

# Realtor.Com Traffic Reporting

A good way to keep in touch with your sellers is to keep them informed of how many times their property has been viewed on the internet. While your listings on approximately 30 websites, keeping track of the weekly views on every site could be a full time job. The most used real estate website on the web is Realtor.com and it's a safe bet to say that if buyers are looking on various websites, Realtor.com is one of the places they look. This how to guide will show you how to sign into your Realtor.com dashboard and pull up traffic statistics for each of your listings.

1) Go to the website

<http://solutioncenter.realtor.com/> and enter your login name and password. If you haven't previously signed into Realtor.com as an agent, your login will be your Trend user number. (To find this, sign onto Trend and click on the "My Account" tab. Scroll down on the screen that comes up to see the section that says "License and Association" Your "Member Number" will be your login for Realtor.com.

On your login for Realtor.com, make sure the Account Type is set to Agent, MLS is set to Trend, MLS ID is your Member number mentioned above, and the password will be the same as your MLS ID

## Realtor.com Login Screen:

REALTOR.com

Home Products Events About Us

Solution Center Home

Control Panel Sign In | Sign Up

Account Type Agent

MLS Aberdeen

MLS ID

Password [Forgot Password](#)

Remember Me

Sign In

Solution Center

Important Update: Your Profile on REA

Make Sure Your Full Agent Profile is Visible

Submit your NRDS ID Today.

FIND OUT WHY

Annie J. 1234 555-5 View my

REALTOR.com®, the official listing site of the National Association marketing systems and innovative tools that enable offices, broke most advanced methods for marketing, prospecting and brand bui site today at [www.realtor.com/](http://www.realtor.com/)

## Trend "My Account" Screen:

Home Phone Number: (610) 898-6203

Home Phone on Member Directory: Yes

Mobile Phone Number:

Pager Number

Direct Office Phone: (610) 898-6203

Direct Office Extension:

Preferred Phone Number: Office

Personal Fax Number:

Preferred Fax Number: Office

License and Association

RE License Type: Salesperson

RE License Number: RS224780L

RE License Exp. Date: 5/31/2010

License State: PA

Primary Association: Reading Berks Association of REALTORS

Primary Assn. Join Date: 3/26/1999

Professional and Academic Designations:

MLS Information

Member Number: 1000209

Agent Code: 1000209

NRDS ID:

Job Title: Salesperson

Primary Business: Residential Sales

Secondary Business: Commercial Sales/Rentals

**REALTOR.com** Control Panel - Windows Internet Explorer  
 http://solutioncenter.realtor.com/ControlPanel/Dashboard.aspx

Welcome CENTURY 21 Call First! My Account | Sign Out

**Control Panel** Customer Care (800) 878-4166 ? Help

**My Account**  
 Office Information  
 Profile Display Options **NEW**  
 Data Options  
 Transaction Summary  
 My Agents

**My Listings**  
 Edit a Listing  
**View Listings traffic**  
 Manage Listing Email

**Solutions You Own**  
 Company Showcase

**Top Producer Solutions**  
 Market Snapshot  
 Top Producer @8i  
 Top Producer Lead Activation

**Reports**  
 Agent Summary  
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 Video Report  
 Lost Opportunities

**Solutions**

**Our goal is to help REALTORS® get great value out of REALTOR.com®**  
 That is why, for your benefit, over the coming months and going forward into the future, we are working towards improving your Control Panel experience. This new Dashboard you see on this page is just the first of many improvements we are working on.

We want to make it easy for you to navigate this website, update your profile, enhance or view your listings, learn about solutions you can purchase and get access to free education. This is all to help you be the most successful REALTOR® you can be.

**Need Support?**  
 Send us an email or phone support at (800) 878-4166  
 Updated 6/9/2010 11:00 PM

**Dashboard**  
 A quick overview of your products and performance  
 Monday, February 7, 2011  
 Last Logged in: 1/10/2011 1:51 PM MST

**Top Tasks**

**Step 1**  
 Complete Your Profile  
 Add your expertise and contact info  
[Update Now >](#)

**Step 2**  
 Enhance Your Listings  
 In just a few simple steps  
[Enhance Now >](#)

**Step 3**  
 Market Yourself  
 FREE training and tools  
[Learn More >](#)

**Reporting / Leads**

**Listing Based Reports**  
 See how much traffic your listings get on REALTOR.com®

Active Company Showcase Listings (264) [reports >](#)

Lost Opportunities [reports >](#)

Agent Summary [reports >](#)

**My Top Agents by Traffic (57)**  
 These are your top 3 agents whose listings get the most amount of traffic on REALTOR.com®

Agent	MLS	MLS ID	Active Listings	Total Page Views & Activities
Jeff Martin	TReND	219358	23	8856
Justin Crossley	TReND	60004194	12	4747

- 2) Once you login to your account, your screen will look much like the one above. On this screen, in about the middle on the left hand side, there is a section that says “My Listings”. Click on the “View Listings Traffic” link in that section.

REALTOR® Control Panel - Windows Internet Explorer

http://solutioncenter.realtor.com/ControlPanel/Reporting/ListingsTraffic.aspx?sect=138opt=4

File Edit View Favorites Tools Help

REALTOR® Control Panel

REALTOR.com

Welcome Century 21 Call First | My Account | Sign Out

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**Solutions**

- Featured Homes
- Purchase Featured Homes
- Virtual Tours
- Featured Company

**Listings Traffic** MLS: TRend

Select from List:  or Enter Name:

	Feb 2011	Jan 2011	Dec 2010	Nov 2010	Oct 2010
Total Page Views for All Listings	60,363	532,090	550,794	513,690	599,998

**Listings Traffic: See Details**

	Last Week	Feb 2011	Jan 2011	Dec 2010	Nov 2010
Total Pageviews	64,823	60,363	532,646	551,889	518,997
Average Pageviews Per Listing	864	826	5,853	5,934	5,242
Active Listings	75	73	91	93	99

**Property Selection** Click on a header to sort by any column.

Agent	MLS ID	Status	City, State	Last Listed Price	Total Page Views
Ferris Griffin	5726512	Active	PHILADELPHIA, PA	\$128,900	2,928
Ferris Griffin	5778041	InActive	BOYERTOWN, PA	\$500	9,893
Ferris Griffin	5792329	InActive	BOYERTOWN, PA	\$560	2,462
Ferris Griffin	5640701	InActive	PHILADELPHIA, PA	\$105,000	7,443
Ferris Griffin	5643122	InActive	PHILADELPHIA, PA	\$200,000	4,874
Ferris Griffin	5697329	InActive	OLEY, PA	\$270,000	60,834
Gary Buck	5811405	Active	POTTSTOWN, PA	\$1,600	6,366
Gary Buck	5763746	Active	READING, PA	\$79,900	59,106
Gary Buck	5815013	Active	POTTSTOWN, PA	\$99,900	7,250
Gary Buck	5817019	Active	READING, PA	\$114,900	2,997
Gary Buck	5786155	Active	FLEETWOOD, PA	\$164,900	29,271
Gary Buck	5760816	Active	READING, PA	\$189,900	53,809
Gary Buck	5799694	Active	BIRDSBORO, PA	\$189,900	29,455
Gary Buck	5763521	Active	DOUGLASSVILLE, PA	\$224,900	87,434
Gary Buck	5830540	Active	DOUGLASSVILLE, PA	\$229,900	6,648

1 2 3 4 5 ... Last

3) Your screen will now look much like the one above. Your listings will all be showing under the “Property Selection” section. Click on the MLS number of the property you would like to see the traffic for.

REALTOR® Control Panel - Windows Internet Explorer

http://solutioncenter.realtor.com/ControlPanel/Reporting/ListingTrafficDetails.aspx?sect=13&opt=4&SLID=5830540&DSID=643&sOrder=ASC&sKey=agent&pg=2&

File Edit View Favorites Tools Help

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- Virtual Tours
- Featured Company
- Buyer Assist
- Featured CMA

Listings

MLS: TR#ID

103 CLARION DR DOUGLASSVILLE, PA

Total Property Views for:

Printable Version  
E-Mail Version

Weekly Totals

Week Ending	Property Views	Virtual Tours	Featured Homes	Totals
02/06/2011	2,724	N/A	2,362	5,086
01/30/2011	883	N/A	679	1,562

Monthly Totals

Month	Property Views
Feb 2011	5,039
Jan 2011	1,609
<b>Total:</b>	<b>6648</b>

Presented By:

**Gary Buck Sales Team**  
 Mobile:(484) 645-3482  
 Mobile:(610) 507-1641  
 Office:(610) 385-2400  
 Email: gary@garybucksalesteam.com

Property Info:

MLS#: 5830540  
 Listing Price: \$229,900  
 Listing Features: Featured Home  
 Address: 103 CLARION DR DOUGLASSVILLE, PA

Century 21 Call First  
 Office:(610) 385-2400  
 Office:(610) 921-2400  
 Office:(610) 326-2121  
 Email:  
 202016.lead@centant.leadrouter.com

- 4) Now you will see the traffic on your listing. You have a chart with Weekly views for the past 2 weeks, then you have a section on Weekly totals showing how many property Views and how many Featured Homes views you have received. You will also see a section for Monthly totals showing how many property views. Property Views are defined as someone who did a search in your listing's area and then clicked on the more information link to view the complete listing. From here you can either email it directly to your client, or print it out from the buttons toward the top of the screen.

As you can see they show up to 2 weeks at a time, so you might want to get in the habit of emailing your sellers this report every week or every other week so that they can keep seeing how many property views they have received. This might be helpful when going for a price reduction showing how many people have viewed their home, but haven't scheduled a showing.