

LISTINGS

HOW TO DOWNLOAD AND UPLOAD all properties to list on the Best Image Sites (Boca, Coral, Broward, Pembroke and Weston, as well as our DropDeadGorgeousHomes site)

- Choose 5 properties from either the RE1 (Single Homes) emails, and/or the RE2 (condos, townhomes, etc) emails for each of the five sites (with the possible exception of Boca – try to get at least 2-3 listings for Boca, if 5 aren't available)
 - Broward
 - Boca Raton
 - Coral Springs
 - Pembroke
 - Weston
- Try to choose a variety of locations, and at least one RE2 property if possible.
- Try to choose just those showing New Listings on the email (not New Listing-Updated, or Status Change, or Price Reduced)
- After choosing your listing, follow the following steps to download and save each listing.....
 1. Set up text file by copying and pasting information
 - a. Street Address City MLS# Price
 - b. Property Title (ALL CAPS)
 - c. Description (ALL CAPS)
 - i. Don't forget to add End Text for that site (providing the specific contact phone number) (Boca end Text, or Coral End Text, etc.), then
 - ii. At end of End Text sentence, after idx: type in lower case, the abbreviated name of the listings agent's office (found at bottom right of listing)
 - d. Short sentence of additional features (i.e. 15 X 30 Swimming Pool, or Gate Guarded Community, or whatever)
 - e. Virtual Tour Link, if any (IMPORTANT)
- Copy the Street Address from the text file (Control C), then Save As (go to Desktop, Listings folder, the correct site folder (Boca, Broward, or whatever), then Click on New Folder, and Control V to name the new folder, then Control V again to save the text file as streetaddress.txt in the new folder you've just created.
- Make your PDF file by choosing Printer Friendly This Page (top right of listing), then Print, choosing the Adobe Printer (Control C to paste the street name) and save in your Listing folder.

- Open up the New Listings 2010 Excel spreadsheet, and on the correct sheet (Boca or Broward or whatever), Control V again to put the street number in the correct cell. Add the rest of the information to the spreadsheet by copying and pasting from your text file you just made for that property (RE1 or RE2, MLS#, the street address, the city, and then the price)
- Finish downloading the pictures by clicking on the listing and saving each of the photos to the proper folder (the one named for the street address, in the proper location's folder (Boca, etc.)
 - You should then see in the Listings folder, your site folders (Boca, Pembroke, etc.) and inside each of those folders, you'll end up with five different property folders with the text file and the photos inside for each property. You'll also see up to 27 PDF files in the Listings folder – one for each of the five properties per five sites each week, plus 1 or 2 for the DropDeadGorgeousHomes site).

Three or Four days a week – Upload properties to each site (spread them out throughout the week so customers don't get them all in one or two days) by following these steps:

Important Note: The way Best Image is set up, you must close all other browser windows before posting a listing. If you enter a Boca listing, for instance, and close out of the Boca site and go to the next site, if you have any other Explorer or Browser window open when you go to the next site it will enter your listing into the Boca site rather than the site you intended. Therefore you must close ALL browser windows (even if open for another reason) BEFORE going to the next website to enter listings.

- Open your New Listings 2010 spreadsheet and click on one of the sheets (Boca, Broward, etc)
- Pick a listing, then open that property's PDF file by looking in the Listings Folder, and also open the text file by choosing that property's folder within the site folders and clicking on the correct text file (streetaddress.txt)
- **Making sure you don't have any instance of the Internet Explorer open elsewhere**, go to Internet Explorer, choose the correct website and Sign into that site by clicking on LogIn (top right corner, then again on each of the other two login screens that will pop up (NOTE: be sure and choose the correct site and sign in with the correct ID as shown below...
 - Boca Raton: christineboca
 - Broward: christineadler
 - Coral Springs: christinecoral
 - Pembroke: christinepembroke
 - Weston: christineweston

- Password will be the same for all sites – this will be provided under separate cover.
- Click on **Instant Listings**, then on **Add New Listing**
- Go through the form, making sure you don't copy and paste for the **Home Information** section:
 - Choose Featured Home on the drop down list if a Single Family home, choose Featured Property from the drop down list if this is a condo or a townhome)
 - Property Title (copy and paste from the Property Title line of the text file)
 - Property Unique Link (manually type street address, omitting any spaces or punctuation, or symbols such as #)
 - Choose the correct location from the drop down menu for Property Location
 - As a rule of thumb, use the drop down menus whenever given the choice, rather than copying and pasting.
- After entering in everything on the first page, you're ready to add photos and Virtual Tours if any. Click on Add Photos/Files/Links.
- NOTE: If property is selling for \$400,000 or over, click on the Additional Features, if under \$400,000, just click on Add Photos/Files/Links.
- Add photos
- **Add Virtual Tour, if any**
- Go to bottom of page and click on Finish
- Once listing comes back up, click on the photos to make sure they all came through, then
- Click on **Post to Craigs List** and add the listing to Craigs List.
 - If necessary, sign into Craigs List with the following ID: adlerrealtyhomes@gmail.com and use the password provided under separate cover.
 - Choose **Broward County** for all but Boca Raton listings or part of Pembroke– choose **Palm Beach County** for a Boca Raton listing and **Miami-Dade** for those listings in the Miami area. (See PDF file in the Listings folder named: LISTING INFORMATION for details)
 - When posting to Craig's List, you just need to add the Specific Location. Use the location showing on the top left corner of your listing PDF file (Fort Lauderdale, Hallandale, Sunrise, Weston, Davie, etc.)
- Once you've posted the listing to Craig's list, don't forget to go back to your New Listings 2010 spreadsheet and note your initials or name.