



## New REALTOR.com® Facebook Application *See My Listings*

### Frequently Asked Questions

#### **Why Advertise Your Listings on Facebook?**

With more than 80 million active users, Facebook is the fifth-most trafficked website in the United States. REALTOR.com now provides its customers with a free, innovative approach to marketing their home on Facebook.

According to the NAR, more than 80% of all real estate buyers go online to find their next home and marketing our customers' properties on this top 10 website furthers our commitment to provide the best value to our customers.

Displaying listings on the REALTOR's® Facebook Profile page will expose the listings to your friends and connections, and lead to additional clicks to your listings on REALTOR.com.

#### **How does the REALTOR.com® *See My Listings* Application work?**

The *See My Listings* application works by syndicating your property listings that are already on REALTOR.com® and displaying them on your Facebook wall.

Your friends and connections can then see up to three listings displayed in the application.

For REALTORS® that own the REALTOR.com® Showcase Listing Enhancements product, your Facebook friends can also click "***See All Homes...***" to open a page on REALTOR.com® that shows all your property listings.



Showcase	Basic
<p>See My Listings </p> <p> Homes for sale by Kelly Smith</p> <p> <b>2765 Moreno Way</b> San Jose, CA 95125 <b>\$698,000</b> 2 Bed, 2 Bath</p> <p> <b>321 Johnson Dr</b> San Jose, CA 95008 <b>\$525,000</b> 2 Bed, 1 Bath</p> <p> <b>1217 Miracle Mile...</b> San Jose, CA 94129 <b>\$512,000</b> 2 Bed, 2.5 Bath</p> <p><a href="#">View all 7 homes for sale</a></p>	<p>See My Listings </p> <p> Homes for sale by Kelly Smith</p> <p> <b>2765 Moreno Way</b> San Jose, CA 95125 <b>\$698,000</b> 2 Bed, 2 Bath</p> <p> <b>321 Johnson Dr</b> San Jose, CA 95008 <b>\$525,000</b> 2 Bed, 1 Bath</p> <p> <b>1217 Miracle Mile...</b> San Jose, CA 94129 <b>\$512,000</b> 2 Bed, 2.5 Bath</p>

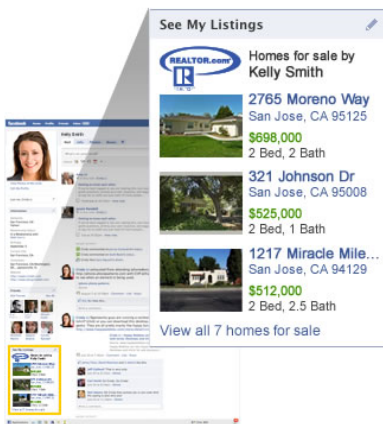
## How can I install this application to my Facebook profile?

You can install this application by following the steps below:

- **Step 1:** Go to <http://www.seemylistings.com/>
- **Step 2:** Click on the “Add My Listings” button

Official Site of the  
National Association of REALTORS®.

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### Show your Listings on Facebook

Display your REALTOR.com® listings on your Facebook wall!

If you are a real estate agent, your listings are already listed on REALTOR.com® for FREE.

Now you can add your listings on Facebook with the FREE REALTOR.com® See My Listings application.

[Add My Listings](#)

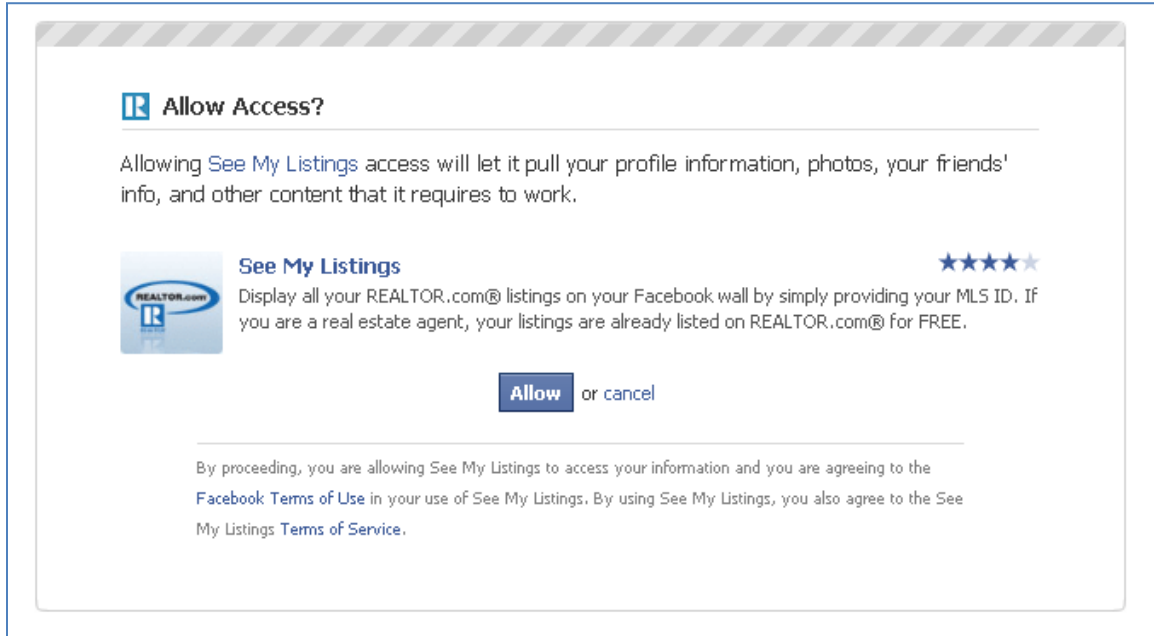
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- **Step 3:** Facebook will ask if you want to install the application, and as part of that, if you are willing to provide your profile information that is required for this application to correctly work. Click on the “**Allow**” button.






- **Step 4:** Enter your MLS information and click the “**Continue**” button. Your MLS Information is the MLS and MLS ID that is registered with your local MLS, and REALTOR.com.



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### See My Listings

Homes for sale by Kelly Smith  
San Jose, CA 95125

-  2765 Moreno Way  
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2 Bed, 2 Bath
-  321 Johnson Dr  
San Jose, CA 95008  
\$525,000  
2 Bed, 1 Bath
-  1217 Miracle Mile...  
San Jose, CA 94129  
\$512,000  
2 Bed, 2.5 Bath

View all 7 homes for sale

## Show your Listings on Facebook

Display your REALTOR.com® listings on your Facebook wall by simply providing your MLS ID.

If you are a real estate agent, your listings are already listed on REALTOR.com® for FREE.

Now you can add your listings on Facebook with the FREE REALTOR.com® See My Listings application.

MLS:

MLS ID:

- **Step 5:** Upon registering, you will get a confirmation screen with your name and MLS information, and a button **“Add to profile”**. Click on the button to add the application to your profile.



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### See My Listings

Homes for sale by Kelly Smith

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- 1217 Miracle Mile...  
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[View all 7 homes for sale](#)


## Show your Listings on Facebook

7 homes for sale by Smith, Kelly

MLS: Your MLS  
MLS ID: Your MLS ID

- **Step 5A:** Click on the “Add” button.

Add See My Listings to your profile?



See My Listings

REALTOR.com  
Homes for sale by Kelly Smith

2765 Moreno Way  
San Jose, CA 95125  
\$698,000  
2 Bed, 2 Bath

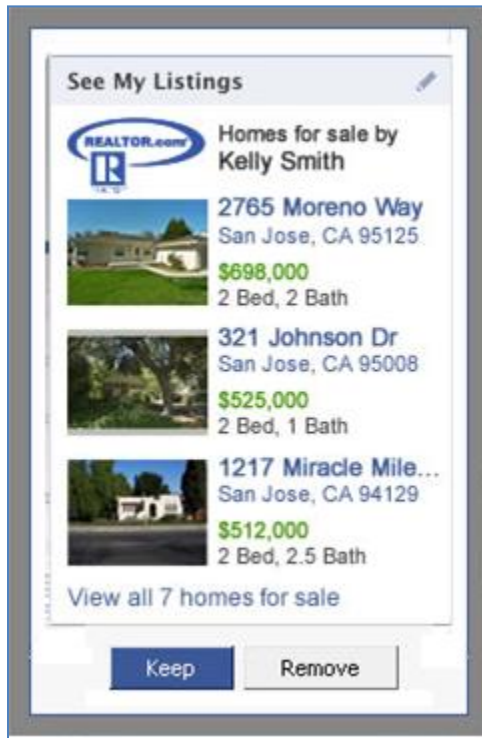
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View all 7 homes for sale

Add No, Thanks

- **Step 5B:** Click on the “**Keep**” button.



Once added, your listings will be viewable on your Facebook Profile Page by any friends visiting your profile page.

### How can I delete / uninstall the application?

A REALTOR® may delete this application like any other Facebook Application. Simply go to the applications section and select the delete (X) option.

**Step1:** Select the “Application Settings” from the Settings drop-down



**Step2:** Navigate to the “See My Listings” application and click on the “x” to delete the application



### **How are the listings sorted in the application?**

Three random listings are selected from your inventory and displayed in random order on the application. The listings in the application are re-sorted and three new random listings are selected every eight hours.

### **Is the app available for Office's and Broker's to display on their Facebook Fan page?**

Currently, *See My Listings* is only available to individual REALTORS® for their Facebook profile pages. There is work in progress to make the application installable on your Facebook Fan / Business Page.

### **Can I pick which listings should display on my Facebook application?**

At this time, the listings will randomly be pulled from the REALTOR's® inventory, showing a new set of three listings every eight hours. The ability to hand pick the listings is being evaluated for a future release.

### **Help! The "See My Listings" application has disappeared from my Profile page. How can I get it back?**

We have seen very rare cases where the application is suddenly removed from the Profile page. Again, this is a very rare occurrence (unless you have yourself removed the application from the Profile page), but if you experience it, the best way to reinstate it would be to following the steps below:

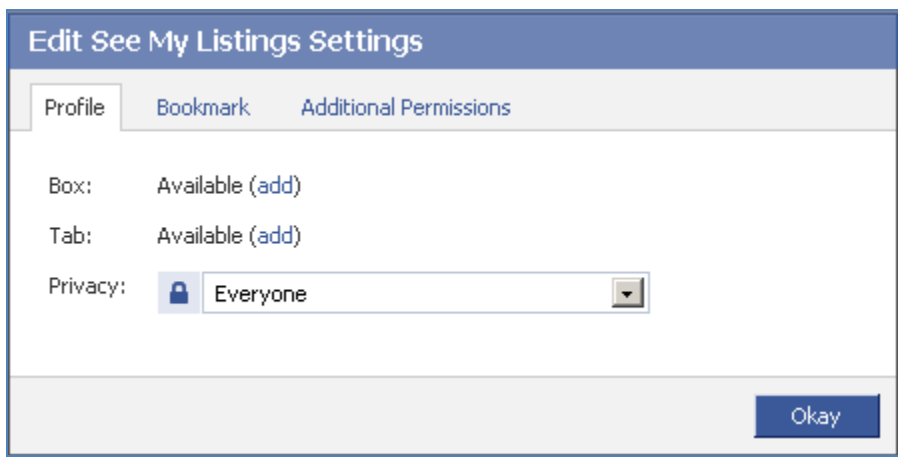
- **Step 1:** Select the "Application Settings" from the Settings drop-down



- i. On the See My Listings row select **“Edit Settings”**



- ii. In the pop-up box, Box: Available (add); click **“add”**; It will change to Box: Added (remove)



A screenshot of a web interface titled "Edit See My Listings Settings". The interface has a blue header bar with the title. Below the header are three tabs: "Profile" (selected), "Bookmark", and "Additional Permissions". The main content area shows three settings: "Box:" with the value "Added (remove)", "Tab:" with the value "Available (add)", and "Privacy:" with a lock icon and a dropdown menu showing "Everyone". At the bottom right of the dialog is a blue "Okay" button.

You will then have the 'Add to Profile' box added to your installation. It seems that maybe this feature, perhaps based on the age of the account, will require this permission to be enabled.

If that does not work, deleting the application from your settings page, and reinstalling the application works. Both delete, and installation instructions are provided above in the FAQ.

### **If I need additional help, who can I call?**

You can contact REALTOR.com Customer Care Center, toll-free at: 800-878-4166, or use the Contact link at the bottom of the page on <http://apps.facebook.com/seemylistings/> to send an email to us.

### **Do you have any new features planned?**

Yes! Here is a list of features we are currently evaluating:

1. Displaying listings for multiple MLS's and MLS ID's – If you operate in multiple MLS's, or if you are an Office with multiple MLS ID's, you will be able to display listings from all these MLS's
2. Install application on Business Page – In addition to installing it on your Profile Page, you will have the ability to install the application on your Business / Fan Page
3. Select listings to display – This is down the line, but you will have the ability to select the listings that you want to feature on the Facebook application