

Frequently Asked Questions

What is RateMyAgent?

RateMyAgent is a completely independent digital marketing platform, first established in Australia and currently expanding into the USA. RateMyAgent Australia is a fast-growing ratings and statistics website that has become a trusted and valued tool for real estate agents Australia-wide.

RateMyAgent is not a referral website and does not sell you leads or ask for commission. We exist solely to help great agents and brokerages promote themselves by using powerful marketing tools that integrate with customer reviews, sales results, and rankings, so that you can easily share and promote success stories to people in your area looking to buy or sell a property.

RateMyAgent allows an agent or brokerage to publish reviews from happy customers and ask buyers and sellers for new ones. What's more, each review is automatically linked to the related property transaction – so buyers and sellers know they're genuine.

To get started, simply claim your profile and start collecting reviews. It's free to claim your profile and collect reviews, as are a number of other features. See **How much does RateMyAgent cost?** (p.3) for more information.

Why do I need a RateMyAgent profile?

If you have a RateMyAgent profile you are able to:

- Be found by buyers and sellers looking for an agent
- Display your contact details, and allow potential clients to contact you
- Collect reviews from the buyers and sellers that you choose
- Syndicate your reviews so that they also appear on Google reviews, Facebook, Twitter, LinkedIn, your website, and other websites
- Build your digital presence to give you better SEO value
- Schedule your reviews, listings, and sales to post automatically to multiple social media accounts
- Build trust with potential clients by promoting these reviews using RateMyAgent's digital products*

*Some features require a subscription. See **How much does RateMyAgent cost?** (p.3) for more information.

Why do I need a RateMyAgent profile?

RateMyAgent reviews are unique because they are genuine reviews from real sellers and buyers. Every single review is linked to a sales transaction.

RateMyAgent reviews are verified and fully transparent. Each review displays the property address, photos, price (where applicable), and date and time that the review was submitted, making them stand out against plain-text testimonials.

The verification process maintains the high standards of transparency and credibility that are the cornerstones of RateMyAgent.

RateMyAgent does not allow anonymous reviews, and never will. No-one can post a review on RateMyAgent without providing identifying information including, but not limited to, the property details, their name, and their email address.

When an agent uploads an existing review, they must enter the name and email address of the person who has written the review. The existing review will be marked “unverified” until the person involved in the transaction approves it.

What does “claiming a profile” mean?

RateMyAgent may already have some information, such as your name or details of past sales transactions, from your MLS. To be able to modify, manage and make the most of your profile, you need to claim it so that RateMyAgent can verify that it’s you.

It’s simple, fast, and completely free to claim your profile. Head to ratemyagent.com and search for your name. Once you’ve found your profile, click the “claim this profile” button, follow the prompts, and you’re ready to go.

How is RateMyAgent different?

If you have a RateMyAgent profile you are able to:

- Your contact details are displayed to your potential clients. No walls, no reveals, no cost
- We don’t sell leads. If you have built a great presence, you will get leads. We don’t charge for these
- Every review is linked to a property transaction. This means only real reviews are displayed on RateMyAgent
- You can add any reviews that you’ve already collected to RateMyAgent. We’ll help you verify them
- Every listing has its own page, meaning more page views, greater presence, and more SEO value for you
- Gain access to a suite of marketing tools that will help you promote your business. Turn your reviews, sales, and rankings into promotional material, digital advertising and more

How do I get reviews?

RateMyAgent is an invitation review website, giving you the control of who leaves a review.

There are two ways to get reviews on to RateMyAgent. You can request a brand new review from your clients directly through your RateMyAgent dashboard, or, if you already have a review from a client, you can post it directly to your RateMyAgent profile.

We understand that you may have collected reviews in the past, and we want you to be able to consolidate all those reviews into one place on RateMyAgent without having to ask your clients to rewrite them.

What does a good profile look like?

To make your profile look professional, we recommend uploading your branding, a high-quality photo of yourself, a description of your skills and expertise, a video showcasing your personality and style, and your contact information. And, of course, plenty of recent reviews from your clients.

Where does RateMyAgent get its data from?

RateMyAgent gets its data from your MLS. We are working hard to partner with every MLS, but we aren't integrated with all of them just yet. If information from your MLS isn't appearing, you can upload listings to RateMyAgent yourself, or, better yet, talk to your MLS about partnering with RateMyAgent.

How do I add information to my profile?

You have full control over your RateMyAgent profile. Once you claim your profile, you can edit and manage the information displayed.

If there is anything missing, or if you have questions, we can help. Email us at help@ratemyagent.com

How much does RateMyAgent cost?

There are plenty of free features on RateMyAgent: claiming your RateMyAgent profile, managing your properties, uploading your photo, branding, description, and video, and even requesting and collecting reviews. Potential clients can also contact you at no cost to you.

RateMyAgent has a subscription plan of \$39 per month, which unlocks a variety of valuable marketing tools that will help you to share and target your reviews across many digital platforms. There are tools to help you integrate reviews with your own website, Google, Facebook and other social media, tools to help you showcase your success online and offline, and much more.

RateMyAgent also offers Promoter, an exciting tool that converts reviews into digital advertising and promotes your business across the Google Ad Network. This targeted advertising drives traffic to your profile and helps to reach new potential clients.

Who uses RateMyAgent?

Sellers

Sellers rely on RateMyAgent when searching for, shortlisting, and ultimately engaging the right agent to sell their property. All of the agents and brokerages are freely available to search.

Buyers

RateMyAgent helps to find and follow leading agents who are selling the types of properties they want to buy. It's a valuable resource to help people research and understand the real estate sector and the agent they are negotiating with.

Agents & brokerages

RateMyAgent provides a common platform to demonstrate experience and sales ability to prospective sellers. If you're an agent or brokerage, get the most out of RateMyAgent by claiming your profile, reporting your results and requesting reviews from your sellers and buyers.

For more frequently asked questions and step-by-step guides on how to use RateMyAgent features head to: ratemyagent.force.com/unitedstates/s/