

Updating Your PSAR REALTOR® Profile in Rapattoni

How your information appears in the online Find a REALTOR® directory

Your PSAR directory profile is built from the information in your Rapattoni membership record. Keeping it current is how you control what buyers and fellow agents see when they find you online. This guide walks you through logging in and completing each field. Most updates appear in the online directory within 24 hours.

Part 1 — Logging In

Step 1 Go to **psar.org** and click the **Member Portal** button at the top of the page.

Step 2 Enter your **Member Number or MLS Number** and your password.

Step 3 Forgot your password? Use the reset link on the login page, or call PSAR Support at **619-421-7811**.

Step 4 Once you are logged in, open your profile by choosing **My Profile** (it may also be labeled My Information or Membership).

Part 2 — Your Directory Profile

Complete the fields below. Each one controls something a visitor sees on your listing and on your personal profile page.

Photo A professional headshot. Rapattoni recommends 200 pixels wide by 300 pixels high, saved as a .jpg or .png. This is the portrait shown beside your name in the directory and at the top of your profile page. A clear, current photo makes a strong first impression.

Name and Office Pulled directly from your membership record and kept accurate by PSAR. If your name or brokerage is shown incorrectly, contact PSAR staff to correct it.

Email, Phone, and Website How the public reaches you. Confirm each one is current, since these become the clickable contact links on your page.

Designations Your earned designations, such as GRI or CRS, appear as badges on your profile. List each one you hold.

Field of Business (Focus) Your primary specialty, for example general residential sales, commercial, or property management. This helps buyers filter to the right agent.

Biography (Marketing Area) A few sentences about your experience and how you help clients. This is your space to stand out. It is also where you list the ZIP codes you serve (see below).

Adding the ZIP codes you serve. Inside your biography, list up to 10 ZIP codes you serve. The directory automatically reads them and turns them into searchable *Serves ZIP codes* tags, so a buyer searching by ZIP can find you. Simply include them in a sentence, for example:

"I serve buyers and sellers across San Diego County, including 91910, 91911, 91913, 91902, and 92154."

Awards Any recognition you enter appears in an Awards section on your profile page. Add honors such as Top Producer or REALTOR® of the Year.

When you are finished, **save your changes**.

Part 3 — How Your Profile Appears Online

Your information feeds the online directory at psar.org, and you also get your own web page, for example psar.org/realtor/your-name. That page is built with structured data that search engines and AI answer tools can read, which helps you surface in Google results and in AI-generated answers when someone looks for a REALTOR® in your area. It is also a clean, shareable link you can pass along anywhere.

Most changes appear within 24 hours. If something looks wrong after that, contact PSAR Support at **619-421-7811**.