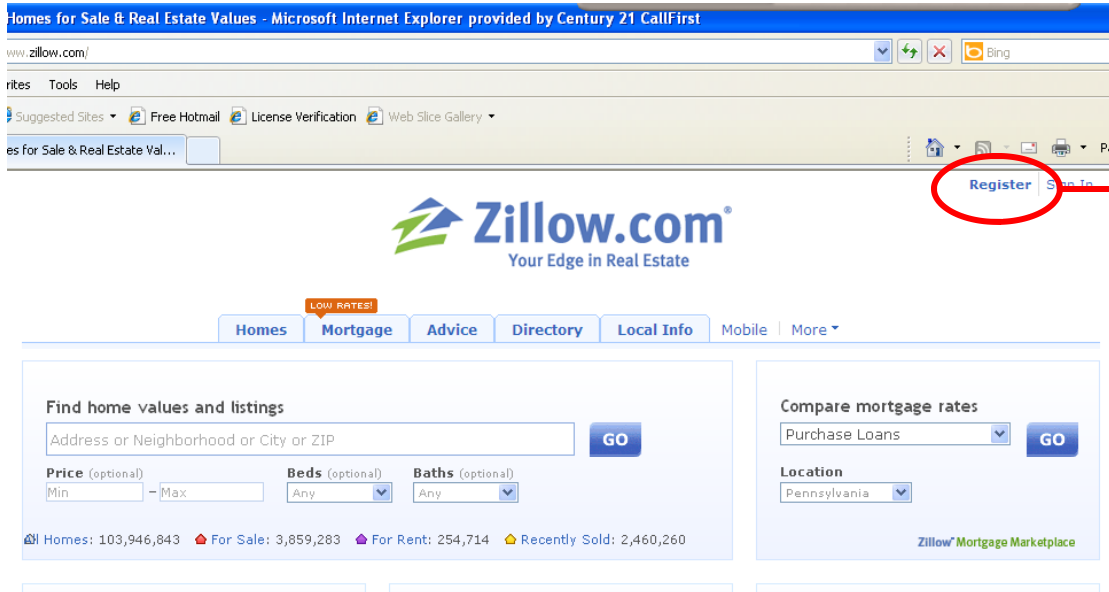


# Setting Up Your Zillow Account

Zillow is another 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 Zillow.



Go to [www.zillow.com](http://www.zillow.com) and for your first time here, click on “Register” in the top right hand corner of the screen.

**Register with Zillow** Have an account? [Sign in now.](#)

E-mail address (must be unique)

Screen name (must be unique)

Password

Confirm Password

Real estate/loan pro?  No  Yes

Profession category

Name (first, last)

Business name

Business address

City, State, ZIP

Business phone ( ) - ext

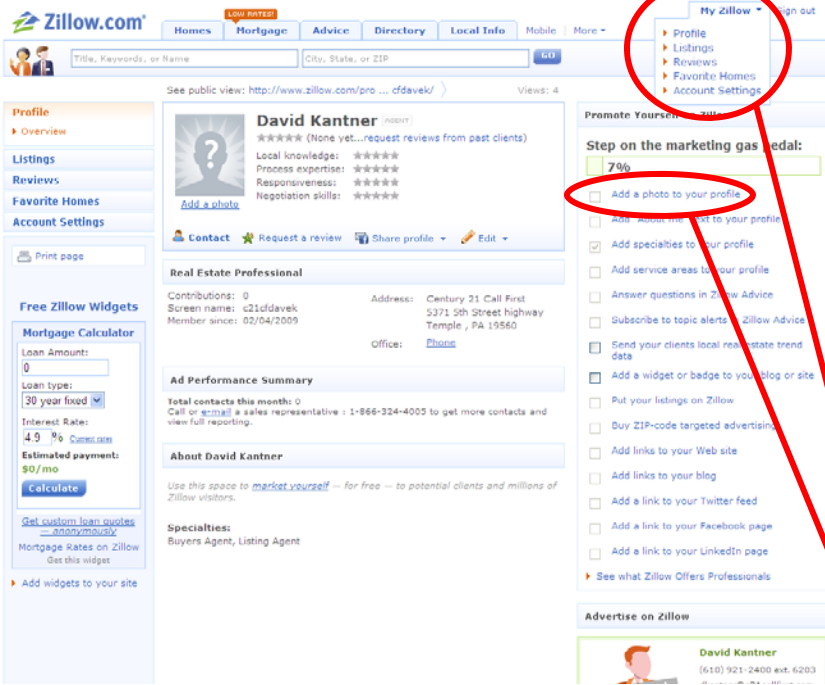
I confirm my acceptance of Zillow.com [Terms of Use.](#)

Keep me up-to-date on what Zillow can do for me and my business.

Note: State or federal law may require you to be licensed or meet certain criteria to be a member in some professions.

This window will pop up in the middle of your screen. Here enter your Email, pick a screen name (make it simple and easy to remember), a password, then re-type your password to confirm you typed in what you would like to use. Click on the circle next to the word yes at the Real Estate/loan pro which will expand and here you enter your full name, company name and address, and phone number. Finally, click each box in the last 2 lines of the box. After you are done, click “Register”

Once you are registered, you are taken back to the same screen as you first saw when you went to Zillow except for the words at the top right hand corner will now say “My Zillow” and “Sign out”.



Your first time signing into Zillow, you will click on the “Sign In” Option in the top right hand corner of the screen, next to where you had registered. Once you type your email and password the screen will not change much except for the words at the top right hand corner will now say “My Zillow” and “Sign out”. Once here, you can begin editing your profile and listings.

Move your mouse over “My Zillow” at the top right hand corner of the screen and this menu will drop down.

Click on “Profile” and the screen to left will appear.

Click on the first box that says “Add a Photo”

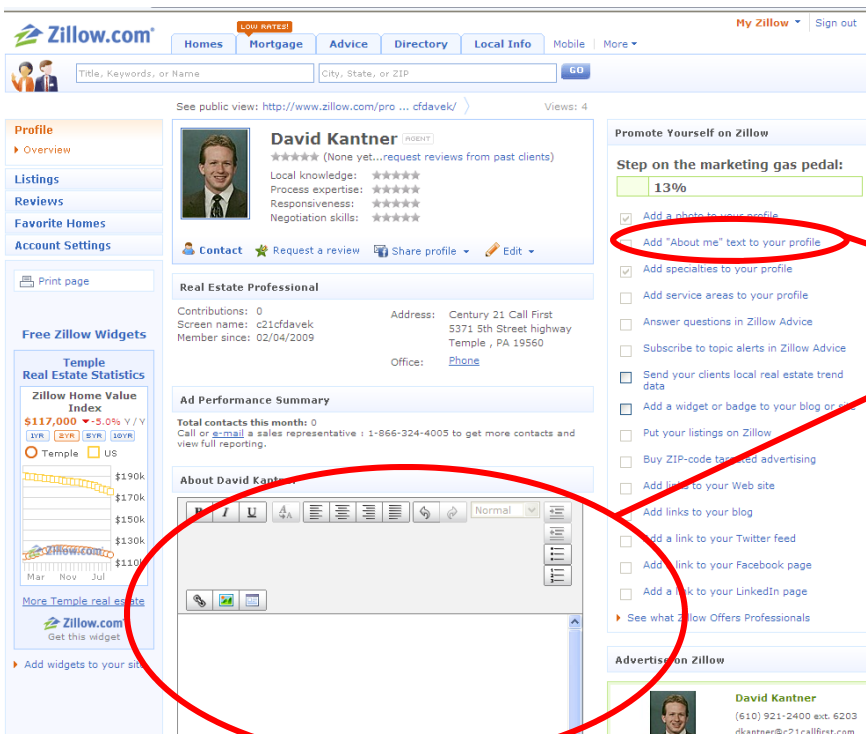
When the screen changes to the one on the right, click on the “Browse” button to search for your photo. If you are in the office, all agent photos are saved in the “Agent Photos” folder on the “Shared Drive”. Once you select your photo, click on “Upload” and your photo will appear to the left of the screen. Once it appears here, click on “Submit”. You will now be taken to the screen below.



Your next step to handle is adding an “About Me” section to your profile. This is important so that potential buyers can connect with you if they find you on Zillow.

Click on the words “Add “About Me” text to your Profile”

Once you click here, your screen will change to look like the one on the left. Here you can type in a profile, or copy one from another site, or copy from Word (recommended as you can use spell and grammar check). When you are finished, click save at the end of the box you are typing in.





Next, you will want to modify your profile more, adding more content and items that will allow your profile to be more “findable” on Zillow. All of this will be completed on one screen.

Click the next option “Add specialties to your profile”

### Edit Profile Information

Want to edit your preferences? Change your [password](#), [email](#), or [contact preferences](#).

Screen name:  Available

Name (first, last):

Profile photo:

Preview: Screen name: David Kantner, 'c21cdavek' Profile URL: www.zillow.com/profile/c21cdavek/

#### Professional Information

Professional title:

Business name:

Business address:

City, state, ZIP:

Business phone:  ext.

Cell phone:

Web site:

Blog:

Facebook:

Twitter:

LinkedIn:

Email:  Display my email address (dkantner@c21callfirst.com)

Service areas:

Specialties (4 max):

<input type="checkbox"/> Agency Specialties	<input type="checkbox"/> Buyer's Agent	<input type="checkbox"/> Listing Agent
<input type="checkbox"/> Relocation	<input type="checkbox"/> Short-Sale	<input type="checkbox"/> Foreclosure
<input type="checkbox"/> Other	<input type="checkbox"/> Other	<input type="checkbox"/> Consulting
<input type="checkbox"/> Lender Specialties	<input type="checkbox"/> Purchase Loan	<input type="checkbox"/> Refinancing
<input type="checkbox"/> Other	<input type="checkbox"/> Home Equity	<input type="checkbox"/> Mortgage Planning
<input type="checkbox"/> Other Real Estate Specialties	<input type="checkbox"/> Appraisal	<input type="checkbox"/> Commercial R.E.
<input type="checkbox"/> Escrow	<input type="checkbox"/> Insurance	<input type="checkbox"/> Inspection
<input type="checkbox"/> Moving	<input type="checkbox"/> Property Management	<input type="checkbox"/> Legal
<input type="checkbox"/> Title	<input type="checkbox"/> Other	<input type="checkbox"/> Notary
<input type="checkbox"/> Home Improvement Specialties	<input type="checkbox"/> Architecture	<input type="checkbox"/> Staging
<input type="checkbox"/> Other	<input type="checkbox"/> Carpentry	<input type="checkbox"/> Home Building
<input type="checkbox"/> Engineering	<input type="checkbox"/> Interior Design	<input type="checkbox"/> Electrical
<input type="checkbox"/> Painting	<input type="checkbox"/> Other	<input type="checkbox"/> General Contracting
<input type="checkbox"/> Other	<input type="checkbox"/> Landscaping	<input type="checkbox"/> Plumbing

Years of experience:

Add your Professional Title (i.e. Realtor or Sales Associate)

Add a cell phone number and fax number

Add your website address, your blog address, Facebook page, Twitter name, and Linked-In name.

Pick your service areas that you specialize in. Type in a Zip code and then click on add. Repeat for every Zip code you would like to be added to.

Choose agent Specialties that you deal with (up to 4)

Lastly, type in your Years of Experience

When done, click Submit!

My Zillow Sign out

More ▾

---

**Promote Yourself on Zillow**

**Step on the marketing gas pedal:**


53%

- Add a photo to your profile
- Add "About me" text to your profile
- Add specialties to your profile
- Add service areas to your profile
- Answer questions in Zillow Advice
- Subscribe to topic alerts in Zillow Advice
- Send your clients local real estate trend data
- Add a widget or badge to your blog or site
- Put your listings on Zillow
- Buy ZIP-code targeted advertising
- Add links to your Web site
- Add links to your blog
- Add a link to your Twitter feed
- Add a link to your Facebook page
- Add a link to your LinkedIn page

▶ See what Zillow Offers Professionals

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**Advertise on Zillow**



**David Kantner**  
(610) 921-2400 ext. 6203  
dkantner@c21callfirst.com

Internet

puter

So far that will update your profile a lot more to make you more noticeable on Zillow while potential buyers are searching for agents. There are 2 more things you can do to make yourself more visible.

These include “Answer questions in Zillow Advice” and “Subscribe to topic alerts in Zillow Advice” While this may help you, it can be very time consuming and depending on your experience you might not yet want to answer real estate related questions. If at some point in time you would like to participate in forum type discussion groups, you can do so by clicking on either of these links.

The next logical step in making your Zillow Profile better would be adding your listings.

**Zillow.com** LOW RATES! Homes Mortgage Advice Directory Local Info Mobile More

Profile Overview **Listings** Reviews Favorite Homes Account Settings

**David Kantner** (PRO)   
 Local knowledge: ★★★★★ (None yet...request reviews from past clients)   
 Process expertise: ★★★★★   
 Responsiveness: ★★★★★   
 Negotiation skills: ★★★★★

**Real Estate Professional**   
 Sales Associate (16 years experience)   
 Contributions: 0   
 Screen name: c21cdfavek   
 Member since: 02/04/2009

Address: Century 21 Call First 5371 5th Street Highway Temple, PA 19560   
 Office: Phone   
 Mobile: Phone   
 Fax: Fax   
 Websites: Website, Blog, Facebook, LinkedIn

**Ad Performance Summary**   
 Total contacts this month: 0   
 Call or e-mail a sales representative: 1-866-324-4005 to get more contacts and view full reporting.

**About David Kantner**   
 I started in this business working for Century 21 Woolston Associates in 1995 (I was only 16). When I started in this industry I was a part time IT consultant and would answer phones and set up showings for our listings. Shortly after starting there I began helping out writing ads and designing layouts for our various advertisements.

**Promote Yourself on Zillow**   
 Step on the marketing gas pedal: 60%   
 Add a photo to your profile   
 Add "About me" text to your profile   
 Add specialties to your profile   
 Add service areas to your profile   
 Answer questions in Zillow Advice   
 Subscribe to topic alerts in Zillow Advice   
 Send your clients local real estate trend data   
 Put your listings on Zillow   
 Buy ZIP-code targeted advertising   
 Add links to your Web site   
 Add links to your blog   
 Add a link to your Twitter feed   
 Add a link to your Facebook page   
 Add a link to your LinkedIn page   
 See what Zillow Offers Professionals

Your listings will mostly like be on Zillow already through a feed provided through Century 21. To claim them as yours, go to the listings section on Zillow one of two ways

Click on My Zillow and then click on the Listings option.

Click on the Listings Option Here.

The next screen to load will show you if you have claimed any listings yet. If this is your first time in, then you will show 0 listings. To add a new one, click on "Create New Listing"

**Zillow.com** LOW RATES! Homes Mortgage Advice Directory Local Info Mobile

Profile **My Listings** Reviews Favorite Homes Account Settings

**David Kantner's Listings**   
 Listings appear by date added to site, newest to oldest.   
 Listings (0) Show on Map See my listings   
**Create New Listing**

Property Status

**Post a Home for Sale**

Market your listings to millions of buyers   
 Only \$39.95 for a Featured Listing\*   
 • Top of search: Your listings sorted to top of search results   
 • Highly visible: Featured Listings generate 6x more page views   
 • Home will appear on Zillow.com and Yahoo Real Estate: Your home will appear on Zillow.com and Yahoo! Real Estate   
 • Trackable: Reports on traffic and page views   
 • Rich content: Unlimited photos, contact info, and open house dates

**Start posting a home for sale**

Who are you?:  Listing Agent  Owner

Street\* 156 Butternut Ct Unit   
 City\* Reading State\* PA ZIP\* 19608   
 Sale price \* \$ 162,900   
 Continue \* =Required

While you can pay to Feature a Listing, most agents will not. You can post a free listing on Zillow by filling out the form at the bottom of this next screen and clicking "Continue"

Each Featured Listing is posted for 180 days and can be extended. Please note that once you create a For Sale listing, it cannot be converted to a For Rent listing without creating a new Featured Listing. [Learn more.](#)

**Home Information for 156 Butternut Ct**

**Status Info**

Home status\*

Sale price\*


Related website

MLS listing #

Virtual tour url

**Contact Info**

Contact Information

  
 David Kantner  
 Century 21 Call First  
 Cell phone: (610) 451-6786  
 Business phone: (610) 921-2400 ext. 6203

[+ Open House Dates](#)

[+ Upload & Edit Photos of This Home](#)

[+ Update Home Facts](#)

[+ Add Home Features & Description](#)

[+ Neighborhood & School Information](#)

\* = Required

The next screen allows you to update information by typing in a related website (if you don't have a website with your listing posted on it, you can use the century 21 feed that is already provided), the MLS# (our internal code number is currently there, you are probably best changing that to the Trend MLS#), plus a spot for a virtual tour if you have one.

Further down you can add open house dates, upload and edit photos, update home facts, add home features and description, and Neighborhood & School Information.

Most of these features are filled in via Century21.com; however, if you would like to add more or change things, feel free to do so!

The screen below shows the confirmation and tells you that your listing will stay on Zillow and you will receive status reminders in your email in seven days. You can now go back and enter additional listings you currently have.

David Kantner AGENT  
 Century 21 Call First  
 Phone: (610) 921-2400 ext. 203  
 Website: www.BerksRealEstateEdge.com

**Thanks for Updating Your Posting Status**

**156 Butternut Ct, Sinking Spring, PA 19608**

You have updated your posting status and indicated your home is still for sale. Your posting will stay on Zillow and you will receive another status reminder in seven days.

[Go to your home details page](#)

**Zillow® Real Estate Guide**

- ▶ Prepare for that big day: Open house!
- ▶ Get ready to negotiate offers
- ▶ The most anticipated word: "Closing"

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**Congratulations! Your profile and listings are now complete on Zillow. Whenever a buyer pulls up your listing, your photo and contact information will appear and they can contact you easier.**