# REORedBook
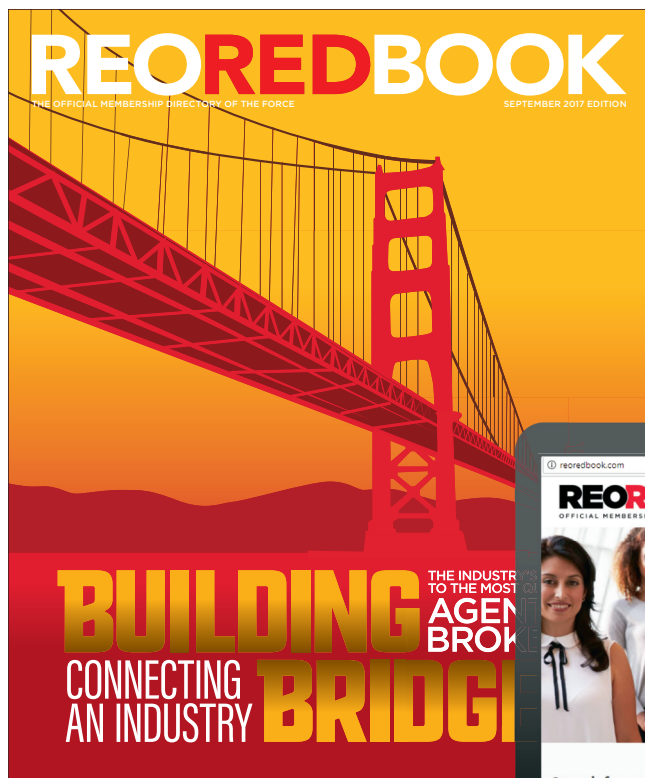
OFFICIAL MEMBERSHIP DIRECTORY OF THE FORCE

How to Maximize Your Exposure With REORedBook.com

# Stay ahead of the curve by updating your profile information today.

Performance metrics like days-on-market, sales-turn-ratio, and average-contract-to-close enable you to showcase the best you have to offer.

The new and improved REORedBook.com enables you to increase your exposure among clients looking to assign listings in your area more intuitively than ever before.
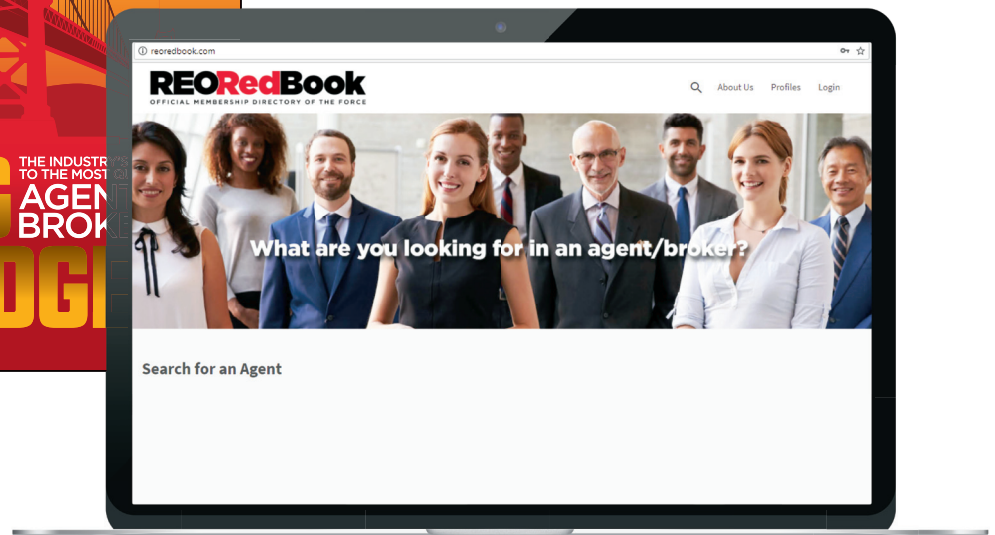
# Creating Quality Connections Online and In Print

It's important that you fill out your online profile completely and keep it updated in real time to maximize your exposure. The print edition of the REO Red Book is distributed annually to industry leaders at the Five Star Conference.

Make all necessary changes to your profile information by July 2018 to ensure your print listing is accurate and up-to-date.

WHAT GOES INTO THE PRINT EDITION:

» Name/Company Name

» Address/Contact Information

» Years in Real Estate/Years in REO: Let our audience know how experienced you are.

» Biography: Whether you want our audience to get to know you better, or prefer to list your industry accomplishments, this is where you tell clients who you are.

» Technology Used: Share the REO specific platforms and tools your company has put in place, such as Equator, RealtyTrac, RES.NET, and more.

» Clientele: Big or small, list relevant companies you have previously worked with in the mortgage or real estate industry.

» Counties Served: Include the regional areas you and your team provide coverage to.

» Services (Choose from):
  » Loss Mitigation
  » Pre-foreclosure Services/Analysis
  » Property Management
  » Property Preservation, Security, Stabilization
  » Trash-Outs
  » Valuation Services

» Accreditations: College degrees, industry certifications, training, or related education accomplishments play a big part in presenting you experience.

» Affiliations: National, state, and local real estate organizations that you are a member of or any other business association that brings attention to your experience.

*Please note: The photo you upload to your online profile is the one that will be used in the print edition, and only headshots will be included.*
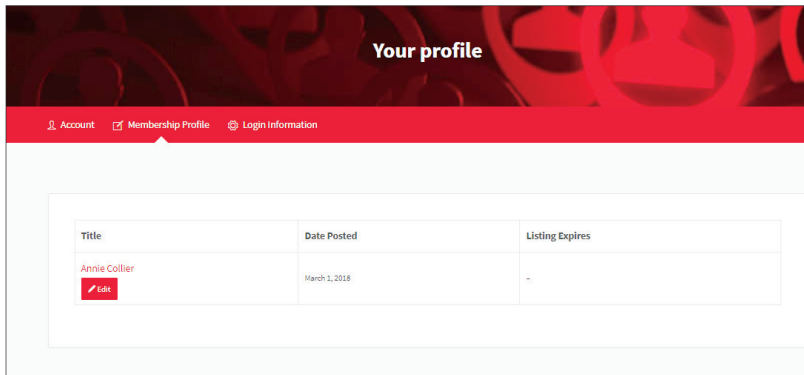
# Setting Up Your Online Profile:
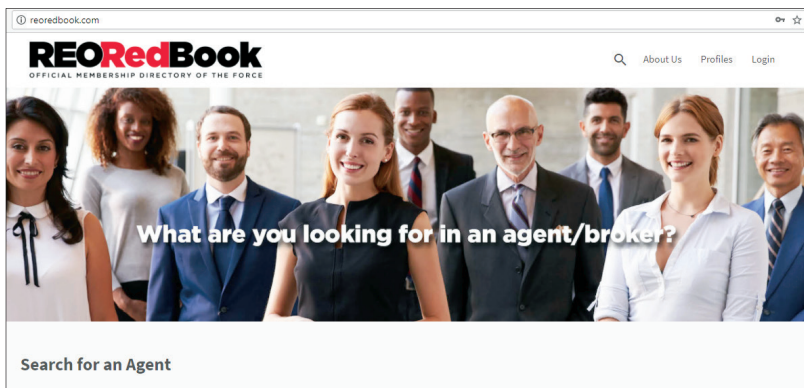


## Step 1

Go to REORedBook.com and select "Login."



## Step 2

You will be prompted to access your account using the login credentials provided to you by a FORCE representative.
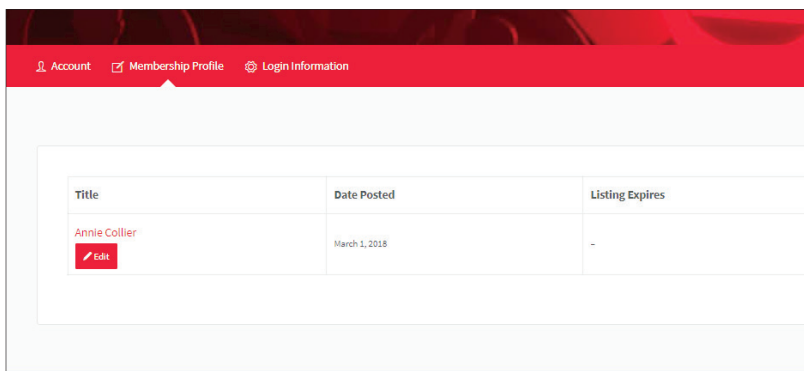
## Step 3

This is what your profile homepage will look like.



## Step 4

Select "Login Information" to reset your password.



## Step 5

Select "Membership Profile" and click the "Edit" icon.

Account    Membership Profile    Login Information

**Your account**

You are currently signed in as annie_collier.　　　　　[Sign out]

## CONTACT INFORMATION

**Full Name***

Annie Collier

**Company**



## GENERAL INFORMATION

**Bio***

me

**Year Started Real Estate***

TX

**Year Started REO***

5

**Year Started Short Sale**



## Annual Data Based on 2017

**Number of Employees**

○ 0-4　　○ 5-10　　○ 11+

**Number of Contractors**

○ 0-4　　○ 5-10　　○ 11+

**Cash for Keys Offered**

**Cash for Keys Completed**

|



**Agent Headshot**

×

[Choose File] No file chosen　　　　Maximum file size: 64 MB.

**Website ***

http://

**Phone Number ***

2145256700

[Save changes]

# Step 6

You will be able to edit all your profile information on the "Membership Profile" page.

## Step 7

Once you have uploaded your headshot and filled out your profile information as completely as possible, click "Save Changes."



## Step 8

Wait for a confirmation message to appear that says your changes have been saved.



## Step 9

Click "View" to see your updated profile.



## Step 10

Search your location(s) to verify that your profile shows up for clients looking for listing agents in your area. Make sure clients can find you by testing any other relevant search criteria.

Remember, the more information you include in your REORedBook.com profile, the more ways clients have to locate you for assignments.

If you have any questions or need assistance, please contact 214.525.6700 or FORCE@TheFiveStar.com.