

realtor.com[®]

Quick Reference Guide

A quick reference to the Agent Control Panel,
Listing Enhancements and the Find A REALTOR profile



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December 2015

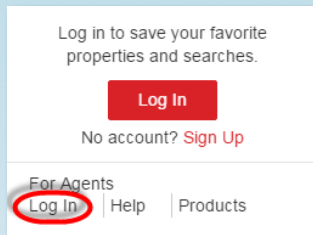


Access and login to your realtor.com® control panel

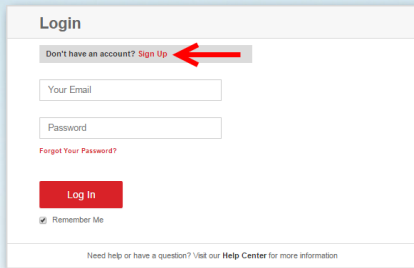
We are continually improving your Control Panel experience. The first page you see is the login page, which makes it easy to navigate the Control Panel to update your profile, enhance or view your listings, learn about solutions you can purchase, and get access to free education.

Signing up for an agent account

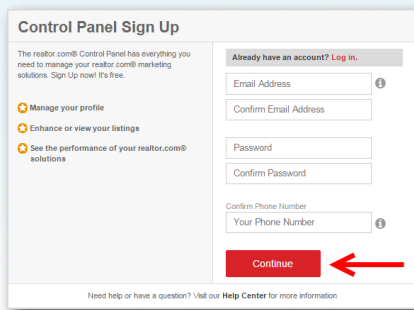
1. Hover your mouse over the Log In Link in the upper right corner on the homepage of realtor.com® and select **Log In** under the **For Agents** section. Or, you can go directly to <http://solutioncenter.realtor.com>.



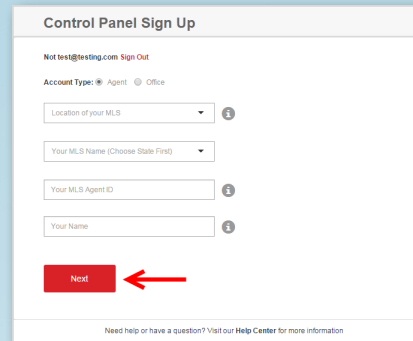
2. Click the **Sign Up** link.



3. Enter your agent email address, a new password to use when logging into your Agent Control Panel and a contact phone number then click the **Continue** button.



4. Select the state that your MLS is located in from the dropdown menu, select the name of your MLS from the dropdown menu, enter your MLS agent ID and enter your name then click the **Next** button.

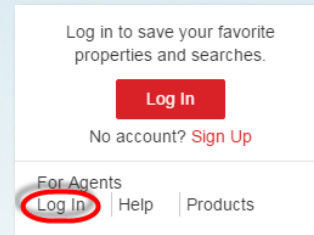


5. Review the **Terms and Conditions** and click "**I accept**" to continue.

6. A message will appear prompting you to enter your NRDS ID. The NRDS ID is critical to claiming your profile on realtor.com®.

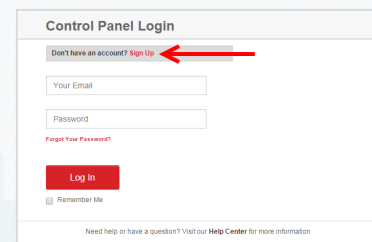
Logging into your agent account

1. Hover your mouse over the Log In Link in the upper right corner on the homepage of realtor.com® and select **Log In** under the **For Agents** section. Or, you can go directly to <http://solutioncenter.realtor.com>.



2. **Single Sign On**: Enter your **email address** and **password** then select the **Log In** button.

Note: If you have not claimed your control panel or if you have not established your account with the single sign on method, select the **Sign up** link indicated in the image below.

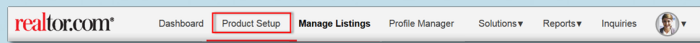


3. Review the **Terms and Conditions** and click **"I accept"** to continue.

4. A message may appear prompting you to enter your NRDS ID. The NRDS ID is critical to claiming your profile on realtor.com®.

Product Setup

To access product setup, select the **Product Setup** Link at the top of the agent dashboard after logging in to your agent account.



To add agent profile photo

1. Click the [edit photo](#) link to add your photo.

2. Click the **folder icon**.

3. Click [Browse...](#) directly above the folder icon.

4. Browse to the appropriate directory on your computer to select your agent photo. (recommended photo size: 80w x 120h pixels). Once the

photo is selected, Click [Open](#)

5. Click [Save](#)

To edit the agent business card

1. Click [edit product business card](#) to edit your information.

2. Enter your Name or Team name, Slogan, Website (be sure to include http:// before your website URL) and up to three phone numbers by typing them into the text boxes and choosing an appropriate label. This info will appear on multiple pages throughout realtor.com®.

3. Click [Save](#)

To edit the Broker Information

1. Click [edit broker information](#)

2. Enter the **Office Name**.

3. If you are required by your state to display broker information on your website or listings, select **Yes** or **No**.

4. If no click [Save](#) If **Yes**, continue to enter your

broker information including Broker Name, Broker Phone number and Street Address.

5. Click [Save](#)

Showcase Call Tracking

Showcase Call tracking allows you to display a toll-free number instead of your primary contact phone number on the listing details page. This allows realtor.com® to create reports that tell you how many consumers contacted you by phone because they saw your listing on realtor.com®.

1. Click [edit call tracking](#)

2. Click the checkbox [Track inquiries using a custom Toll-Free number](#)

3. Click the checkbox to receive a voice notification for incoming Showcase phone leads.

[Receive a voice notification for incoming Showcase phone leads](#)

4. Click the checkbox next to the phone number you would like consumers phone calls to be routed to.

5. Click [Save](#)

EMAIL

1. Click [edit email](#)

2. Enter the email where you would like leads filled out on your listing details page lead form to be delivered to under Consumer Inquiry Email.

3. Enter the email where you would like to receive emails about your account from realtor.com® under Your Contact Email.

4. Enter any additional email addresses that you would like to receive specific product emails under Product Emails.

5. Click [Save](#)
(Note: Not all email entries need to be the same address)

Lead Alert Text Message Notifications

You can receive a text message on your SMS enabled mobile phone in addition to an email notification when lead forms are filled out by consumers on your listings.

1. Click [edit text message notifications](#)

2. Click the Checkbox

[Send me lead alert notifications to my mobile phone](#)

3. Enter your SMS enabled mobile phone number.

Listing Enhancements

4. Enter the start time, end time and Time zone you are located in so that realtor.com® knows when you would like to receive lead alert text messages.

5. Click 

Locations & Neighborhoods

The Locations & Neighborhoods section is used to determine in what areas you would like to receive free courtesy leads from. In addition, the corresponding city names will display on your FIND A REALTOR® profile in the areas served section.

(Note: Only customers of Showcase Listing Enhancements or Company Showcase Enhancements are eligible to receive free courtesy leads.)

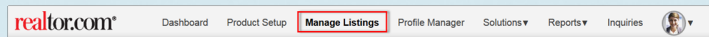
1. Click 

2. Enter up to 40 zip codes where you would like to receive free courtesy leads from.

3. Click 

How to access listing enhancements

1. Click on **Manage Listings** from the top navigation bar.



2. Click on the listing you wish to edit and select Edit Listing.

# Photos	Address	MLS ID	Price	List Date	Days On Site	Tour	Completeness
26	3 N Customer Care Street Beverly, CA 00003	C31LST218	\$3,500	10/25/2006	3148		100%
26	Preview on realtor.com® Edit Listing	C31LST219	\$95,000	10/25/2006	3148		100%
13	Feature Listing	C31LST220	\$1,001	10/25/2006	3148		100%
10	Preview Listing Report Schedule Listing Report	C31LST221	\$89,998	10/25/2006	3148		100%
13	3 N Customer Care Street 0 Beverly, CA 00003	C31LST222	\$3,500	10/25/2006	3148		100%
7	3 N Customer Care Street 0 Beverly, CA 00003	C31LST223	\$7,499	10/25/2006	3148		90%
16	3 N Customer Care Street 123 Beverly, CA 00003	C31LST224	\$650	10/25/2006	3148		100%

3. All of the enhancement tools will be listed.

3 N Customer Care Street Beverly, CA 00003
MLS ID: C31LST218
Preview on REALTOR.com®

Listings with enhancements get more page views and more leads than listings without. Take full advantage of all that the REALTOR.com® Marketing System offers you by enhancing your listings with photos, custom descriptions, open house announcements, and more.

Showcase Listing Enhancements
Preview your changes when you are done to see what your listing will look like on REALTOR.com®. Please note that it may take up to 10 minutes for your changes to appear on REALTOR.com®. Some features are not available on our mobile applications.

- Video Tours**
Upload or remove videos about properties for sale and/or take people on a neighborhood tour.
- Virtual Tours**
Add a virtual tour to this property.
- Manage Photos**
Contributes up to 30% of your "Listing Completeness %".
Change or add up to 36 photos. Listings with photos get more views than those without.
- Tour Descriptions**
Contributes up to 30% of your "Listing Completeness %".
A custom description will help you promote the best features of this property.
- Headlines**
Contributes up to 30% of your "Listing Completeness %".
Add up to Headlines and have them animate back and forth to make your listing stand out.
- Special Message Box**
Contributes up to 10% of your "Listing Completeness %".
Use this feature to deliver your personalized message to people who view your listing.
- Open Houses**
Get more potential buyers into your open house.
- Listing URL**
Add a listing URL.

Virtual Tours

Listing enhancements allows you to post a link to a virtual tour link to your listing.

1. Click 

2. Click into the **Virtual Tours** text box and enter the URL where your tour can be found on the web.

Virtual Tours
Add a virtual tour to this property.
Enter the URL for the Virtual Tour of this property. The URL will appear on the listing detail page on Realtor.com®

URL [Check URL](#)

3. Verify that your virtual tour URL works by clicking the link [Check URL](#).

URL [Check URL](#)

4. Click 

Manage Photos

You can edit, delete, rearrange, add captions and add new photos to a listing.

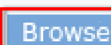
(Note: A listing can have up to 36 total photos)

To Upload new photos:

1. Click 

2. Click [Upload New Photos](#) link from the upper-right hand corner of the manage photos section.


3. Click **Browse** from the Upload Photo(s) window that opens.

Upload Photo(s) Add photo 

Multiple images can be selected by holding down the CTRL key while clicking the files. To select all files in a folder, use CTRL-A.

4. Locate the photo from your computer that you would like to upload to the listing and select them by holding down the CTRL key on your keyboard and clicking each photo or pressing CTRL + A to select all photos within the folder.

5. Click 

6. Click  from the Upload Photos(s) window.

7. Click  at the bottom of the manage photos section.

Listing Enhancements

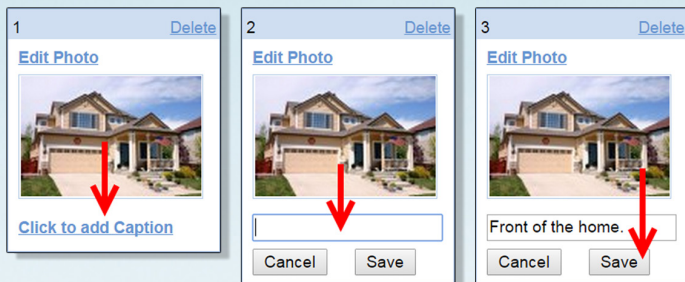
To change the order of the listing photos

1. Click on the photo you would like to relocate and hold the mouse button.
2. Drag the photo to the position you would like it to be displayed and release the mouse button.
3. Once you are satisfied with the order of your photos click **Save Changes** at the bottom of the manage photos section.

Note: The number in the upper left hand corner of the photo thumbnail indicates its position. Photo number 1, is the photo that will be seen first by consumers on the listing details page and the search results page.

Add a photo caption to a listing photo.

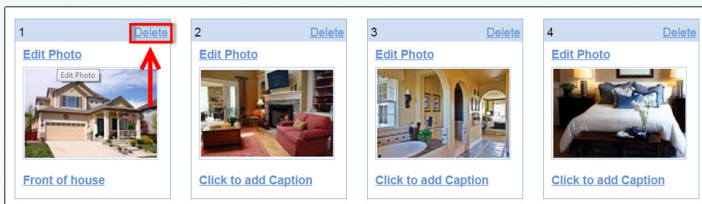
1. Click the link **Click to add Caption**.
2. **Enter text** in available field. (160 characters maximum)
3. Click **Save** when complete.



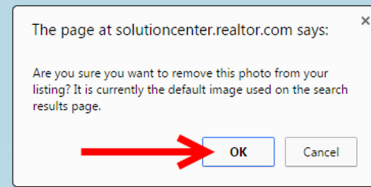
4. Click **Save Changes** at the bottom of the manage photos section.

To remove a photo from the listing

1. Click Delete from the upper right hand corner of the photo thumbnail.



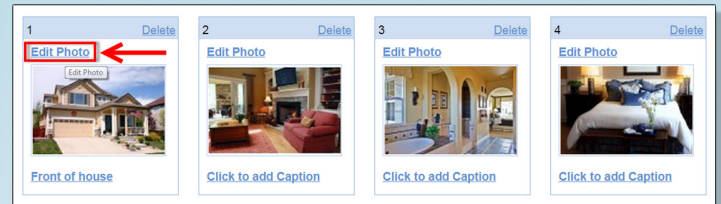
2. Select **OK** from the dialogue box that appears.



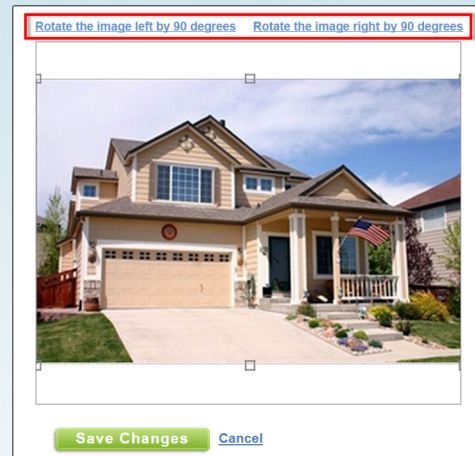
3. Click **Save Changes** at the bottom of the manage photos section.

Edit Photos

1. Select **Edit Photo** from the upper left hand corner of the photo thumbnail.



2. To rotate the photo, select the links labeled **Rotate the image left/right by 90 degrees**.



3. Click **Save Changes** at the bottom of the edit photo window.

4. Click **Save Changes** at the bottom of the manage photos section.

Listing Enhancements

Text Descriptions

Listing enhancements allows you to add a property description for a listing (up to 2500 characters).

1. Click [Text Descriptions](#)
2. Enter your property description in the text box provided.
3. Select which description you would like to display on the search results page of realtor.com®. Either the description you entered or the description pulled from the MLS. Note: Only the first line of the chosen description will display.

Which description would you like to appear on the Search Results page on REALTOR.com®?

REALTOR.com® Description

MLS Description

4. Select which description you would like to display on the listing details page of realtor.com®. Either the description you entered, the description pulled from the MLS or a

Which description would you like to appear on the Listing Detail page on REALTOR.com®?

REALTOR.com® Description

MLS Description

Both

5. Click [Save](#)

Headlines

Headlines allows you to create 2 custom messages (up to 50 characters each) that will display in a bright gold color and fade between messages at the top of the listing details page.

1. Click [Headlines](#)
2. Enter the messages within the text boxes provided for Headline 1 and Headline 2.

Headline 1: (50 characters max)

Headline 2: (50 characters max)

3. Click [Save](#)

Open Houses

realtor.com® listing enhancements allows placement of up to 5 open house events to be scheduled per listing in advance to display on the listing details page. Add a new open house event

1. Click [Open Houses](#)
2. Click [Add an Open House Date](#)

3. Enter your open house information in the form provided.

Add Open House Date

Date of Open House: Jun 16 2015

Start Time: am pm
12:00

End Time: am pm
12:00

Refreshments will be provided:

Phone Number: Ext.
(to confirm open house)

If you want added visibility for your upcoming Open House, utilize the Edit Headlines feature

Open House Additional Comments:

(250 characters max) 250 characters remaining.

[Save](#) [Cancel](#)

4. Click [Save](#)

Edit or Delete an existing open house event
An existing open house event can be modified or removed from a listing by using the Edit and delete links.

Open Houses				
Date	Start Time	End Time	Refreshments	
Friday, November 06, 2015	2:00 PM	4:00 PM	Y	Edit Delete

Listing URL

The listing URL field allows you to create a link on the listing details page to an agent website or an office website of your choosing.

1. Click [Listing URL](#)
2. Click into the URL text box and enter your web address that you would like to display on your listing. (Example: Http://www.yourvirtualtour.test.com)

URL [Check URL](#)

3. Verify that your URL works by clicking **Check URL**.

URL [Check URL](#)

4. Click [Save](#)

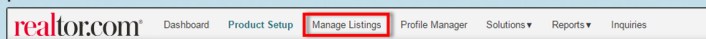
Listing Reports

realtor.com® gives you the ability to view and generate listing traffic reports that you can email to your home sellers on a set time frame.

(Note: Only customers of Showcase Listing Enhancements or Company Showcase Enhancements are eligible to view and send Listing Reports)

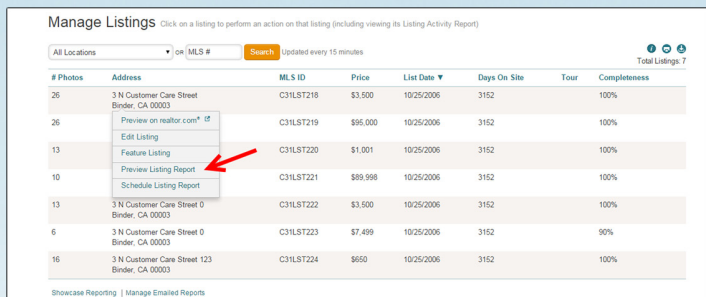
Viewing Listing reports

1. Click **Manage Listings** from the top of the agent control panel.



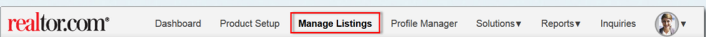
2. Click anywhere on the property line that you wish to view the report for.

3. Once the dropdown menu appears, click **Preview Listing Report**.

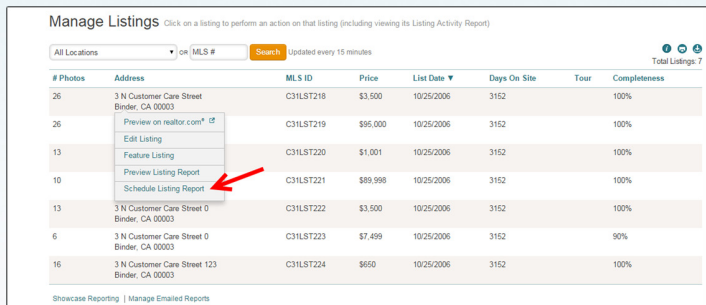


Scheduling/Sending Listing Reports

1. Click **Manage Listings** from the top navigation bar.



2. Click anywhere on the property line that you wish to schedule the report for.



3. Once the dropdown menu appears, click **Schedule Listing Report**.

4. Use the dropdown menu to select the recurrence of the report to be sent.

(One time report, Weekly, Every two weeks or Monthly)

Recurrence:
 Latest Report (Apr 1 - Jun 20, 2015)

5. Enter your agent email address.

From

6. If you would like to receive a copy of the report, click the checkbox Send me a copy

7. Enter a list of email addresses (separated by a semi-colon) that you would like to send the report to in the **To** field.

8. Customize the message you would like to be included with the sent report in the **Message** text box.

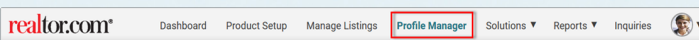
Message

9. Click

Access the Agent Profile Manager

The all new Agent Profile will display on the Find a REALTOR® search of realtor.com®, providing additional exposure for yourself to gain clientele and to further promote yourself on realtor.com® and increase your web credibility.

1. Click **Profile Manager** from the top navigation bar.



Agent Profile: About Me

After entering the Profile Manager, you will be directed to the **About Me** page of your profile. This is where a majority of your personal information will be entered to display on the **Find a REALTOR®** search on realtor.com®.

Agent Profile and Background Photo

To add an agent profile photo:


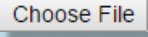


1. Click the icon in the box titled "Add a photo of you"

2. Click from the dialogue box.

3. Locate the image file from within your computer's hard drive, select the image to upload and click at the bottom of the window.

4. Click 

To add a background photo:

1. Click the  icon in the box titled "Add a background photo"
2. Click  from the dialogue box.
3. Locate the image file from within your computer's hard drive, select the image to upload and click  at the bottom of the window.
4. Click 

How should Clients get in touch?

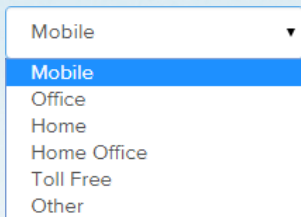
In this section, you can provide your potential clients with a way to contact you.

1. Enter the best contact phone number to reach you in the text field labeled **Phone**.

Phone:

(480)555-1234

2. Select a label for your phone number from the dropdown menu.



Mobile
Mobile
Office
Home
Home Office
Toll Free
Other

3. Enter your Email address in the text field labeled **Contact Email**

Contact Email:

Test@agent.com

Let people know a bit about you.

In this section, you can inform your potential clientele about yourself.

1. Select a **Professional title** from the dropdown menu.



Professional Title:
Select a title...
Select a title...
Agent
Appraiser
Assistant
Auctioneer
Broker
Broker Associate
Broker/Owner
Buyer's Agent
Commercial Agent
Commercial Broker

2. Enter the areas of Real Estate that you specialize in inside the **Specialties** text box.

(e.g. beachfront property, vacation homes, foreclosures)

Specialties:

add

3. Tell your potential clients where you work, by entering zip codes in the **Zip Codes You Serve** text box. The corresponding cities will display on your profile page. You can enter up to 50 zip codes.

Zip Codes You Serve:

add

4. Use the dropdown to select the year you started in real estate, using the **First Year of Service** Dropdown menu.

First Year of Service:

Select a year...

5. Enter the URL for your website in the **Website** text box.

Website:

e.g. http://www.yourwebsite.com

6. Tell your potential clients about yourself in the **Bio** text box.

Bio:

Listing Display Options

The **Listing Display Options** section, allows you to control what type of listing information displays on your realtor.com® agent profile by selecting the appropriate check boxes.

1. Show my price range* - Displays a price range of both current and historical listings over the last 6 months.

Show my price range

2. Show listings section - Displays a map of all of your current listings with a timeline and photos on your agent profile page.

Show listings section

3. Show my sold listings* - Displays your historical listings over the last 6 months.

(Note: Sold Listings may not be available in all markets)

Show my sold listings

*Features are MLS dependent

4. Click 

Your Brokerage & Office

In this section, you can provide contact information about your office.

1. Select the Change This button in the Your Brokerage & Office section.

Your Brokerage & Office

Brokerage:

Office:

Address:

[Change This](#) ←

2. Enter your Brokerage Name.

Brokerage Name

3. Enter your Office Name.

Office Name

4. Enter the Phone Number of Your Office.

Phone Number of Your Office

5. Enter the Address for your office.

Address Line 1

City State Zip

Scottsdale Arizona 85260

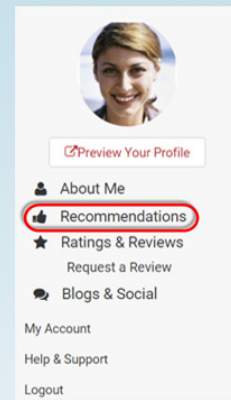
6. Click 

Recommendations

You can receive recommendations or testimonials from clients, business associates, friends or family members that will display on your realtor.com® agent profile.

To access Recommendations

1. Select the Recommendations link under your agent profile photo on the upper left hand side of the profile manager.



Getting Recommendations

To copy existing recommendations over from **RealSatisfied**

1. Click 

2. Enter your RealSatisfied Vanity Key

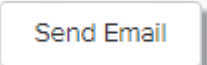
http://www.realsatisfied.com/ [your-vanity-key] ←

3. Select 

Send an email to a list of past clients

You can send an email to a list of past clients requesting that they leave you a recommendation on your agent profile.

1. Enter email addresses of past clients in the text box.

2. Click 

Add some recommendations that you've already received

You can manually enter recommendations that you have received from another source to display on your agent profile.

[Add a recommendation](#)

1. Click
2. Enter the Name of the person who left the recommendation.

Name of Recommender:

Name...

3. Enter the Date they left the recommendation.

Date of Recommendation:

July

29

2015

4. Enter the recommendation text.

Recommendation

What did they say?

Add details to make your recommendation stand out

5. Use the dropdown menu to identify your relationship to the recommender.

How do you know the recommender?

Select how...

6. Click [Choose File](#) to upload a photo for the transaction. (For Example: you and your client in front of a SOLD sign)
7. Paste the URL or web address of a Youtube or Vimeo video of the recommendation.

Video of the Recommendation:

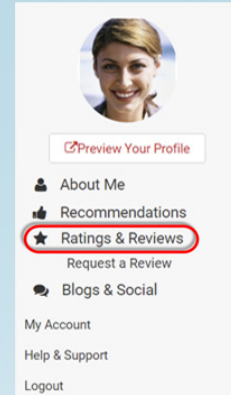
8. Click [Save and Share](#)

Ratings & Reviews

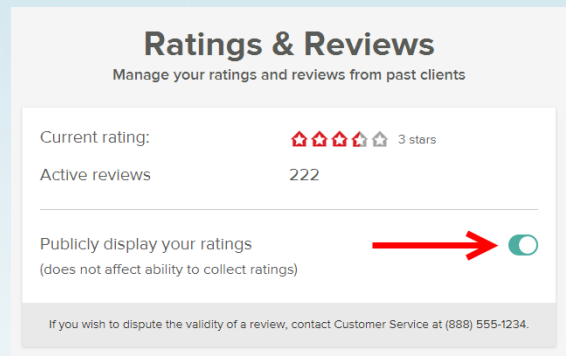
You can now receive ratings and reviews on your realtor.com® agent profile. A higher rating from prior clients will assist you in building your profile credibility.

To access Ratings & Reviews

1. Select the **Ratings & Reviews** link under your agent profile photo on the upper left hand side of the **Profile Manager**.



2. You can choose if you would like to display your ratings on your realtor.com® agent profile, by clicking the switch icon labeled **Publicly display your ratings**.

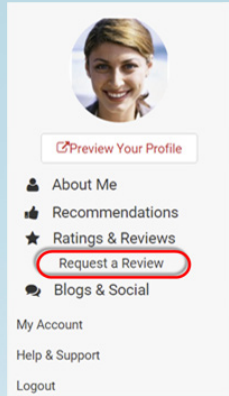


Request a Review

You can send a request to past clients asking them to add a review to your realtor.com® agent profile.

To Request a Review

1. Select the **Request a Review** link under your agent profile photo on the upper left hand side of the **profile manager**.



2. **Property Details:** Since we publish only reviews that are associated with a clients who bought or sold a home, we use the following information to verify that your review meets these standards.

Provide details about the transaction and property location

- Enter **MLS Identifier** (optional)

A form field labeled 'MLS identifier' with a placeholder 'MLS Identifier (optional)' and a green checkmark icon to the right.

- Enter **Transaction date**

A form field labeled 'Transaction date' with a placeholder 'MM/YYYY' and a green checkmark icon to the right.

- Enter the **Property Address**

A form section titled 'Property Address' containing four fields: 'Address Line 1' (with a green checkmark), 'City', 'State' (a dropdown menu), and 'Zip Code'.

3. Click

[Go to Step 2](#)

4. **Client Information:** We publish only reviews that are associated with a client who bought or sold a home, we use this information to verify that your review meets these standards. We will not display your name, email address or phone number in connection with your review.

Provide details about your client

- Enter the **Name of the client**

A form field labeled 'Name of client' with a placeholder 'Name of client' and a green checkmark icon to the right.

- Select who **you represented**

A form field labeled 'You represented the' with radio buttons for 'Buyer' and 'Seller' and a green checkmark icon to the right.

- Enter the **Client email**

A form field labeled 'Client email' with a placeholder 'Client email address' and a green checkmark icon to the right.

- Enter the **Client Phone** number

A form field labeled 'Client phone' with a placeholder and a green checkmark icon to the right.

- Enter a **Message to your Client**

A form field labeled 'Message to your client' with a placeholder 'Message to your client (optional)' and a green checkmark icon to the right.

5. Click

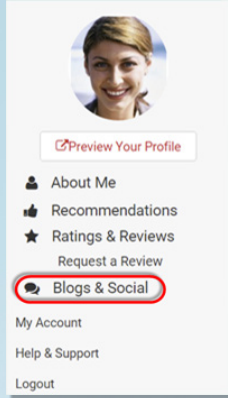
[Submit Request](#)

Bloggs & Social

You can display feeds and posts from your social networking accounts, on your realtor.com® agent profile.

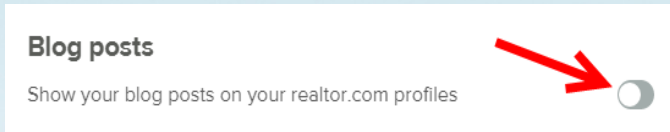
To access Bloggs & Social

1. Select the **Bloggs & Social** link under your agent profile photo on the upper left hand side of the **Profile Manager**.



Blog Posts

1. To display blog posts to your agent profile, click the switch icon in the **Blog Posts** section.



2. Enter your **Blog URL** in the text box.

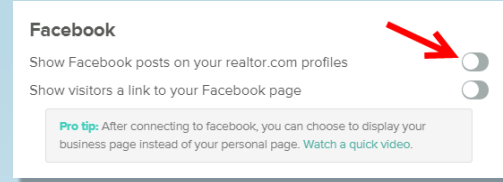
Your blog url

For example: <http://mywebsite.com/blog>

3. Click 

Facebook


1. To display posts you create on Facebook on your agent profile, click the switch icon in the **Facebook** section next to the label **Show Facebook posts on your realtor.com® profiles**.

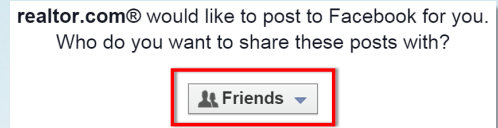




2. Enter your Facebook login credentials.

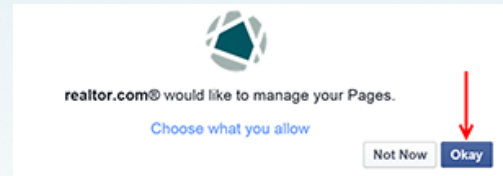
A screenshot of the Facebook login form. It has a title 'Facebook Login' and two input fields: 'Email or Phone:' and 'Password:'. Below the fields are checkboxes for 'Keep me logged in' and a 'Log In' button. There are also links for 'or Sign up for Facebook' and 'Forgot your password?'.



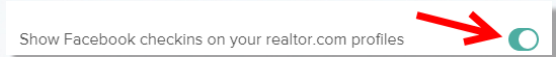
3. Click 
4. Select who you would like to share posts from realtor.com® with from the dropdown.



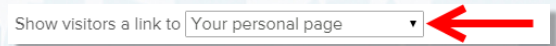
5. Click 
6. Click  from the screen requesting that realtor.com® manage your pages.



7. Click the switch icon if you would like to show Facebook checkins on your realtor.com® profile.

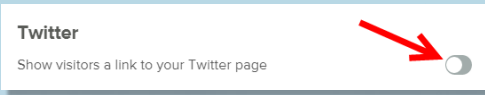


8. If you would like to display a link to your Facebook page on your realtor.com® profile, use the dropdown menu to select which account to display.

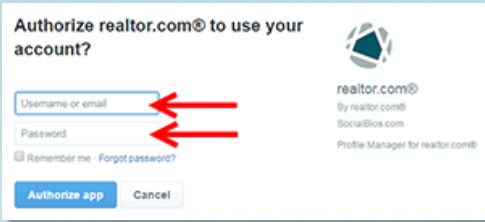


Twitter

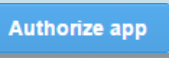
1. To display posts you create on Twitter on your agent profile, click the switch icon in the **Twitter** section next to the label **Show visitors a link to your Twitter page**.



2. Log in to your Twitter account.

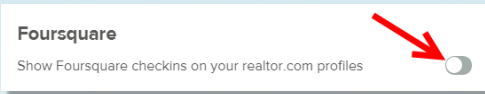


3. Click

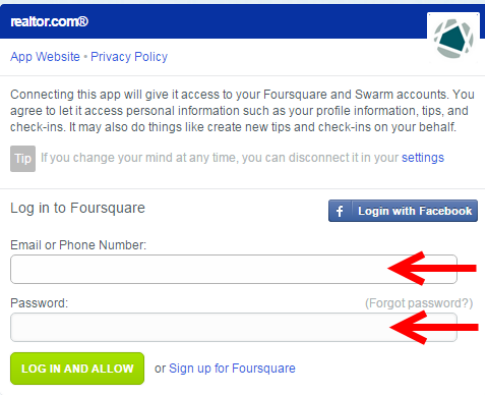


Foursquare

1. To display your Foursquare Check-ins on your agent profile, click the switch icon in the **Foursquare** section next to the label, **Show Foursquare checkins on your realtor.com® profiles**.



2. Log in to your Foursquare account.

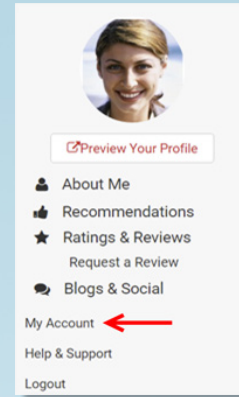


3. Click



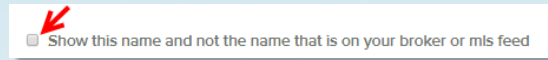
Profile Account Options

To access your profile account options, click **My Account** from the agent profile navigation panel.



What name do you want on your profile?

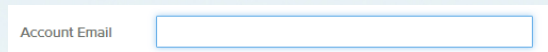
1. You can control the name that displays on your agent profile from this section. Enter your First, Middle, Nick & last name.
2. Choose what name you would like to display on your agent profile by selecting the checkbox.



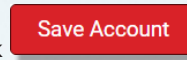
Account Settings

realtor.com® will notify you when you receive reminders, new recommendations & problems with your account.

1. Enter the email address where you would like to receive notifications of this type in the **Account Email** text box.



2. Click



Emails you want to receive

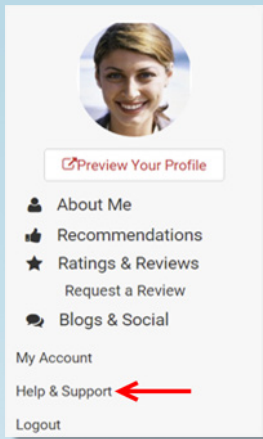
You can choose what type of email notifications you would like to receive by selecting the appropriate checkboxes from the **Emails you want to receive** section.

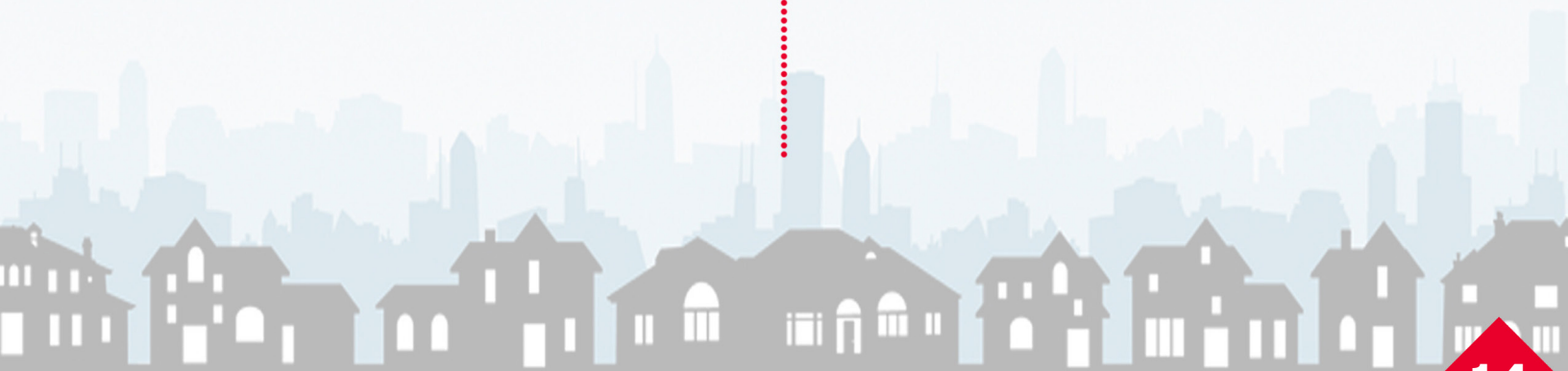
Emails you want to receive

- New recommendations to approve
- A reminder upon closing to get a recommendation
- Problems with your account

Help & Support

Assistance is at your fingertips with the **Help & Support** center link on the the agent control panel navigation panel. The **Help & Support** center has helpful tips and tricks and other information to help you get the most from your realtor.com® agent profile.





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