

LISTINGS

HOW TO UPLOAD A LISTING TO OUR DROP DEAD GORGEOUS HOMES WEBSITE:

VIEW SCREENCAST “HOW TO UPOAD A LISTING OVER NINE HUNDRED THOUSAND TO THE DDGH WEBSITE”

Although the process for downloading the listings (setting up the text file, the PDF file, and downloading all photos) is the same for all the sites, the uploading of a listing to the DROP DEAD GORGEOUS HOMES site is different in several aspects.

Here are the steps for adding a listing to the DropDeadGorgeousHomes.com website:

- Log in to DropDeadGorgeousHomes.com by scrolling down to the bottom of the website and clicking Sign In.
- Click on Listings, Create Listings
- Go to the first Tab, Location
 - Copy and paste your address from the PDF file
 - Neighborhood – click on browse, choose the correct county, the correct city, and finally the actual subdivision or complex
 - Enter the zip code of the listing
 - Enter the MLS Location (you get this from the top left corner of the PDF file)
- Click on General Information Tab
 - Clear the checkmark for Participate in Handshake
 - Check the box for MLS Listing
 - Copy and paste the MLS number
 - Check the box to make MLS publicly visible
 - Enter the Expiration date – to set for next year
 - Broker of Record would always be Adler Realty and Christine Adler
 - Enter the price of the property
 - Enter a Price Highlight (Ocean Access, Intracoastal, Lakefront, etc)
 - Enter the number of stories of this home if single family
 - Comment would be Mediterranean, Colonial, etc.
 - Enter the square feet for the size
 - Enter year built

- Number of bedrooms, number of baths (add One Half where applicable)
 - Enter size of garage (single, double, three car, and whether attached or detached)
 - Enter year built
 - Go down to the Lot size, and if you have it, enter the square footage, remembering to choose square feet on the drop down menu beside it.
- Click on the Description Tab
 - Copy and paste the description from your PDF file, making sure the spacing is correct when you paste. Adjust as necessary.
 - The next steps may take a while – go down the entire page, comparing it to the PDF file, and fill in as accurately as possible. We don't enter the Exterior Finishes or the Roof or Sewer System, but do fill in as much of the rest as possible
 - Anything NOT printed on the website can be added as a Highlight
 - Swimming Pool information
 - Intracoastal, Ocean, or Lakefront information
 - Gate Guarded or Security Information
 - Types of flooring
 - Special features you want to draw attention to
- Click on Photos, and browse to your folder on your desktop, go to the folder of the property, and click one at a time, to add. Make sure names of photos read correctly (i.e. if you have View and View_, you would remove the underscore from the second View)
- At this time, it's a good idea to Preview (at the top of the screen), just to allow time for the photos to all load correctly. Click Back when done previewing and continue on.
- Click on the Rooms to add further information about the Rooms.
 - Choose Main Rooms, and add as many as needed, noting the location only if you know it (Main, Upper Level), and Dimensions, if given on the PDF file. Add photos of each if applicable
 - Choose Bedrooms and do the same thing. You can add comments to further describe special features as you deem fit
 - Choose Bathrooms and do the same thing

- Choose Garages and Yards if you have a particularly large garage photo, or if you have nicely landscaped yard – otherwise you can skip that tab
- Save and Syndicate
- Leave all sites checked and Click on Next
- Choose Craig's List and Post Listing
 - Separate windows will open – on the first, click on Copy to Clipboard (you may have to move the other pop up screen back out of your way). It will change to Copied,
 - On the next pop up screen, choose Housing Offered, then real estate by broker, then whichever county you're going to post to (refer to the Training Document entitled "Listing Information" to find the correct county)
- For DDGH site, it does not pre-populate the Posting Description – you've already "copied to Clipboard" so you will simply place your cursor in the Posting Description on Craig's List, and Paste.
- You leave that description alone then, but above the Description, you still need to type in the Price, the Number of Bedrooms, the Posting Title (from your text file), and the Specific Location (use the location at the top left corner of your PDF file for that listing).
- Scroll down and Click on Reply to: and Choose the "Show" radio button.
- Scroll down to the bottom where it says Street Address, and enter the Street, then tab to City and enter the City, and tab to State and Enter "FL".
- Click on Continue
- If you get a security box popping up, say NO so you can see the photos.
- Click on Continue again (if something doesn't look right, you can click on Edit to go back and correct)
- Click on Continue again
- Type in the security code
- Click on Continue
- You should see a screen that says "Thanks for posting with us, we really appreciate it!".
- At that time, go ahead and close out of the window, without logging out of Craig's List. I have it set up so that you only need to actually log in to Craig's List once a week.
- 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.
- You're now ready to enter the next listing!