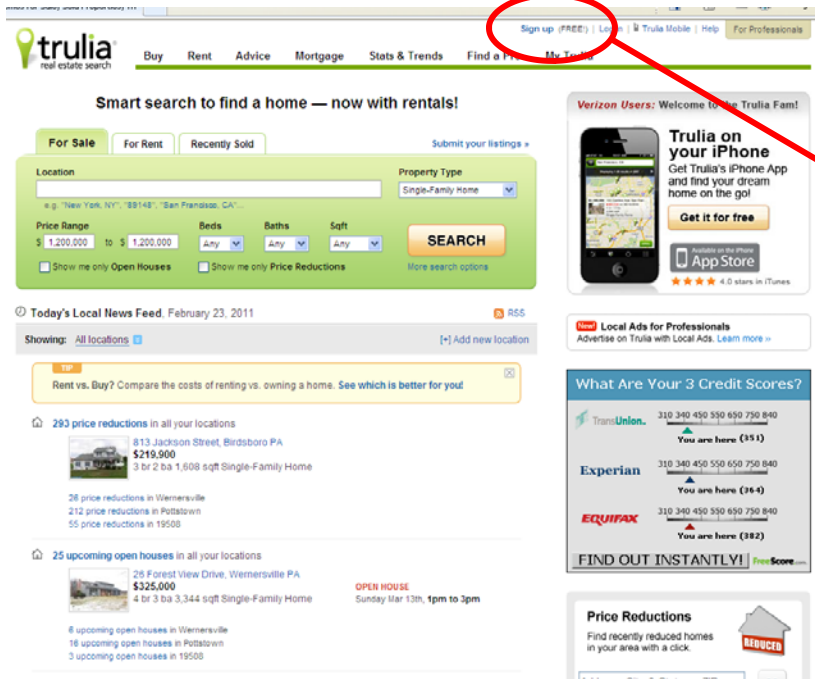


Setting Up Your Trulia Account

Trulia is a Real Estate search engine and resource tool Buyers are using more and more. You can setup a free account here, highlight your listings, plus get visitor traffic and hits that you can send to your sellers to help keep them informed. This how to guide walks you through setting up an account with Trulia.



Go to **www.trulia.com** and for your first time here, click on

“Sign up (FREE!)” in the top right hand corner of the screen.

Once you click on this, a new screen will come up like the one below to setup your account.

Fill in the blanks on this screen much like the one to right with your:

Name

Email (then confirm your email by re-typing it in the 2nd space)

Password (then confirm your password by re-typing it in the 2nd space)

Location of your office (Either Temple, Douglassville, Pottstown)

I am a... choose “Real Estate Pro” from the drop down box

Once you choose Real Estate Pro, more options appear:

Pro Type Choose either Agent or Broker depending on what you are

Phone - Your Office phone is suggested here

Company

You can then click on either, both, or neither of the 2 boxes under your Company Name.

Click **Create Account**



✓ Congratulations! Your Basic account was created.

Maximize your leads with Trulia Pro

Upgrade to one of our premium Trulia Pro plans and get even more exposure for your listings and your personal brand.

PLUS	BEST VALUE! DELUXE	ELITE
<ul style="list-style-type: none"> • 3X More Leads • Up to 10 listings 	<ul style="list-style-type: none"> • 5X More Leads • Up to 25 listings 	<ul style="list-style-type: none"> • 5X More Leads • Up to 50 listings
\$39 ^{per month}	\$79 ^{per month}	\$149 ^{per month}
Upgrade »	Upgrade »	Upgrade »
<small>See additional benefits</small>	<small>See additional benefits</small>	<small>See additional benefits</small>

Roll over each benefit to learn more

	PLUS \$39 ^{per month}	BEST VALUE! DELUXE \$79 ^{per month}	ELITE \$149 ^{per month}
<input type="checkbox"/> Featured Listings	Up to 10 listings	Up to 25 listings	Up to 50 listings
<input type="checkbox"/> Quick Connect Lead Generator	✓	✓	✓
<input type="checkbox"/> Enhanced Property Listing Page	✓	✓	✓
<input type="checkbox"/> Client Listing Report	✓	✓	✓
<input type="checkbox"/> Prioritized Customer Support	✓	✓	✓
<input type="checkbox"/> Contact Info on Search Page		✓	✓
<input type="checkbox"/> Dedicated Account Manager		✓	✓
<input type="checkbox"/> Client Email Tracking		✓	✓

Have questions about our plans?
Call 1-888-568-6487

[No Thanks »](#) [Remind me later »](#)

After you click “Create Account” the screen to the left will come up. Scroll to the bottom and click the button “No thanks”

This screen is trying to get you to pay for a monthly account. At sometime in the future you may want to opt to have a paid account for various reasons, but for now you can setup a free account and get yourself on the site.

The next screen shows your profile so far. As you can see on the left hand side your profile is already 40% finished. We will now begin to edit your profile more.

Click on “Edit” at the Resume section of this page.

The screenshot shows a Trulia user profile for Paul Ernst. The profile is 40% complete. The 'Resume' section is highlighted with a red circle around the 'Edit' button. The page includes sections for Profile, Profile Completeness, Local Ads, My Leads, My Listings, Local Ads, Upgrade to Pro, and a list of recent Q&As and blogs.

Click on "Upload a photo"

trulia real estate search

Hi Paul Ernst | Trulia Mobile | Help | For Professionals

Buy Rent Advice Mortgage Stats & Trends Find a Pro My Trulia

Search Homes City & State, ZIP, Neighborhood or Address SEARCH More search options

Profile

- Edit profile
- Public profile
- Share profile
- My Leads
- My Listings
- Local Ads
- Upgrade to Pro
- More...

Profile Completeness

Your profile is 40% complete. Answer a few questions to get to 55%.

Want an ad like this? Click here »

Paul Ernst
Your local expert
Learn more

\$525,000 1709 Canoe Creek Rd
San Francisco, CA 95103

EXAMPLE

3 br / 2 ba / 1,800 sqft / Single-Family
3 of 19 listings

Paul Ernst

Upload a photo

Email Addresses & Facebook Connect

Change Password

Personal information

Experience

Specialties

Certifications and Awards

Interests

Experience

[+] Add another experience

Cancel Save

About Me

Testimonials

Paul Ernst

Upload Your Own Photo

Upload a photo

- 4MB limit per photo
- Accepted files include: .jpg, .gif, .bmp, .png

Browse...

... or select one from the options below:

Female 1 Female 2 Female 3 Female 4 Female 5

Male 1 Male 2 Male 3 Male 4 Male 5

Cancel DONE

[+] Add another experience

When the window the left pops up, click on the browse button and choose your photo to upload.

After you choose your photo, It now appears in this window.

Click on Done

Paul Ernst

Upload Your Own Photo

Use my uploaded picture

... or select one from the options below:

Female 1 Female 2 Female 3 Female 4 Female 5

Male 1 Male 2 Male 3 Male 4 Male 5

Cancel DONE

Once your photo is uploaded, it is now on your profile. From here you can edit the rest of your profile. Most of the information is filled in on the first screen from signing up. There are 2 other fields to fill in here:

Headline: Either a catch phrase or a motto you would like to use

Public Profile: You can name your profile which will create a direct link to your Trulia Profile here (i.e. PaulErnst). So if you type your name in the box, your direct link would be www.trulia.com/profile/PaulErnst.

trulia real estate search Buy Rent Advice Mortgage Stats & Trends Find a Pro My Trulia

Search Homes City & State, ZIP, Neighborhood or Address SEARCH More search options

Profile Edit profile Public profile Share profile My Leads My Listings Local Ads Upgrade to Pro More...

Paul Ernst Upload a photo

Email Addresses & Facebook Connect

Change Password

Personal information

Name Paul Ernst

Headline

I'm a Real Estate Pro

Pro type Broker

Company Century 21 Call First

Location Temple

Web sites Public profile www.trulia.com/profile

Phone (810) 921-2400

Yes — it's OK for people to contact me via phone or email (email not displayed publicly)

Cancel Save

Experience

About Me

Testimonials

Back to my profile

After you fill in these 2 boxes, click on the “+” Sign at Experience

Profile Edit profile Public profile Share profile My Leads My Listings Local Ads Upgrade to Pro More...

Paul Ernst Upload a photo

Email Addresses & Facebook Connect

Change Password

Personal information

Experience

Specialties

Certifications and Awards

Interests

Experience

About Me

Testimonials

Back to my profile

Under Experience you can enter the following information which will make your profile more complete:

Specialties: examples include: Residential, New Construction, Commercial

Certifications and Awards: examples include ABR, CCIM, or Centurion Award Winner to name a few

Interests: Make yourself seem personable as well as professional. List hobbies, sports, etc etc. Something to make yourself relate to the public.

When complete, Click Save

Next, click on the “+” sign by “About Me”

trulia real estate search

Buy Rent Advice Mortgage Stats & Trends Find a Pro My Trulia

Search Homes City & State, ZIP, Neighborhood or Address SEARCH More search options

Profile
 Edit profile
 Public profile
 Share profile
 My Leads
 My Listings
 Local Ads
 Upgrade to Pro
 More...

Paul Ernst
 Upload a photo

Email Addresses & Facebook Connect
 Change Password
 Personal information
 Experience
 About Me
 Testimonials

Profile Completeness
 Your profile is 50% complete. Answer a few questions to get to 85%.

Want an ad like this? Click here

Paul Ernst
 Your local expert
 Learn more

\$525,000 1709 Canoe Creek Rd
 San Francisco, CA 95103

EXAMPLE

3 br / 2 ba / 1,800 sqft / Single-Family
 3 of 19 listings

Real estate search on the go
 Download Trulia's iPhone App

Back to my profile

In the About Me section, you can begin typing in paragraph form more about yourself. Such as family life, real estate experience, other things of interest which might make you relate to buyers and sellers more (such as if you are an investor, or you like to flip properties).

This site does not provide a spell and grammar check so you may want to type your paragraph in Word, run a spell check there, then paste it in this box. When complete, click "Save".

Click on the "+" sign next to Testimonials.

Word of mouth is good for business. Testimonials can also be as good! If you had some good deals in the past, it doesn't hurt to contact your clients and ask them if they would give you a testimonial. If they agree, you can type their testimonial in this box, then type in their names in the box labeled "By" and pick a date. Their full names aren't required either, so you can simply type in "Richard D, Temple, PA"

If you don't want to do this, you don't have to, whether you do or don't, you can now click on "Back to my Profile" and be taken back to the original Profile Screen.

trulia real estate search

Buy Rent Advice Mortgage Stats & Trends Find a Pro My Trulia

Search Homes City & State, ZIP, Neighborhood or Address SEARCH More search options

Profile
 Edit profile
 Public profile
 Share profile
 My Leads
 My Listings
 Local Ads
 Upgrade to Pro
 More...

Paul Ernst
 Upload a photo

Email Addresses & Facebook Connect
 Change Password
 Personal information
 Experience
 About Me
 Testimonials

Profile Completeness
 Your profile is 50% complete. Answer a few questions to get to 85%.

Want an ad like this? Click here

Paul Ernst
 Your local expert
 Learn more

\$525,000 1709 Canoe Creek Rd
 San Francisco, CA 95103

EXAMPLE

3 br / 2 ba / 1,800 sqft / Single-Family
 3 of 19 listings

Real estate search on the go
 Download Trulia's iPhone App

Back to my profile

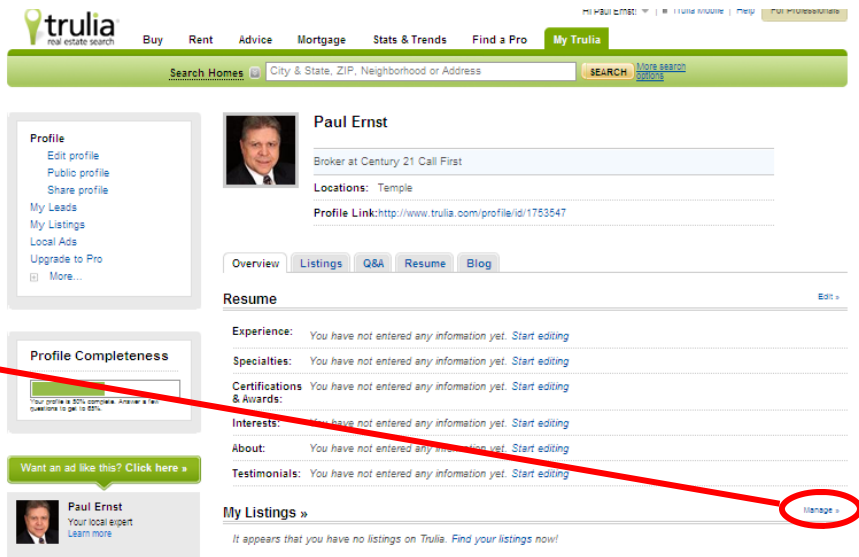
Testimonial

By Date

02/23/2011

[+] Add another testimonial

Cancel Save

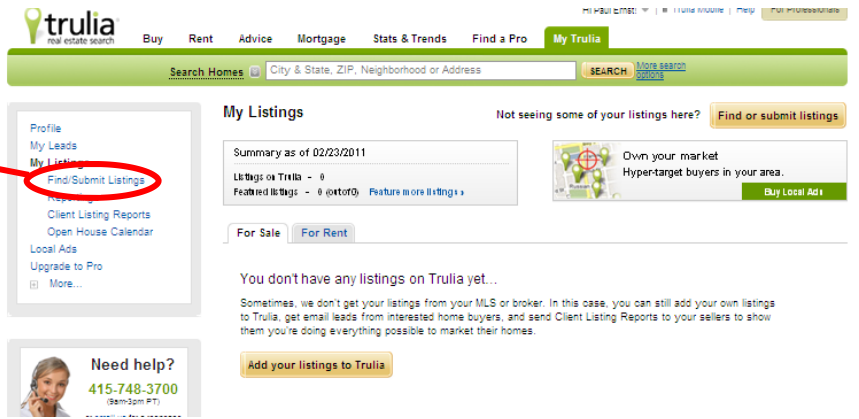


Your next step would be to identify your listings as your own.

You begin this process by clicking on the word “Manage” by the “My Listings” section.

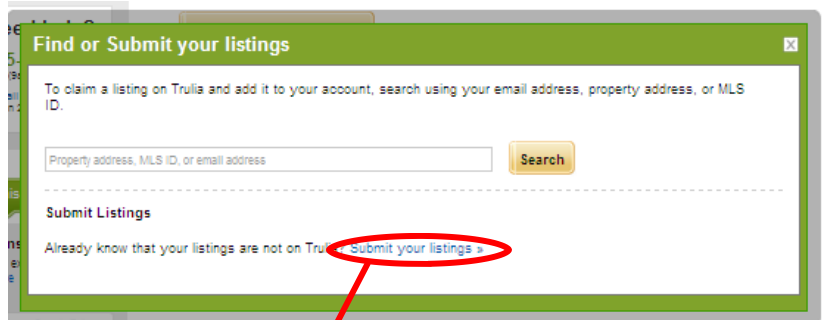
Your listings should be on Trulia automatically through a constant feed from Century 21 corporate. Before adding a new listing, try seeing if they are already on here so that all you have to do is claim them as your own.

Click on “Find/Submit Listings”

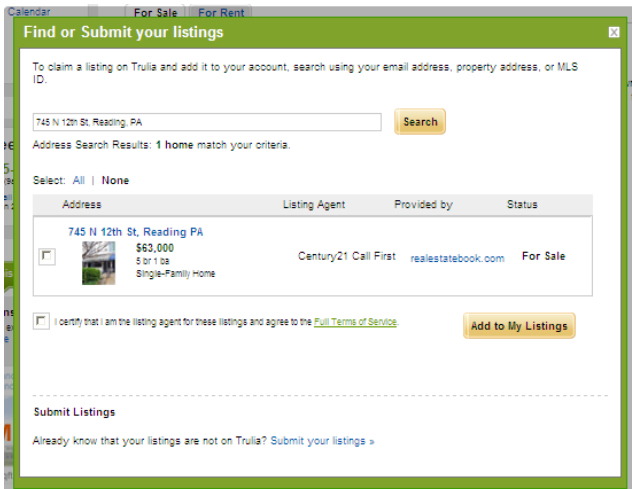


A window will pop up. Type in the address of your listing you are looking for here and then click “Search”. Sometimes you have to type a few variations of what you are looking for. In this example, I was searching for 745 N 12th St. To load the property I had to type up 745 N 12th St, Reading, PA for it to show up.

If your listing is on Trulia already, it will pop up in this window, click on the check box next to the photo, and then the box under the photo, and then click “Add to My Listings”. You will see a “Listing Claimed” box pop up. Click “Done” if you are finished, or “Find More Listings” to claim more.



If your listing is not already on Trulia, click on the link “Submit Your Listings”




trulia real estate search Business Solutions

Home Agents Brokers Rentals MLS Advertisers & Partners Tools & Widgets About Trulia

Submit your listings on Trulia for FREE!

- ✓ Free exposure to millions of people searching for homes
- ✓ Real time leads from people interested in your listings
- ✓ Engaging listings with your contact info, unlimited photos, and open homes times
- ✓ Reporting of views, clicks and leads for all your listings

Learn more about who will see your listings
 Sellers - ask your agent to submit your listings to Trulia



To submit a new listing, this is the screen that will load on your monitor, click on the “Submit Listings for Sale” button.

Submit listings for SALE

Very quick and easy way to get your listings on Trulia. Submit as many listings as you like. Your listings will appear live on Trulia within one hour.

Submit listings for Sale

Submit XML feed for Sale listings
 If your feed meets our guidelines, your listings should appear live on Trulia in 72 hours. [Submit XML feed](#)

International listings?
 Get global exposure for your listings by visiting our partner, [ListGlobally](#).

Submit listings for RENT

Easy way to get single unit listings on Trulia. Submit as many listings as you like. Your listings will appear live on Trulia within 24 hours.

Submit listings for Rent

trulia real estate search

Listing Details Photos & Open House Times Preview & Submit

Please provide the listing address below. Once we verify the address, you can continue with the submission process.

Listing address Don't publicly display listing address

Street number:	Street name:	Unit number:
<input type="text" value="30"/>	<input type="text" value="Mountain View Ln"/>	<input type="text"/>
City:	State:	ZIP:
<input type="text" value="Blandon"/>	<input type="text" value="PA"/>	<input type="text" value="19510"/>

Check address

Cancel

The first screen that will load is basic information of the property address. Fill in the blanks and then click “Check Address”

Once you click “Check Address”, if your listing is not already entered in Trulia, your screen will expand to the one as you see on the right where you can add more details. Fill in these blanks and then click “Continue”

Listing information

Listing price:	Listing type: Resale	Property type: Single-Family Home	
Bedrooms: 0	Full bathrooms: 0	Partial bathrooms: 0	Square feet: 0-30,000

Description:
 Type or paste description for this property

Property listing URL
 Enter the Web address where consumers can find more information about this specific property:
 http://

Optional

MLS ID:	Lot size (acres): 1-150	Year built: 1800-2013	Date listed on market:
---------	-------------------------	-----------------------	------------------------

Continue >>

Cancel

Multiple and large photos generate more exposure for your listings and more leads.

Add property photos

We support the following photo formats: jpg, bmp (Windows), png, gif. For best results upload photos at 840x480 or higher resolution. You can upload as many photos as you like.

Upload from your computer **Browse...**

Or link to photos on the Web

NOTE: Drag photos to rearrange their order.

Edit virtual tour:
http://

When the next screen pops up, this is where you can add your photos. Begin this process by clicking on the “Browse” button.

As you select photos after you clicking Browse, they will appear under this section like the screen below. If you want to move the order of them after you upload them, click and drag the photos to the order you would like them to appear.

Please enter upcoming open house times for this listing. You can also add more dates once you submit the listing.

Open house times

Pick a day Choose start time Choose end time

Pick a day Choose start time Choose end time

+ Add more times

Add property photos

We support the following photo formats: jpg, bmp (Windows), png, gif. For best results upload photos at 840x480 or higher resolution. You can upload as many photos as you like.

Upload from your computer **Browse...**

Or link to photos on the Web

NOTE: Drag photos to rearrange their order.

COVER PHOTO <input type="text"/>	2 <input type="text"/>	3 <input type="text"/>
Caption <input type="text"/>	Caption <input type="text"/>	Caption <input type="text"/>

Edit virtual tour:
http://

« Back

Continue »

If you have a virtual tour posted, you can enter the address in the Virtual Tour section under the photos you uploaded. You can also enter upcoming open houses you have scheduled here as well.

When you are finished, click the “Continue” Button


Preview and submit your listing

30 Mountain View Ln Blandon, PA 19510

\$62,500

3 br 2 ba 1,456 sqft Single-Family Home

This is a beautifully kept double wide located in an especially beautiful park with extra wide yards and a very nice view. The park is a 55 and older community defined as one of the owners must be 55 or older. This home has no other homes either in front of it or behind it so that it truly feels like a separate home in a very nice community. The home features a wonderful master suite bath with separate tub and shower. A second full bath provides easy access to the other two bedrooms. It is a nice open and airy layout.



Listing source www.o21callfirst.com

You will now receive a preview of the listing you just created.

The yellow box that says you can feature your listing for 5X more leads is an advertising ploy for paying members. If you are doing the free version of Trulia, you have to uncheck the box at “Yes, feature my listings with Trulia Pro”. If at some point if you wish to upgrade your account, we can explore this option later.

After you view this listing, click the box that says “I agree to Terms & Conditions” at the bottom of the screen, then click on “Submit”

Feature 30 Mountain View Ln for 5X more leads!

Trulia Pro increases the exposure your listings receive by placing them at the top of search results. Your listings will also display your name and photo with a prominent lead form.

Yes, feature my listings with Trulia Pro

I agree to Terms & Conditions


« Back

SUBMIT »


Success!
 30, Mountain View Ln, Blandon, PA will be live on Trulia within one hour. You can manage this and any other listings on your [My Listings page](#).

[Submit another listing »](#) or [Visit My Listings page »](#)

Your listing is now on Trulia! From here you can either click on Submit another listing (which will take you back to the entering an address screen), or Visit My Listings page (which will take you to the screen below where you will see the home you just entered for sale).


Hi Paul Ernst | Trulia Mobile | Help | For Professionals

[Buy](#) [Rent](#) [Advice](#) [Mortgage](#) [Stats & Trends](#) [Find a Pro](#) **My Trulia**

Search Homes [SEARCH](#) [More search options](#)

Profile

My Leads

My Listings

- [Find/Submit Listings](#)
- [Reporting](#)
- [Client Listing Reports](#)
- [Open House Calendar](#)
- [Local Ads](#)
- [Upgrade to Pro](#)
- [More...](#)

My Listings

Not seeing some of your listings here? [Find or submit listings](#)

Summary as of 02/24/2011

Listings on Trulia - 3


Featured listings - 0 (out of 0) [Feature more listings »](#)

[For Sale](#) [For Rent](#)

Active (3) [Sold/Expired \(0\)](#) [Deleted \(0\)](#)

Sort by: [Date Added](#)

30 Mountain View Ln, Blandon PA (submission processing) [For Sale, Expires 3/26/11 \(Refresh\)](#)



\$62,500
3 br 2 ba 1,456 sqft
<http://www.c21calif...>

[3 photos](#)


0 Property views

[Edit listing](#) [Add photos](#) [Add open houses](#) [More Options](#)

Open house: None scheduled

30 Mountain View Ln, Blandon PA Status: [For Sale](#)

745 N 12th St, Reading PA (submission processing) [For Sale, Expires 3/26/11 \(Refresh\)](#)



\$62,500
3 br 2 ba 1,456 sqft
Single-Family Home
CENTURY 21

[8 photos](#)

Not featured


4,703 Property views ([view all stats](#))

[Edit listing](#) [Add photos](#) [Add open houses](#) [More Options](#)

Open house: None scheduled

745 N 12th St, Reading PA Status: [For Sale](#)

745 N 12th St, Reading PA (submission processing) [For Sale, Expires 3/26/11 \(Refresh\)](#)



\$63,000
5 br 1 ba
Single-Family Home
realestatebook.com

[5 photos](#)

Not featured

667 Property views ([view all stats](#))

[Edit listing](#) [Add photos](#) [Add open houses](#) [More Options](#)

Open house: None scheduled

Congratulations! You have now setup your Trulia account and have begun claiming and adding your listings. Trulia also does so much more such as tracking listing activity, posting to Facebook and much more. Keep looking for future How to Guides on how to utilize this website and tools more.