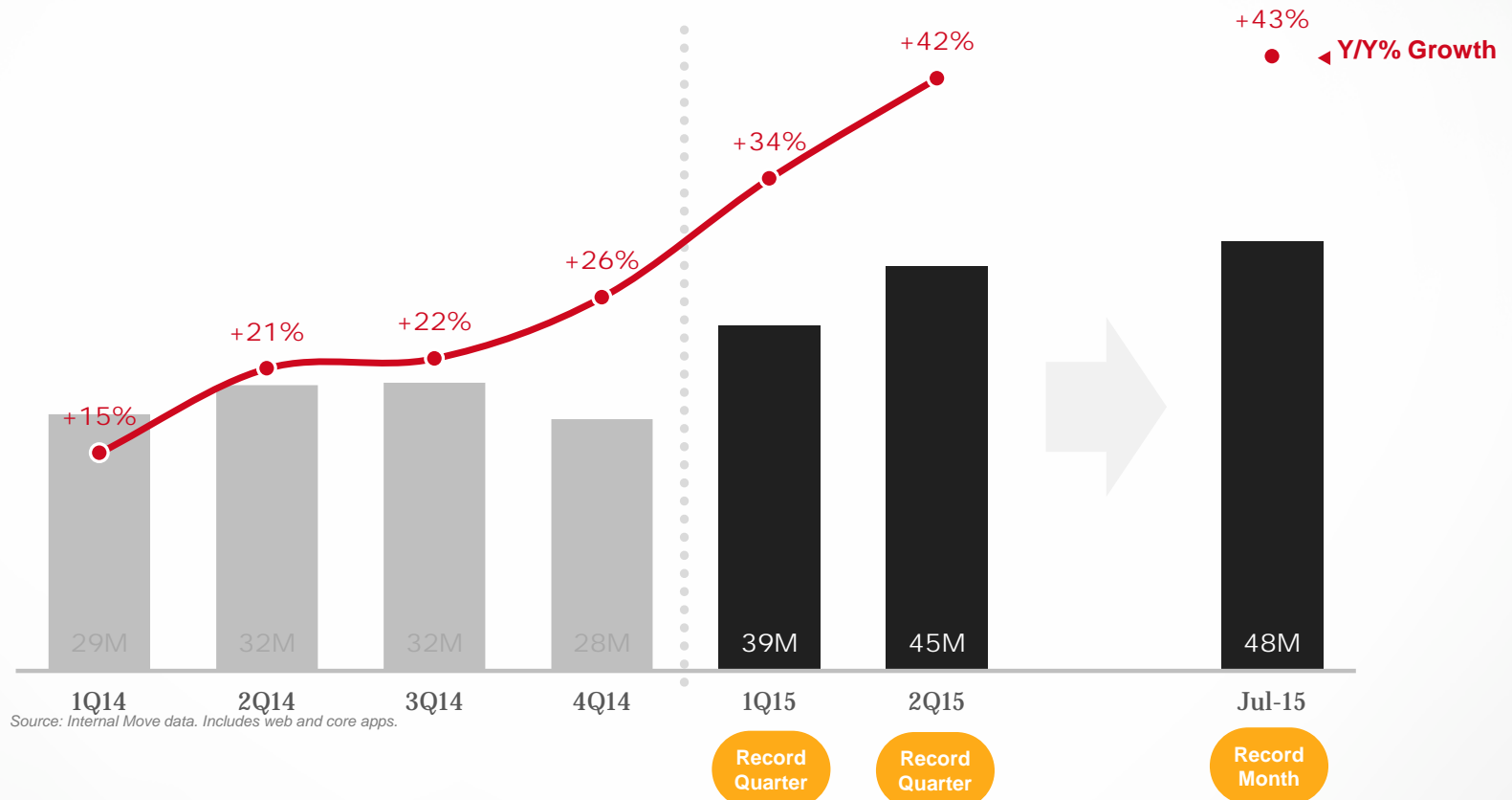


Source: comScore Multiplatform Unique Visitors for realtor.com, Zillow.com, and Trulia.com.

# AUDIENCE GROWTH

Realtor.com attracted record audiences during the first half of 2015 and set yet another monthly unique user record of 48 million in July.

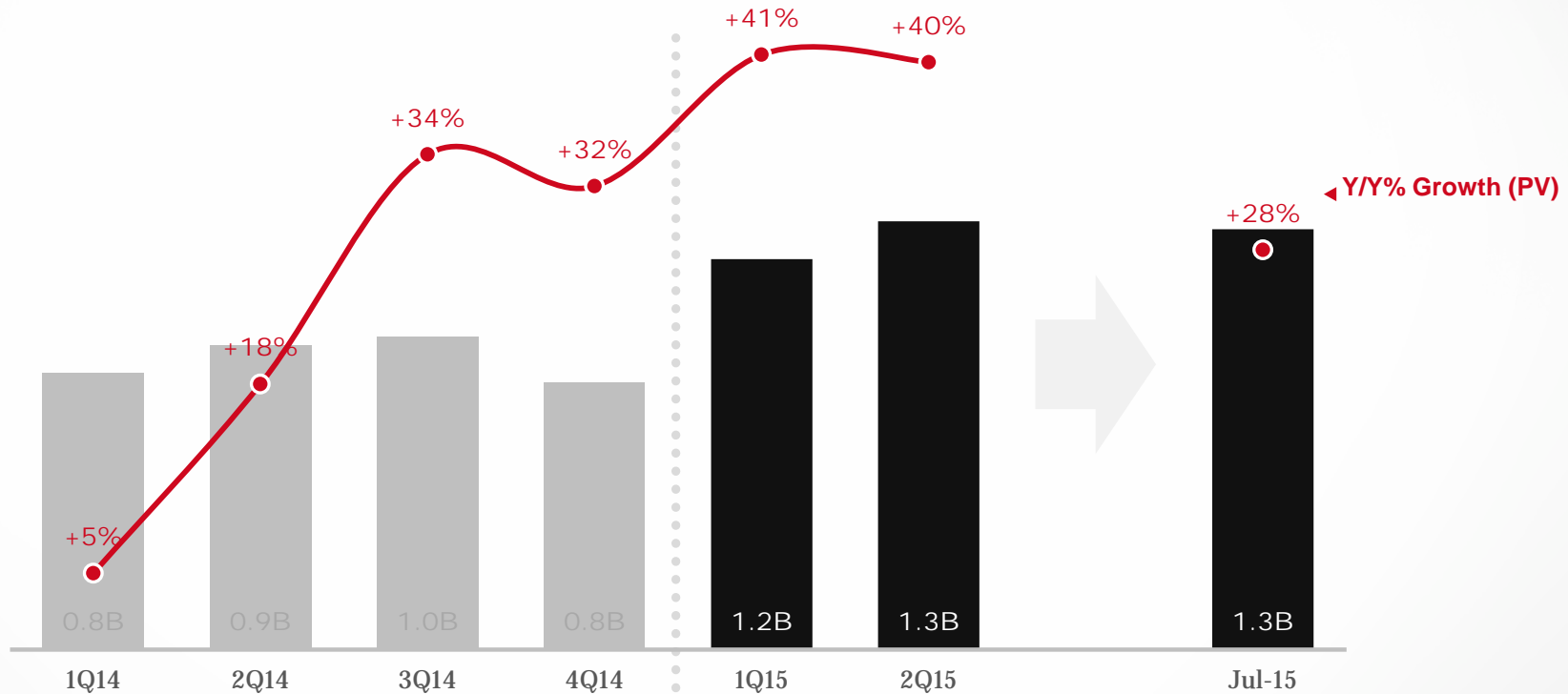
REALTOR.COM UNIQUE USERS  
Average Monthly UUs & Y/Y% Growth



# ENGAGEMENT GROWTH

Total page views across realtor.com have grown at a rapid rate similar to that of the overall audience.

REALTOR.COM PAGE VIEWS  
Average Monthly PVs & Y/Y Growth



Source: Internal Move data. Includes web and core apps.





**EPISODE 1**  
Know When You're Ready



**EPISODE 2**  
Mortgage Lending



**EPISODE 3**  
The Search



**EPISODE 4**  
The Offer



**EPISODE 5**  
Closing The Sale

**#2**

**REDIRECT LINKS**

**AVAILABLE**

**ON ALL LISTINGS**

# BROKERAGE FIRM VISIBILITY

realtor.com

BUYRENTMORTGAGEFind REALTORS®LOCALNEWS & ADVICELog In

Back to search | viewing: home > homes for sale > any town state > any town county > any town city > 1529 Fairway Lane

Previous PropertyNext Property

Home For SaleNEW

1529 Fairway Lane

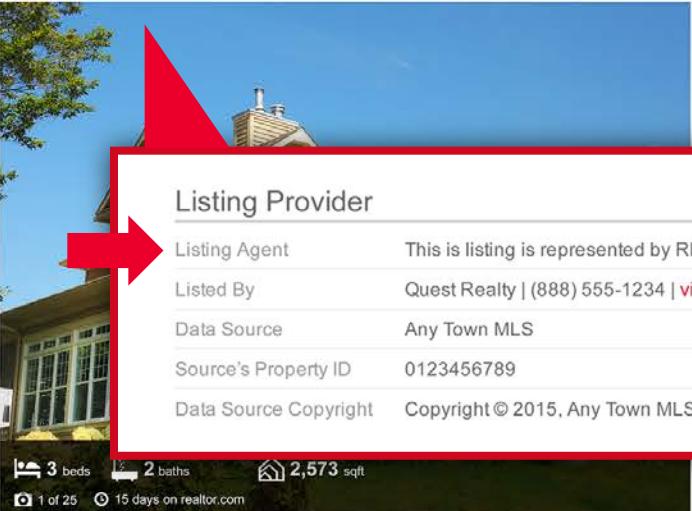
Any Town, CA 00000

Get Prequalified

\$475,000

Estimate Payment | View Rates

SaveSharePrint



Tell Me More About This Property

Full Name

Your Email

Listing Provider

Listing Agent

This listing is represented by REALTOR® Kelly Smith

Listed By

Quest Realty | (888) 555-1234 | [view website](#)

Data Source

Any Town MLS

Source's Property ID

0123456789

Data Source Copyright

Copyright © 2015, Any Town MLS, Inc. All Rights Reserved

3 beds2 baths2,573 sqft

1 of 2515 days on realtor.com

Presented by Kelly Smith

Brokered by Quest Realty

View Your 3 Credit Bureau Scores for FREE

Open Houses

Sorting by Open House Date

[Request a private showing](#)



OverviewPhotos (25)Schools & NeighborhoodProperty HistoryPayment Options

Property Details

Beautiful 3 bedroom 2 bath home located along the 5th fairway of the prestigious Any Town Heights Country Club. This versatile floorplan is perfect for families and entertaining. Fabulous mountain and golf course views from the back yards and patio make the outdoor space a haven of relaxation. Updated modern kitchen with large center island and breakfast bar are an entertainers delight. Master suite has large his and hers closets, a separate shower and soaker tub and a large sitting area. [Read More](#)

General Information


3 Beds3 Bath2,573 sqft



No charge

CHRIS'S CONCRETE CO.

Nearby Homes for Sale



realtor.com®

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8

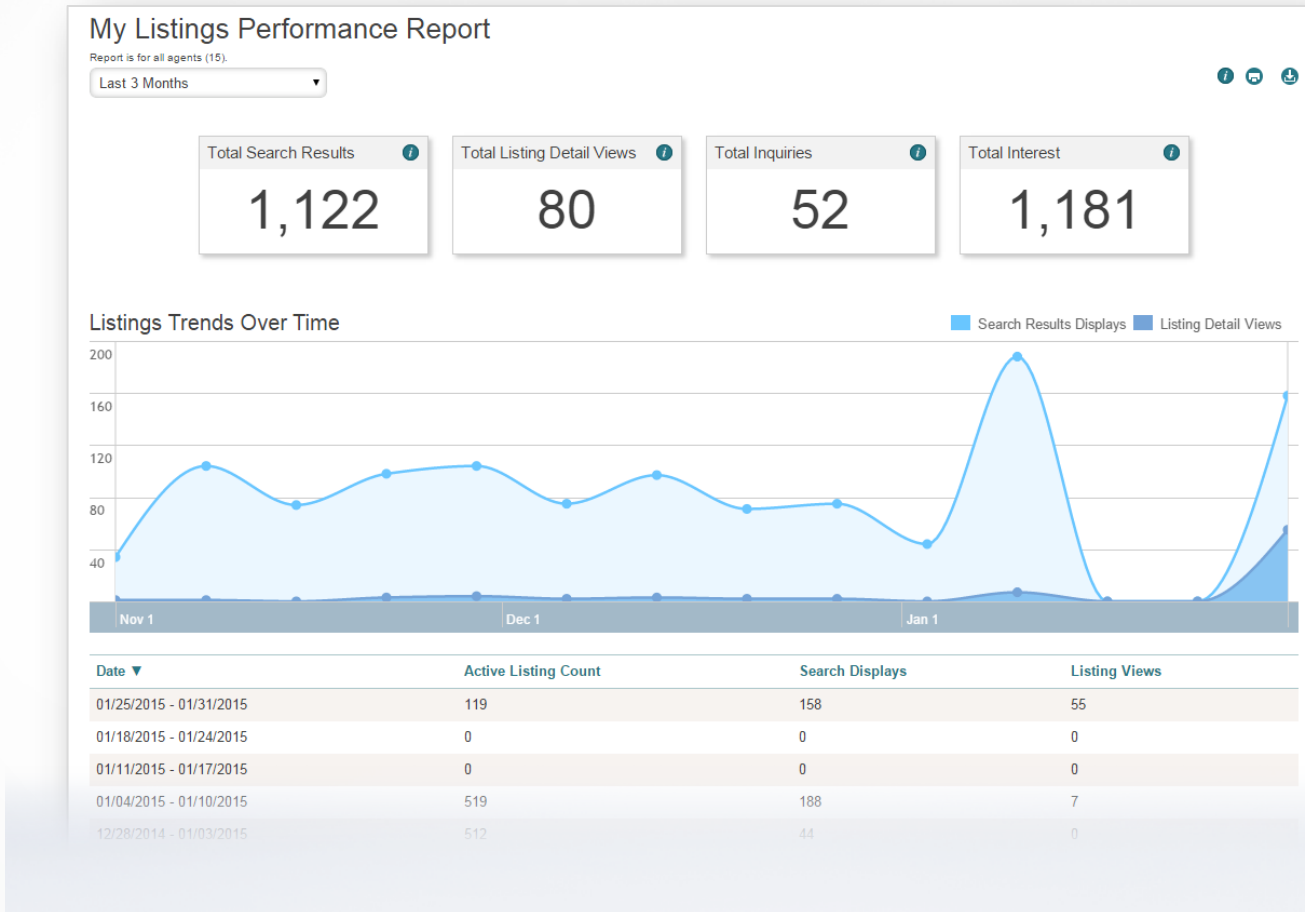


**#3**

**TRAFFIC REPORTS  
AVAILABLE  
ON ALL LISTINGS**

# LISTING PERFORMANCE REPORTS

The “**My Listings Performance Report**” provides all listing firms and their agents with metrics about their listings’ performance on realtor.com®

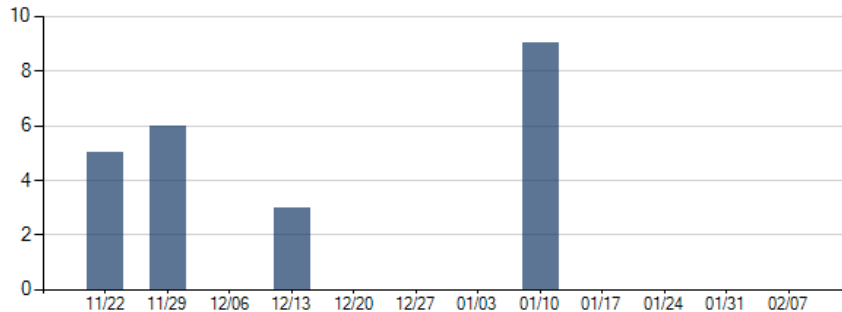


# LISTING PERFORMANCE REPORT

## Weekly Listing Breakdown

A week-over-week summary of the search results displays and listing details views on my listings.

### Listing Detail Views



### Week-Over-Week Breakdown

Week Ending	Search Results Displays	Listing Detail Views
11/22/2014	98	5
11/29/2014	104	
12/06/2014	0	
12/13/2014	97	

## Listing Level information:

- Search Result Impressions
- Listing Page Views broken down by mobile or realtor.com® desktop

report period: Nov 16, 2014 - Feb 7, 2015

## Listing Summary

A time period comparison of search results and listing details on my listings.

### Recent Activity

	Nov 16-Dec 13	Dec 14-Jan 10	Jan 11-Feb 7
Search Results Displays	299	188	0
Listing Detail Views	14	9	0
Mobile	7	7	0
Realtor.com®	7	2	0

**#4**

# **MEMBER PROFILES**

**NEW FIND A  
REALTOR SEARCH**

# NAR AND REALTOR.COM – WORKING TOGETHER

October, 2014 - NAR Ratings Work Group issues Report endorsing the need for consumer-centric and REALTOR-fair ratings, reviews and search

November, 2014 – NAR Board of Directors approved a motion that states “NAR will develop an industry standard model to fairly and more accurately rate REALTORS”

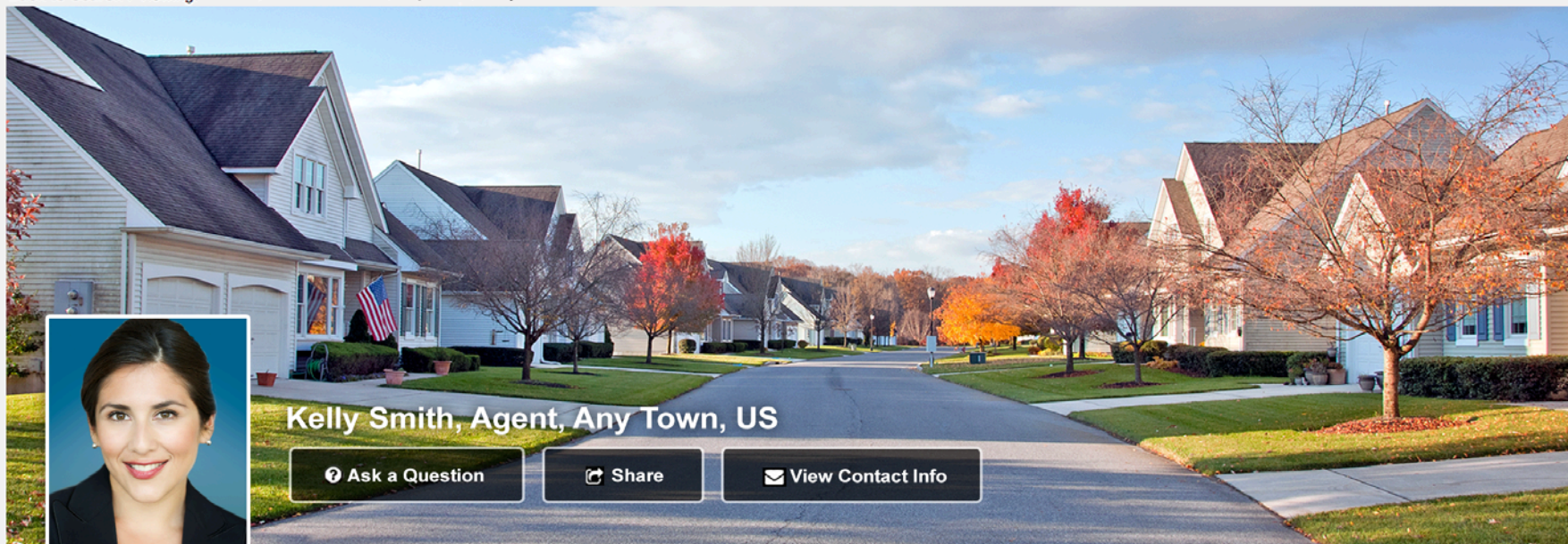
January, 2015 – NAR Evaluation Work Group delivers a report to realtor.com endorsing and enhancing the Ratings Work Group Report

February, 2015 – Present – NAR and realtor.com working together to build the industry best ratings, reviews and search tool



# ALL-NEW AGENT PROFILES FROM REALTOR.COM®





[About](#) [Team](#) [Listing Activity](#) [Local Expertise](#) [Recommendations](#)

## About Kelly Smith

I spent time on both coasts before falling in love with the mountains where I have been active in both the Denver and Boulder housing markets since 2012. Passionate and experienced in residential real estate sales, I'm happy to guide you through the entire real estate process! Whether you are looking to buy or sell a home, I pride myself in being professional, knowledgeable, hard-working, and above all friendly. I genuinely want to take care of my clients and will work diligently with their best int ... [Show More](#)

**Years of Experience:** 11

**Specializations:** Greater Any Town area condos, Single family & multi-family properties

**Areas Served:** [Arvada](#), [Berthoud](#), [Boulder](#), [Broomfield](#), [Dacono](#), [Denver](#), [Erie](#), [Estes Park](#), [Frederick](#), [Golden](#)  
[Show More](#)

**Brokerage**  
[Quest Realty](#)

**Designations & Certifications**



**Price Range (last 6 months)**

\$245K - \$600K

**Recommendations**

18



## Listing Activity



Map Legend

Map Legend

Thursday, May 07

FOR SALE

\$1,495,000 - 4br/3.0ba



Tuesday, May 12

SOLD (REPRESENTED BUYER)

\$550,000 - 1br/1.0ba





[Load More Activities](#)

\*Recently Sold: At this time, realtor.com® does not display all sold data from all MLS areas, and not all listings sold within the last six months will be displayed. Sold listings older than six months are not shown.

## Recommendations

[Make a Recommendation](#)

Abigail helped me with the purchase of a beautiful property in 2005 with great expertise and ease. I was out of state and relied on Abigail to view homes, take photos and give me feedback. She ... [Show More](#)



**Alicia Bunnell**  
recommended Abigail Picache 3 months ago  
*Verified by LinkedIn*

Abigail helped me find a great place in SF during the height of the housing boom. She helped me negotiate a challenging buyers market by helping me place the winning bid in a multiple bid situa ... [Show More](#)

**Sandip Ghosh**  
recommended Abigail Picache 3 months ago  
*Verified by LinkedIn*

Even from before I met Abigail in person, I was already extremely impressed! Just reading her bio made me want to get to know her much more, and luckily for me, the real Abigail far surpassed t ... [Show More](#)



**Jon Foreman**  
recommended Abigail Picache 3 months ago  
*Verified by LinkedIn*

Abigail is one of our best agents! She is sharp, savvy, professional and positive. Abigail focuses on meeting the needs of her clients and providing them with true, local specific information ... [Show More](#)

**Christine Dwiggin**  
recommended Abigail Picache 3 months ago  
*Verified by LinkedIn*

I have known Abigail for about 20 years...She was on the ODU women's basketball team the first year I was their radio announcer...I have gotten to know Abigail quite well over the past 20 years ... [Show More](#)

**Tony Mercurio**  
recommended Abigail Picache 3 months ago  
*Verified by LinkedIn*

She was the seller's agent that worked with me (buyer) and my agent. I found her very personable and professional. She also worked with my agent very well and I was happy about that. ... [Show More](#)

**Vadim Milman**  
recommended Abigail Picache 3 months ago  
*Verified by LinkedIn*

# HOW YOUR MEMBERS FIND THEIR PAGE

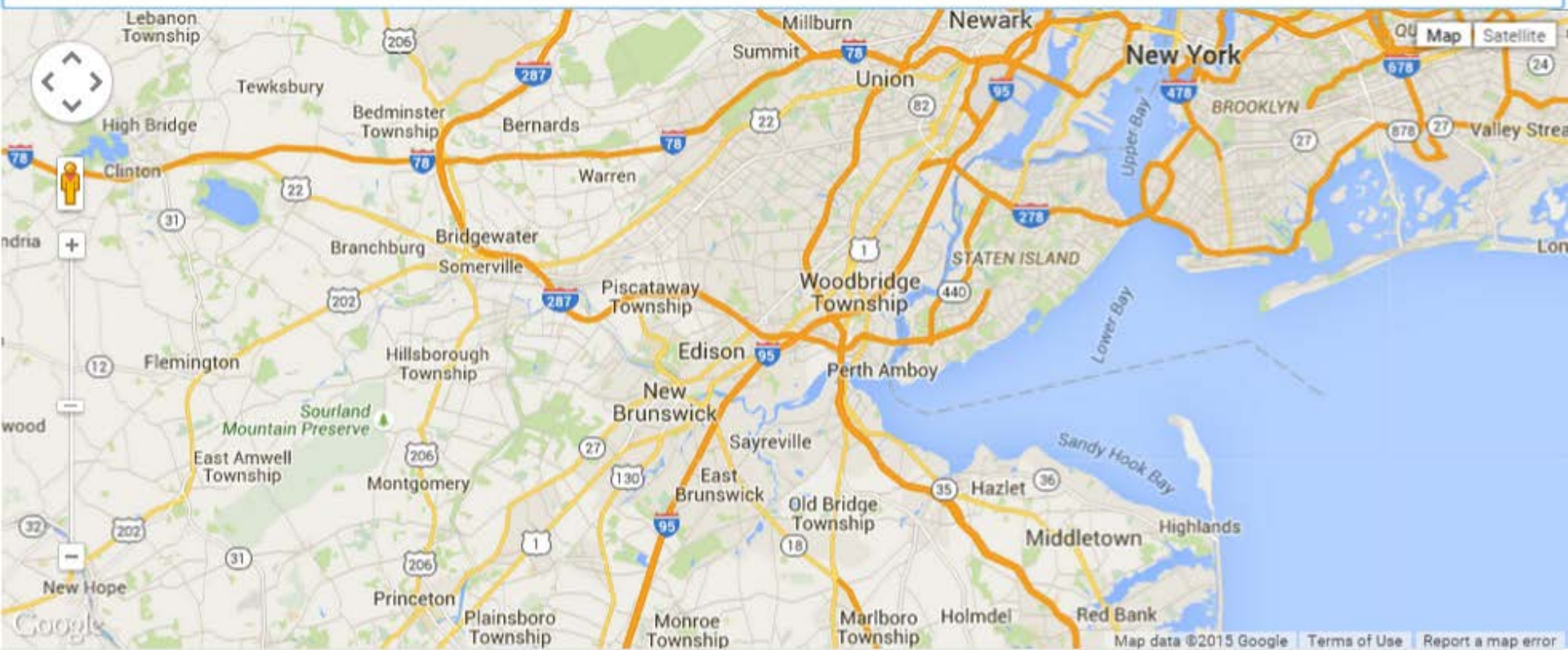
<http://realtor.com/profile>





**#5**

# **AGENT PASSPORT PLATFORM**



### Jeffrey Smith

Office Keller Williams Realty W. Mon  
City Morganville  
Phone (732) 536-9010

[View Map](#)
[Profile](#)

### Kathy Smith

Office Welchert, REALTORS  
City Moorestown  
Phone (856) 235-1950

[View Map](#)
[Profile](#)

### Wayne Smith

Office Welchert REALTORS  
City Princeton Junction  
Phone (609) 799-3500

[View Map](#)
[Profile](#)



Michael Smith, Agent • Middletown, NJ

[Ask a Question](#)[Share](#)[Contact Info](#)[About](#) [Listing Activity](#) [Local Expertise](#)

## About Michael Smith

[Edit this profile](#)

Contact me directly at 908-907-3274 if you are looking to buy, sell or rent because I AM your real estate specialist. With over 24 years of real estate sales and finance experience, I am consistently the #1 Listing Agent as well as a Top Producer. I cover all of New Jersey as well as relocation to other states. I have the tools and resources to help you find the home that will best fit your needs! Check out [www.MSmithRealtor.com](http://www.MSmithRealtor.com) for all of your real estate needs. You probably know how important it ... [Show More](#)

**Specializations:** Buying, Selling And Renting. Residence Or Commerical Real, Commercial, Renting, Residential, Selling

**Areas Served:** Asbury Park, Atlantic Highlands, Belford, Cliffwood, Eatontown, Fair Haven, Hazlet, Highlands, Holmdel, Keansburg  
[Show More](#)

**Brokerage**  
Weichert Realtors

**Designations & Certifications**



**Price Range (last 6 months)**  
\$2K - \$625K

**Recommendations**  
Did you have a great experience working with this agent? [Make Recommendation](#)

[Feedback](#)

# #6

# NEW REALTOR®

# SUCCESS KIT



# NEW REALTORS®

Kick start their business with this success kit

The screenshot shows the realtor.com website with a dark blue header. The navigation bar includes links for 'Our Story', 'Agents', 'Brokerages', 'FREE Solutions', 'Success Stories', and 'What's new'. On the right side of the header are links for 'SUPPORT', 'SIGN IN', and a user profile icon. The main content area features a large image of a man in a light blue shirt with his arms crossed, standing in front of a large house. The text on the page reads: 'New agent success kit from realtor.com®, Top Producer® and North Dakota Association of REALTORS®'. Below this, it says 'Here are the tools, training, and applications to launch your career successfully.' There is a testimonial from Jeffrey A. Mangus, a man in a suit, who states: 'I have had huge success with Realtor.com® and all of their programs. I have tripled my income just by using their products. I see the benefits of using all these products for my brokerage. undefined ... Read the full testimonial»'. At the bottom right of the page, there is a breadcrumb trail: 'Home » Agent Success Kit'.

realtor.com®

Our Story Agents Brokerages FREE Solutions Success Stories What's new

SUPPORT SIGN IN

**New agent success kit from**  
**realtor.com®, Top Producer® and**  
**North Dakota Association of**  
**REALTORS®**

Here are the tools, training, and applications  
to launch your career successfully.

*I have had huge success with Realtor.com® and all of their  
programs. I have tripled my income just by using their  
products. I see the benefits of using all these products for my  
brokerage. undefined ...*  
**Read the full testimonial»**

Jeffrey A Mangus

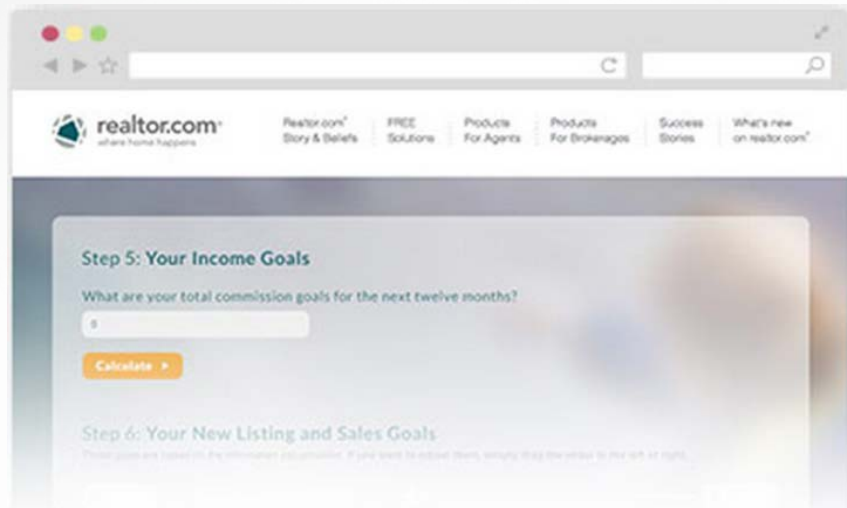
Home » Agent Success Kit

Send new REALTOR® members to your very own, co-branded webpage with all the latest tools, training, and applications to launch their careers successfully and keep them engaged in the business!



# NEW REALTORS®

## SUCCESS KIT TOOLS®



The screenshot shows a web browser window displaying the realtor.com Success Kit Tools. The page is titled "Step 5: Your Income Goals" and asks the user "What are your total commission goals for the next twelve months?". There is a text input field with a dollar sign (\$) and a "Calculate" button. Below this, there is a section for "Step 6: Your New Listing and Sales Goals" with a note that goals are based on the information provided and can be adjusted by dragging sliders.

### Goal setting

New REALTOR® members will use this goal setting tool to calculate how many prospects they will need to contact every month to reach their objectives.

### Features:

- Personalized business plan for new REALTORS®
- Based on the objectives and information they input.
- Information about seminars, downloads, and more tools to keep them on track!



# NEW REALTORS®

## SUCCESS KIT TOOLS

### Listing Presentation

Help your new REALTORS®  
get their first listings!

A customizable listing presentation  
that agents can use to show sellers  
how buyers are finding homes



### Features:

- Statistics from the National Association of REALTORS®
- Customizable for PC, Mac or iPad
- Easily modified to reflect property-specific information

	Completely customizable for PC, iPad® or Mac.		Shows statistics on consumers' buying habits and how this has moved online.
	Allows you to show your specific realtor.com® online marketing solutions.		Includes other visuals on pricing a home correctly.
	Can integrate into your own or corporate listing presentation.		

# NEW REALTORS®

## SUCCESS KIT TOOLS

**Free customizable newsletter**



### Features

- Keep in touch with contacts
- Provide regular regional updates
- Ensure New REALTOR® members are top-of-mind when these contacts are transaction ready!

# NEW REALTORS®

## SUCCESS KIT TOOLS

### Open house toolkit

Arm your new agent members with everything they need to host a successful open house and to stay connected with open house visitors!



# CUSTOMER CARE

**800-878-4166**

**CUSTOMERCARE@REALTOR.COM**



# ASSOCIATION SUPPORT

REALTOR.COM

TOP PRODUCER

LISTHUB

**MLSSUPPORT@MOVE.COM**

**SUAN.YOUNG@MOVE.COM**

**DON.FLYNN@MOVE.COM**

THANK  
YOU

[don.flynn@move.com](mailto:don.flynn@move.com)