Updating Your PSAR Affiliate Listing in Member Portal

How your business appears in the online Findan Affiliate directory

Your PSAR affiliate listing is built from the information in your Member Portal membership record. Keeping it current is how you control what REALTORS® see when they look for a trusted partner 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 IMS 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 Business Listing

Complete the fields below so REALTORS® can find and reach your business.

Business Name and Contact Name - Your company name and the person members should contact. Your contact name leads your listing, with the business shown beneath it.

Logo - Upload your business logo. It appears beside your listing in the directory and at the top of your profile page.

Email, Phone, Website, and Address - Your business contact details and location. These become the contact links on your page.

Description - A short paragraph about your business and the services you provide to REALTORS®. Keep it clear and specific.

About your categories. PSAR staff can assign up to **two categories** to your listing, for example, *Lenders* and *Insurance*, so you appear under the right filters when members search the affiliate directory. If your categories are missing or should be changed, contact PSAR staff and let them know which two fit your business best.

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

Part 3 — How Your Listing Appears Online

Your information feeds the online directory at psar.org, and you also get your own web page, for example, **psar.org/affiliate/your-name**. That page is built with structured data that search engines and AI answer tools can read, which helps your business surface in Google results and in AI- generated answers when a REALTOR® looks for a partner like you. 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**.