Updating your Agency Profile

Quick reference guide

☆ realcommercial.com.au

an part of a





Agency Profiles has a brand new look

Your Agency Profile on realcommercial.com.au is the place to showcase your brand and capture the attention of sellers and landlords as they search for the right agency.

We've made some changes to our Agency Profiles pages, to make it even easier for you to stand out from the competition.





Updating your Agency Profile

Your Agency Profile is updated through your Agent Admin account.



- In this section you can update:
- Agency logos
- Hero image
- Agency brand colour

Servicing Suburbs

In this section you can update the suburbs serviced by your agency (up to 10).





Simply log into Agent Admin and navigate to the relevant sections within Your Profile to make your updates.



Hints and tips for getting the most out of your Agency Profile



Agency details (name, address and email)

Ensure that your agency name and address are spelled correctly and up to date. This will help enhance your visibility in Google search results when people are searching for agencies like yours, in and around your suburbs. Note that the enquiry button on your Agency Profile will direct to the email address that you include in the contact details section in Agent Admin.

Office description

Here's where you can really set your agency apart. What makes you and your team unique? What drives you? It's important that you establish a connection with potential customers by focusing on what you can do for them. Be concise – descriptions are limited to 700 characters. And don't forget to proofread your spelling and grammar. You can also include links to your Facebook, Twitter and Instagram accounts, along with your agency website. These links allow potential customers to easily connect with you on other channles and get a better sense of who you are.

Agents

Ensure that you include your agents' first and last name, job title and an image so that they appear in the 'Meet the team' section. If no agent information for an agency meets these requirements this section will be hidden from your Agency Profile.



Agency logo

We pull through the largest agency logo file from Agent Admin, so we recommend that you upload one that is 340px x 64px for maximum brand impact. If your logo is low res it may appear distorted or pixelated, which is hard to read and can look unprofessional.

Hero image

For best results, upload a hero image that is 1000px x 400px in either .png or .jpg format. Be sure to select a clear, sharp image that showcases your agency's personality without being distracting. Consider shots that showcase your local area and avoid any images that contain text or logos as they may be cropped.





Got more questions?

Reach out to your Account Partner



