

Internet Listing Sweep Tips

Windermere automatically sweeps to Zillow, Yahoo, Trulia, Google and Realtor.com. If you sign up for Listing Xpress your listings also sweep to craigslist. Listing Xpress also gives you a client report tool showing website hits. Make sure you get photos on the mls as soon as the listing goes live so that they sweep to all sites. The first 4 photos are the most important as craigslist and realtor.com only show the first 4. Make sure all data is correct on the mls so that it sweeps properly. The initial sweep and resweeps for changes can take up to 72 hours to get to Zillow, etc. For example: Listing activated Monday at noon. Sweeps to Ubadoo Monday night. Ubadoo has the feed available to Trulia, Yahoo, Google, Zillow within 24-48 hours and is picked up separately by each. You can't sign up for listing xpress until you have an active listing.

	Yahoo	Trulia	Google	Zillow	Realtor	Craigslist
Sweep Frequency	Daily, resweeps when changes	Every 3 days				
Number of Pictures	All photos	All	One	All	First 4	First 4
Support	techsupport@windermere.com	customerservice@trulia.com	customersupport@google.com	listingsupport@zillow.com	customerservice@realtor.com or 1-800-878-4166	none

Zillow: Activate your account and update your profile (as a professional not consumer). Make sure you have the same email address as the one showing on the roster. Make hyperlinks in your profile to your other websites. Use good keywords in your profile so that google finds you. Embed "view my zillow profile" button on your website. Look up neighborhoods and compare then embed code in your website (dynamic). A contribution means you have listings, photos, advice, etc. Under Advice: set up email alerts and drill down on neighborhoods and see the advice. Think about paid advertising (create this ad). Turn on email alerts on listing itself and turn it on from listing page inside your profile. Zillow is popular in this area because it is local. Homeowner can enter their own listing manually but our feed will overwrite it when it comes through. If you say no to allowing Automated valuation on mls, you won't sweep to zillow. If you make a change on the mls, it will resweep.

Realtor: Sweeps directly from MLS. The only way to link to your contact info is to buy an upgrade. Contact Ross at realtor.com. Cost 31.50 per avg number of listings from the previous two years. If you need to make a change to listing, make a change on mls and it will resweep next day. Takes first 4 photos from mls. Realtor.com uses Bing, so Microsoft clients like it.

Craigslist: Use Listing Xpress. Takes first 4 photos from photo gallery or mls if no gallery.

Listing Xpress: Get reporting tool and direct login to post ads through windermere worc.

Trulia: Create profile and claim each new listing. Set up alerts. Upgrade to Pro for featured listings and featured profile.

Google: Search via google maps, advanced options. One picture.

Yahoo: realestate.yahoo.com is nearly as popular as zillow and realtor.com. In 2010 it will connect with facebook.