

Best Practices for Setting up a Trulia Profile

Please read this entire article prior to setting up your Trulia Profile. You need to have several bits of information handy that will make this an easier process.

Go to www.trulia.com

In the upper right corner of the home page click on Sign Up (Free)

You will be taken to the Create Your Free Account Page where you will enter your name, email address, you will select a password and reenter it, you will provide your location (Suwanee, Atlanta, Gwinnett County or whatever) and then you will select Real Estate Pro and when the new window pops up you will select what type of Pro you are. You will then enter your phone number and leave the two boxes checked and then click on Create Account.

You will then be taken to a screen that will attempt to sell you an upgrade to Trulia Pro. You Do Not have to purchase this upgrade. At the bottom of the page you can select No Thanks or Remind Me Later. You will have the opportunity to obtain this upgrade later.

The next page you are taken to is a welcome page. On the right hand side of the page is a link for you to complete your profile. Follow this link and complete the questions. Remember to add the cities that you work in and add you website and if you have multiple websites add them. You can also add links to interior pages of your site here. Don't be afraid to enter the URL for home search, your featured listing page and remember to give each page a title as you fill out this information. You will also be able to add your photo from this page. As you begin completing the questions and scroll further down the page you will be able to add information about your experience, an about me page as well as testimonials. After completing this information remember to save your input. When you click on the save tab you will return to a general page with several categories on it. Click on Back To My Profile.

From this page you will now be able to start finding and claiming your listings. As you claim your listings be sure to have a list of your sellers email addresses handy. You will be able to set up each listing on an automated weekly email of how many times their home was viewed on Trulia that week along with how many times the viewers requested detailed information.

As you fill out your information on Trulia you will be offered the opportunity to add Trulia Widgets to your site. They are cute and have interesting names like TruliaSlideshow, TruliaCarousel, TruliaSnapshot, TruliaMap, TruliaVoices, TruliaCalculator, TruliaHomeroll, TruliaMinistats, TruliaStats, TruliaSearchbox and TruliaChart. Don't worry about adding these now. We will go into them in more depth a little later on.