



Contents

- 01** How to Claim Your Profile
Why can't I claim my profile
- 02** How to Request a New Review
How to Upload an Existing Review
- 03** How to set up Social
Media Manager
- 04** How to use the Widget to display
reviews on your website
- 05** How to Run a Single Digital Ad using the
Promoter Lite Tool
How to display your reviews from Zillow
and RealSatisfied on RateMyAgent with
the Linked Accounts Tool
- 06** Paid Features when upgrading
to the Digital Pro Subscription
- 07/08** How to Connect Google My Business
How to Run Digital Ads using the
Promoter Tool

Resources

TRAINING CENTER: Articles, Videos, and to Register for training:
<https://cloud.my.ratemyagent.com/us-training-center>

HOW TO PLAYLIST:
https://www.youtube.com/playlist?list=PL31ieXhKVWPVWace5yjbqOWzaQLLopE_H

CONTACT: help@ratemyagent.com or click on the live chat block
on our website to speak to us.



How to Claim Your Profile

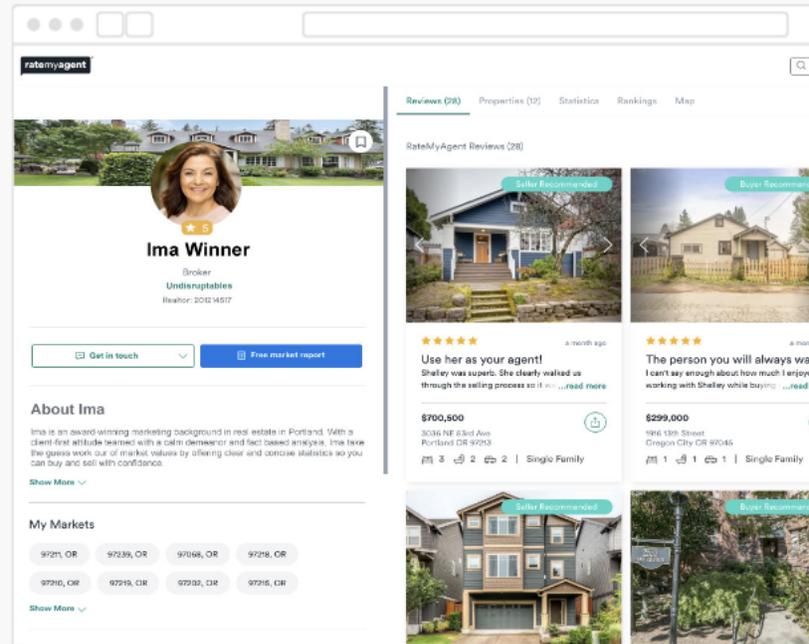
Video Link here: <https://youtu.be/NFp6vs0euqk>

Claiming your profile is 100% free and is the first step towards expanding your digital footprint. RateMyAgent already has 'default' profiles set up for Stellar MLS members through their integration.

Simply look for the RateMyAgent tile on your matrix or click here to log in:

<https://www.ratemyagent.com/login/oidc/stellar>.

From here, follow the steps to finish claiming your profile! You can also visit our homepage to simply search for your name and claim your profile.



STEP 1: From the RateMyAgent Home Page www.ratemyagent.com select the agents option. Type your name in the empty field to search.

STEP 2: Suggestions will appear as you type automatically. Select your name from the suggestions to view your profile.

STEP 3: To the left of the screen, under your profile name will be a Claim this Profile button. Click to claim.

STEP 4: Select Get Started and choose your verification method (*phone or email*).

STEP 5: We will send you a verification code to either your Email or Phone depending on the method you've selected. Simply input the code you have received and select Verify Code.

STEP 6: Once verified, you will be prompted to Create your Account.

Once you hit Create Account, you will be logged in and ready to use RateMyAgent!

Why can't I claim my profile

If you are having trouble claiming your RateMyAgent profile, it could be for a few reasons.

- We may have a different email address in the system for you.
- If you are logged in to a different profile that's not linked to your email address (*ie. your agency profile*)
- In rare cases, there may be another agent with the same name as you and you are trying to claim their profile.
- If you are having difficulties, please email us at help@ratemyagent.com and we will help you resolve this.

How to Request a New Review

Video Link here: https://youtu.be/f_mKeunuOIY

There are 2 ways that you can invite your customer to leave a review:

- Requesting a brand new review
- Upload an existing review (see notes below)

To Request a brand new review:

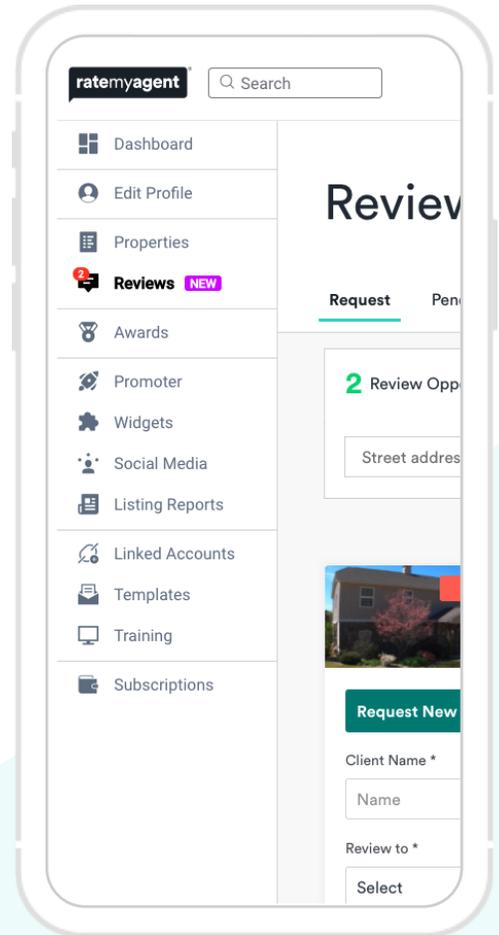
STEP 1: Log into your profile, click your name in the top right hand corner and then Reviews.

STEP 2: Select the listing you would like to request a review for and then Get Reviews.

STEP 3: Fill in the client details. Select if it is for the Seller or the Buyer (*you can send review requests to both*). You can formulate your own message to reach the client, or use one of the templates we have included for you. You can also preview your message before you send it. Hit Request Review to confirm.

STEP 4: Once the client replies to the review you will receive an email and the review will be posted on your profile.

STEP 5: At any time you can go to the Reviews tab and see the status of your Pending Reviews and your Completed reviews.



How to Upload an Existing Review

Video Link here: <https://youtu.be/EPmq5T3XDGs>

Already received a review from your client? Maybe an email, a review on another site, a thank you card or a note? It's time to bring these reviews back to life and turn them into unique pieces of content that will improve your SEO and expand your digital footprint.

You can post existing reviews straight on to your profile! These reviews will be marked as Unverified until your client has Verified the review.

Here's How:

STEP 1: Log into your agent profile and select Reviews from the drop down dashboard followed by Get Review. *If the property already has a review, you will need to do this from Listings.

STEP 2: Select Post Existing Review to enter or copy/paste the existing review. You will need to enter your clients details as a verification email will be sent to them directly.

STEP 3: The review will be posted on your profile and will appear as an unverified review until your client has confirmed.

How to set up Social Media Manager

Video Link here: <https://youtu.be/1r05WH2oGDQ>

What is the Social Media Manager?

A Tool that takes the hassle out of Social Media by posting content for you!

Why should I set up the Social Media Manager?

- Social Media is essential in today's business world, however for most it is the great unknown that takes a lot of time and effort to manage.

- This is why we have created the Social Media Manager to handle this for you!

What does it do?

- Once setup, it posts automatically to your social media platforms.

- It will post new listings, sales, and most importantly reviews to Facebook, LinkedIn, and Twitter at a designated time each day.

- When and what will the Social Media Manager post?

- With our Social Media Manager, you have complete control over when your posts will be pushed to your elected social media platforms.

- Customise the time you would like to post in the schedule page and you're all set. We will only post one item, from the last 365 days at your scheduled time.

- When using our Social Media Manager for an agency profile, your posts are chosen at random from your agency's recent data.

- This may mean that not all individuals' content is pushed through to the agency's social media as we only post once at your elected time.

What about reviews I don't want made public?

- If there are reviews that you do not wish to have posted (perhaps they are almost a year old or they are short reviews), you can choose to not have them published externally, in completed reviews.

- "Not Recommended" reviews are not posted to your social media, and you can prevent any "Recommended" review that you are not happy with from being posted also.

- You are still in control!

How do you set it up? It is quick and simple to set up, and requires little-to-no effort to maintain.

STEP 1: Login to your profile and click the 'Social Media' tab from the dashboard. Then click 'Manage Settings'.

STEP 2: Click the connect button of the social media account you wish to connect to RateMyAgent and follow the prompts. In order to connect your Social Media Manager to a company LinkedIn or Twitter, you will need the login details for the company LinkedIn or Twitter.

STEP 3: Click Continue as

STEP 4: Select the checkbox of the page you wish to connect and then click Next.

STEP 5: Ensure all switches are on Yes and then click Done.

STEP 6: If you manage other Facebook pages such as your Agency Page, you will need to select the checkbox of the pages you wish to post to. (Facebook only) ***Note: To disconnect, simply hit the Disconnect button associated with the platform you would like to disconnect.*

STEP 7: Set a schedule to post your reviews, listings and sales. You can come back and change this at any time. ***Your Social Media Manager posts reviews from the last 365 days. Only one post will be pushed to your social media at the scheduled time. Read here, Reviews that will not be posted.*

STEP 8: Once you're happy with your schedule, click Save changes.

STEP 9: Review your posts via our 'Activity' and 'Calendar' interface and click on 'Manage Settings' to amend your schedule.

How to use the Widget to display reviews on your website

Video Link here: <https://youtu.be/2nUcJNUThnU>

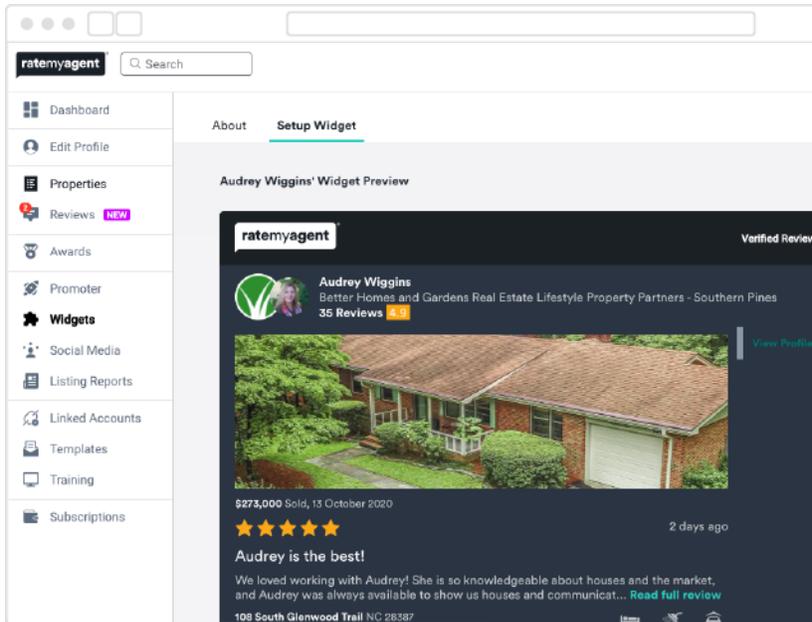
Automatically feed your latest positive reviews to your website.

What are the Review Widgets?

- RateMyAgent's Review Widgets enhance the reach and power of your client reviews by establishing a live feed of your reviews to other websites, such as your brokerage website or personal website.

- The widget is semi-flexible and has a fixed height of 570 px and a minimum width of 300 px and maximum width of 1000 px. This is controlled by manually adjusting the widget code. There is also a light and dark version of this widget. Here's a brief introduction.

- Review Widgets enhance engagement with your brokerage and personal websites, compelling prospective clients to make contact.



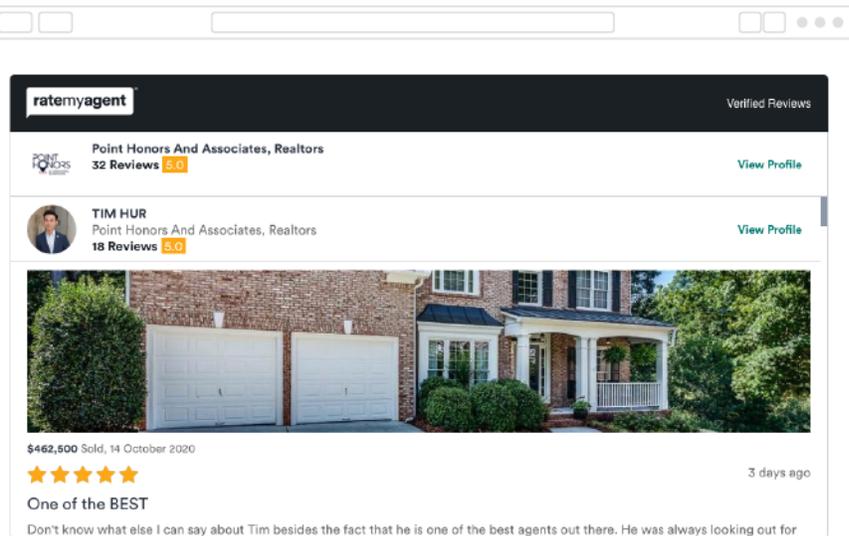
How Do I Set It Up?

STEP 1: Sign into your agency profile and click the Widgets tab from your dashboard, followed by Setup Agency Widget.

STEP 2: Select a light or dark theme for your widget. Click Copy to clipboard to copy the code and paste it either directly into your website code.

STEP 3: You also have the option to Email Code to someone who can do this for you. The Email Code button bundles all Review Widget codes for your agency and team members into one email with instructions for your web designer. **The widget is semi-flexible and has a fixed height of 570 px and a minimum width of 300 px and maximum width of 1000 px. This is controlled by manually adjusting the widget code.

STEP 4: Add the email address of the person who manages your website content and a message if necessary, then click Send Code.



What do I need to do?

Very little. Essentially you need to send the code to the person in charge of your website and they will handle the rest.

How to Run a Single Digital Ad using the Promoter Lite Tool

Create your Digital Ad in a click of a button! Now you can promote your review through a digital ad.

Here's how to do it:

STEP 1: Login to your RateMyAgent profile and select Agent Promoter from the agent dashboard.

STEP 2: Select the Promote Review button in the top right hand corner. It will then take you to your reviews page.

STEP 3: Select which green promoter button on the review you want to promote.

STEP 4: The next step is to customise your ad.

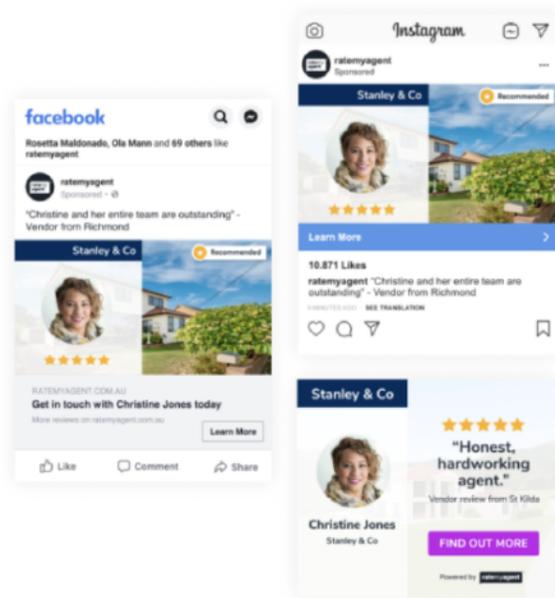
STEP 5: Select your audience reach by choosing your total spend and duration.

STEP 6: Confirm payment details and start promotion

Want to see how your promotion is going? Check in and see how your campaign has been performing!

STEP 1: Log into your profile and click the Promoter icon.

STEP 2: Click Manage Promotions and then Single Promotions. Current Promotions keeps you in the loop with your current promotion. Check how many days are left on your promotion while monitoring your spend, ad views and ad clicks. Scroll further to view the performance of your past promotions.



How to display your reviews from Zillow and RealSatisfied on RateMyAgent with the Linked Accounts Tool

Please note that we do not syndicate your reviews out to Zillow or RealSatisfied, they will only be displayed as reviews from around the web on your RateMyAgent profile.

STEP 1: Log into your profile and head to the Linked Accounts tab in your dashboard.

STEP 2: Click Connect next to the Zillow logo or the RealSatisfied logo.

STEP 3: Enter your Zillow name in the space provided and click On. Enter your RealSatisfied vanity key in the space provided and click On.

CONGRATULATIONS! You have now imported your most recent Zillow and RealSatisfied reviews to RateMyAgent! You can start using them as unique pieces of content in your marketing efforts, and it is another great way to showcase all of the fantastic work you have done! ***Please note it may take up to 5 minutes for your Zillow reviews to appear on your RateMyAgent profile page.*

Paid Features when upgrading to the Digital Pro Subscription

How to use the Listing Reports

A customized report to showcase your achievements and tailored for your next potential customer and their property

What is a listing report?

- Your RateMyAgent profile showcases your most powerful points of difference as an agent, including rankings, sale stats and client reviews.

- RateMyAgent Listing Reports allow you to easily draw upon your key profile information to tailor a report specific to a seller and the property you're pitching to list.

- Listing Reports position you as a specialist for the job each and every time you present for a listing, leveraging your past performance and client feedback as front line listing tools.

- A RateMyAgent Listing Report takes just minutes to create and offers a number of delivery methods including SMS, email and PDF download for printing.

- Via SMS or email delivery, a tailored Listing Report can be in the hands of a customer within minutes of first contact or meeting confirmation.

When can I create a listing report?

- You can create a listing report only if you have a Digital Pro Subscription. Listing Reports can only be created in an agent profile. If you are interested in unlocking this feature and setting up a Digital Pro Subscription, email

help@ratemyagent.com

Here's How to Create One:

STEP 1: Log into your profile and select Listing Reports from the drop down menu in the top right hand corner.

STEP 2: Click New Report.

STEP 3: Fill in the property details of your potential listing, along with the client's contact details. To send the report to multiple people, add additional contacts by clicking Add Another Contact. You can also choose to include agent/agency statistics. Hit Next.

STEP 4: Fill in the property details of your potential listing, along with the client's contact details. To send the report to multiple people, add additional contacts by clicking Add Another Contact. You can also choose to include agent/agency statistics. Hit Next.

STEP 5: Click to select up to 10 comparable sales. Hit Next. ***Comparable sales are similar sold properties in surrounding areas. Adding these to your report can give your potential client a forecast on potential sale prices for their property.*

STEP 6: Click to select up to 10 reviews. Hit Preview Report.

STEP 7: Look over your report preview and click Publish to confirm.

STEP 8: Once published, choose how to distribute your report. SMS, email or download to print.

How to Connect Google My Business

You can connect Google My Business if you are set up on a Digital Pro Subscription. If you are interested in unlocking this feature and setting up a Digital Pro Subscription, email help@ratemyagent.com

By linking your Google My Business account to your RateMyAgent profile you are able to automatically syndicate your reviews, listings, and sales to your Google My Business page in the posts section. It also makes it easier for the client, giving them the option to leave a Google and RateMyAgent review at the same time without having to duplicate efforts.

This can be done in just a few short steps.

STEP 1: From your Dashboard click on the "Linked Accounts" tab.

STEP 2: Click the "Connect" button to the right of the Google My Business Logo.

STEP 3: Click the "Sign In" button. You will then be prompted to login to your Google My Business account. Proceed to login to your Google My Business account.

STEP 4: After Logging in to your Google My Business account select the "Manage Schedule" button.

STEP 5: After clicking "Manage Schedule" you will be taken to the social media manager where you can then schedule when you would like your reviews, listings and sales to post to your Google My Business posts section. Be sure to save your changes, by clicking "Save Changes" after you schedule your posts.

Your Reviews, listings and sales will now be automatically syndicated to your Google My Business posts section! Please note that the Google My Business linked accounts feature is only available as part of the Digital Pro Subscription package.

How to Run Digital Ads using the Promoter Tool

Video Link here: <https://youtu.be/9gQ2L0PQM68>

Transforming your reviews into targeted marketing using the Google Display Network.

Who can use Promoter?

- To run ongoing campaigns using the promoter tool, you need to be set up on a Digital Pro Subscription. If you are interested in unlocking this feature and setting up a Digital Pro Subscription, email help@ratemyagent.com

What is Promoter?

- Have you ever been to a website like booking.com and when you leave that site you begin to see booking.com ads all over the place. Well that's how Google remarketing with Promoter works, but it also targets ads to people who are physically located in your market.

- Promoter does this because it tracks the IP address of the computer (or smart device), works out where it's located and then targets ads to them depending on their location.

- Promoter also uses the 'my market' section of your profile to determine where ads will initially be shown. If they click on an ad or engage with your profile in any way Google embeds their device with a tracking cookie, or a piece of code, so your ads can be shown or remarketed to that same computer for the next 365 days (there's saturation levels in place so your ads wont show to the same device too often).

How much does it cost?

- The best results come from spending at least \$100 + tax per week, but we encourage you to increase your spend to optimize the reach of your Ongoing Promoter Campaigns.

• There is a minimum of \$50 + tax per week - you have the ability to adjust your spend which will increase or decrease the number of times your ad will be displayed to potential vendors.

Who is my targeted audience?

The targeted audience is based on the zip codes entered in my market.

• In partnership with Google Analytics, Promoter uses a two-pronged approach of a device's physical location (*in your core zip codes*) and searching habits to target market your potential clients.

Where does my ad click through to?

• When your potential client clicks through to 'Find Out More' they will be directed to your agent profile with the promoted review pinned to the top of the page. What happens if I don't have anything lined up for the next month?

• Automatically, our system will promote your most recent review. We strongly suggest that you line up campaigns at least 2-3 months in advance to ensure your content is up to date.

• Promote your reviews across Google, Instagram and Facebook. Managed via your dashboard; the simple steps below will get you started creating an Ongoing Promoter Campaign.

Here's how to set up an ongoing campaign:

STEP 1: Log into your profile and click the Promoter icon.

STEP 2: Select Ongoing Campaign.

STEP 3: Select the reviews you would like to add to your campaign. From this page, you will also have the option to choose the theme of each item you're promoting. Every month the next review in your queue will be promoted automatically. Once selected, click Next. ***Note: The order in which you select the reviews is the order they will be promoted.*

STEP 4: Choose which platforms you would like to promote yourself on. Once selected, choose the package that suits your needs or customize your own. Your Estimated ad views is determined by your spend. You will notice the figure rise and fall as you decide on your desired monthly spend. ***Top Tip: Make sure your My Market zip codes are up to date in your Edit Profile page. These zip codes determine where your ads will initially be shown.*

STEP 5: Review your campaign and input your Payment Details. Agree to the T&C's and then Start Campaign. ***The card used for your subscription will automatically be selected. If you would like to select a different card, head to your Billing page.*



Your reputation is everything. Let the world know that you're the person they should work with. It's time your great reviews work as hard as you do.

go-getter

Laurie Weston Davis