

HOW TO TRACK & INCREASE YOUR BUILDING SCORE

Adding content to your building page will increase the building score. Scores range from 0 to 1000 and a score of at least 700 is recommended to increase traffic and leads.

1. To get started - go to MY.CONDO.COM and click on your brokerage name
2. Click AGENT LOGIN in the top left box
3. Enter your User Name and Password to login to your account where all of your Buildings will be displayed.
4. Click on any Building to get started. You can follow the same process to check and increase the score for every building on which you are a Building Expert.
5. On the right hand menu select EDIT & UPDATE BUILDING. You will be taken to the building curation page where content can be added and edited for your specific building.
6. Click the green SCORE link at the top of the page to open the scorecard where you can view your Building Content Score.



7. The SECTION and ITEM columns show the specific area on the building page being scored.
8. The SCORE column shows you the score for that specific item. All of the individual scores per item comprise the overall Building Content Score.
9. The RULE column explains the scoring methodology and how to increase the score for each Item
10. The COUNT column shows you how many words, views, amenities, images and other data points have been added to curation.
11. The VALUE SECTION shows the specific content added to the page which determines the score.

12. Now that you understand how to check and increase your building score, it's time to update your building.

13. Close the tab and enter the applicable data on the building curation page. Don't forget to hit Save after every entry!



SAVE

CURATION TIPS!

If you need inspiration, go to the building's website or view current and sold listings. It is important to add original or modified content as opposed to cutting & pasting from other sources. All data added is checked for plagiarized content, which negatively impacts the score.

Go through each section and see where you can add information to increase your score, and remember, the goal is to provide the most comprehensive information for buyers and sellers and position you as the Building Expert.

Are you including every building and unit amenity?

Are you adding photos and floorplans? Prospective buyers love to look at videos, pictures and floor plans. Videos and images add tremendous value and add points towards the score.

The information required for the General sections is easy to research and enter data for an immediate increase in score.

Management Company information, association dues and pet policy can be obtained with one phone call to the Management Office

Good luck and feel free to send a note to support@condo.com if you have any questions or need help curating!

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