

Free Trulia Tools to Convert More Clients

In this class we learned about five awesome (and FREE) tools Trulia has to help you attract more clients. And given that Trulia attracts 35 million unique visitors to their site every month, there is a huge opportunity all of us can benefit from if we take the time to make sure we have a presence on that site. Thank you so much to Charis Moreno and her team at Trulia for being gracious enough to join us and share so many helpful insights with us to help us all take our business to the next level.

Below are a series of links to helpful instructions on each of the topics we covered.

Top 5 Trulia Tools with Instructional downloads:

1. Create an agent profile on Trulia
 - a. <http://agent.trulia.com/acton/attachment/2844/f-01d7/1/-/-/-/1%20Complete%20and%20Optimize%20Your%20Trulia%20Profile.pdf>
2. Add your sold listings
 - a. http://agent.trulia.com/acton/attachment/2844/f-0698/1/-/-/-/Adding_Sold_Listings_Trulia_2014.pdf
 - b. Note: if you have a bunch of sold listings you'd like to add at once, Trulia's customer service department can do a bulk upload for you. Contact them at training@trulia.com to assist you. Here's the CSV template you'll use to input all of your sold data. (Note—it will immediately download when you select it).
<http://agent.trulia.com/acton/attachment/2844/f-0592/0/-/-/-/file.xlsx>
3. Claim your listings
 - a. <http://agent.trulia.com/acton/attachment/2844/f-020c/1/-/-/-/FINAL-HANDOUT-Agent-2013-Claim-Submit-Listing.pdf>
4. Set up Client Listing Reports: <http://www.trulia.com/pro/using-trulia/delight-your-sellers-automatically-with-client-listing-reports/>
5. Download the Trulia for Agents Mobile App: <http://www.trulia.com/agents/mobile>

Extras:

6. **Add your Market Leader email address to your Trulia profile for lead notifications (aka Site Stream)**
 - a. <http://learn.marketleader.com/display/learning/Automatically+Add+Trulia+Leads+to+Your+System>
7. **Get Recommendations on your Trulia profile**
 - a. Have existing recommendations you want to add?
 - i. Visit your Get Recommendations section of your Trulia account (<http://www.trulia.com/recommendation/request/upload/>) and click Add.
 - b. Want to request new recommendations from your friends/past clients in Market Leader?
 - i. Log out of your Trulia account and find your public profile in the agent directory on Trulia.

- ii. Copy the link of your public Trulia profile.
 - iii. Compose an email in your Market Leader account. (Sample text *"I'm writing to request a brief review of my work that I can include on my Trulia profile. Please let me know if you have any questions. Thanks for your support! [Click here to recommend me.](#)"*)
 - iv. Highlight the portion of your text (in yellow) you want to link to your Trulia Profile and select the chain link icon (hyperlink) in your email editor. Then paste the link to your Trulia Profile you copied above.
 - v. Click send!
- c. Add recommendations to your Market Leader site:
- i. To add any recommendations you've previously gathered to display on your Market Leader website, just go to the "About" tab on your Market Leader website, and click the "recommend" button.
<http://learn.marketleader.com/display/help/Consumer+Website+-+Client+Recommendations>

Additional questions for Trulia? Email: training@trulia.com