

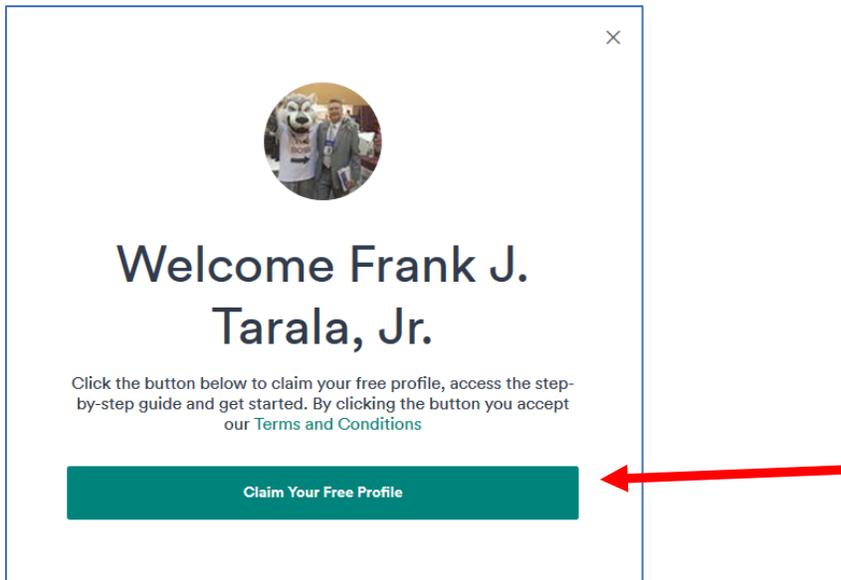


## RateMyAgent User Guide

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. Each review is posted on RateMyAgent.com and can be linked to your social media accounts. Each review also generates its own webpage, so it increases your ranking in search results, such as Google searches.

### Log in to Rate My Agent:

Click the Rate My Agent button on the Realcomp dashboard. The system will already know who you are because of your login to the dashboard. Click the "Claim Your Free Profile" button.



The system will walk you through a 7-step introduction to the program.



## Requesting A Review:

Your recent transactions will be provided by Realcomp in your profile. To request a review, click the Properties tab in the left-side menu. Click the Confirmed tab and select Get Reviews next to the desired property and click Request New Review.

ratemyagent

- Dashboard
- Edit Profile
- Properties**
- Reviews
- Promoter
- Widgets
- Social Media
- Listing Reports
- Templates

+ Add Property Notifications

How to improve your rankings [+]

Unconfirmed **1 Confirmed**  Show 12 months only

Street address... All ZIP Codes  Ended  Sold

1 results found.

	<b>SOLD</b> 325/27555 Farmington Rd, Farmington Hills, MI, 48331	Betty Realcomp (Listing)	\$100,000 (Undisclosed) 13 May 2019	<b>Get Reviews</b>
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1531 results found.

	<b>SOLD</b> 3951 Washburn Rd, Tuscola County, MI, 48768	Nancy Fritz (Listing) Lynn M Borcharding (Buyer)	\$110,000 12 Jun 2019	<b>Get Reviews</b>
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**Request New Review** Post Existing Review

Complete the contact fields. This includes their name, email address and whether they were the buyer or seller of the listing. Next, write the desired message requesting that they provide a review and click Request Review.

1 results found.

	<b>SOLD</b> 325/27555 Farmington Rd, Farmington Hills, MI, 48331	Betty Realcomp (Listing)	\$100,000 (Undisclosed) 13 May 2019	<b>Get Reviews</b>
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**Request New Review** Post Existing Review

Request a review from your client  
Use this section to send an email to your client requesting a review of your services.

Client Name \* Tami Cummings Email \* tami@cummingsonline.com Review to \* Seller

Puff/No template No templates created Manage templates

Message Congratulations on selling your home. I hope I made the process as easy as possible for you. Please take a moment to review my services so that I may share this with future clients!

**Request Review**



## Posting An Existing Review:

If your client has already written a review of your services on another website, you can also incorporate those without the client having to write it again. You will be able to copy & paste the text of the review they had previously written into RateMyAgent. Once you have copied everything over an email will be sent to the client asking them to just verify that the review is accurate.

- Click the Reviews tab in the left-side menu. Find the desired property and click Get Reviews. Click Post Existing Review.
- In the Enter Review section, give the review a headline using the text of the review. Copy and paste the review into the Review section of the form.
- Enter the date on which the review was written.

Review Heading \*

Grab statements from your existing review for the ideal headline

Review \*

Copy your review here

Review Date

- In the Verify Review section, enter the client’s name and email address.
- Select whether they were the buyer or seller in the transaction in the “Review To” field.
- Write a brief message to your client explaining that you need them to verify their review.
- When finished, click Post Review and Send Verification.

Verify Review

Enter required fields below. A verification email will be sent to your client.

Client Name \*      Email \*      Review to \*

Name      Email address      Select

Prefill from template

No templates created

[Manage templates](#)

Message

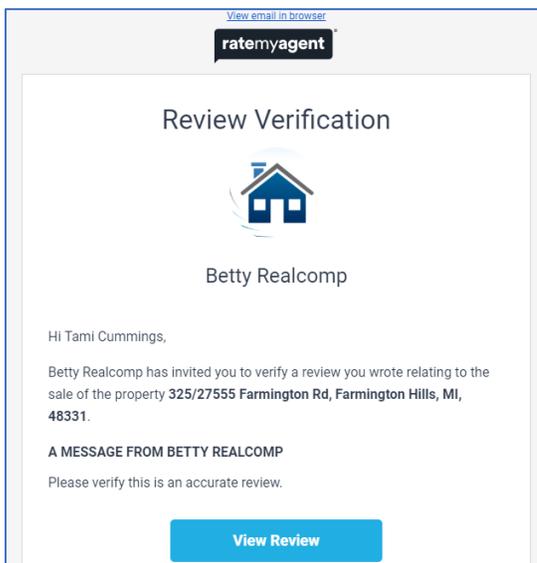
Enter a message to your client (optional)

Preview Email      Post Review and Send Verification

The client will get an email asking them to verify the statements in the review are accurate. Once they have done this, it will display as a “Verified Review”.



When the client receives the email, they will click the View Review button.



The client will be asked to rate your services on a scale of 1 to 5. They will then read the review that you copied from the other source. They can make edits if they choose to do so. They will enter their name by which the review will be identified and select how the final sale price met their expectations. When finished they will Accept the Terms of Service and click Submit Review. The review will then show on your Rate My Agent Dashboard and be available to share.



## Sharing Your Reviews In Social Media

Once you have completed reviews you can share them to your social media accounts. Click Social Media in the left-side menu and click the Manage Settings button. Select the platforms to which you want to post your reviews and provide your information for those accounts. Click Save & Continue.

**Social Media Accounts** ×

Connect your social media accounts.

**Account** **Schedule**

Recent Facebook changes mean you can now only automatically post to your business account. [Read more](#)

connect via facebook	inactive	Disconnect <span>×</span>
connect via twitter	inactive	Disconnect <span>×</span>
connect via linkedin	inactive	Disconnect <span>×</span>

**Save & Continue**

Select how often you want new listings, sales and new reviews to post to your social media accounts. Be sure to select your correct time zone. Click Save & Close.

**Schedule Settings** ×

Configure your posting schedule.

**Account** **Schedule**

Manage the frequency at which RateMyAgent will send out posts on your behalf

**REVIEWS** **NEW LISTINGS** **SALES**

	DAILY <span>▼</span>	<span>▼</span>	1PM <span>▼</span>
	<span>▼</span>	<span>▼</span>	<span>▼</span>
	<span>▼</span>	<span>▼</span>	<span>▼</span>

TIMEZONE: (UTC-08:00) Pacific Time (US & Canada) ▼

**Back** **Save & Close**



## Promoter (additional paid service):

Once your review has been confirmed you can use it to advertise on Google. This is an optional paid service offered by RateMyAgent. Click the Reviews link in the left-side menu and select Completed Reviews. Click the Promote button at the bottom of the page.

The screenshot shows the 'Completed Reviews' section of the RateMyAgent dashboard. The left sidebar has 'Reviews' highlighted. The main area displays a review for 'Betty Realcomp (Recommended)' at '325/27555 Farmington Rd, Farmington Hills, MI 48331' by 'Tami Cummings (Seller)'. The review is a 5-star rating from 18 Jun 2019, with the text 'Best agent ever! Betty is the best agent I have ever worked with.' A 'Promote' button is highlighted in a red box at the bottom right of the review card.

Select the template that you want to use and click the Next button. Determine how much you want to spend on this advertising and the duration of the ad. It will give you an estimated number of views your ad will have in that time period. When finished making these selections click Next and enter your credit card information to begin the ad.

The screenshot shows the 'Step 2: Select your audience reach' configuration screen. On the left, there are controls for 'TOTAL SPEND' (set to \$250) and 'DURATION' (set to 1 week). On the right, the 'ESTIMATED AD VIEWS' is shown as 52,088. Below the spend controls, there are buttons for \$100, \$250, and \$500. A note states 'Please note: All prices exclude Sales Tax'. At the bottom, a map shows the 'TARGETED AUDIENCE' area around Farmington Hills, MI, with a 'LOCATED IN AND AROUND' marker.

If you have additional questions about Rate My Agent, or any other Realcomp offering, please contact Customer Care at (866) 553-3430 or by email at [support@realcomp.com](mailto:support@realcomp.com).