

#### **Course Topics**

DOWN PAYMENT RESOURCE FLYER	2
Matrix Flyer	7
CLOUD CMA FLYER	12

#### A NOTE ON MARKETING:

If you are creating flyers, be sure they of your own listing. If you want to market a listing that is not yours, <u>you must gain written permission</u>. Consult your broker if you have any questions!

# **Create Your Own Flyers!**





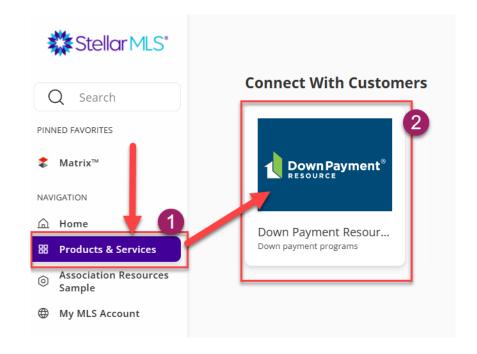




#### **Down Payment Resource Flyer**

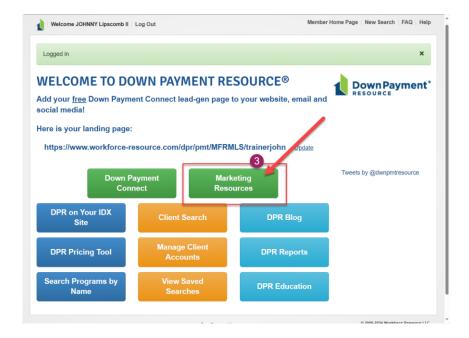
#### **Accessing DPR**

- 1. Log in to Stellar Central, and click on "Products & Services"
- 2. Scroll down to the "Connect With Customers" section, and click on Down Payment Resource.





Click on the "Marketing Resources" button at the top.



4. Scroll down to the bottom to the "Customizable Flyer" section.

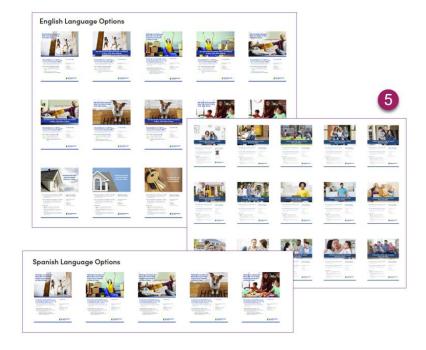
(Note – the directions on how to utilize the flyers are on the page)



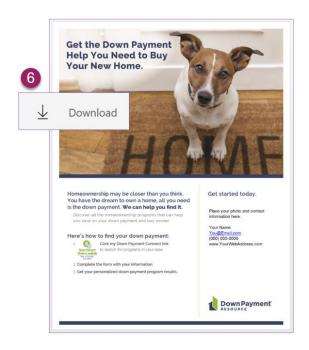


5. Choose one of the MANY different templates.

NOTE – There are also Spanish language options at the bottom!

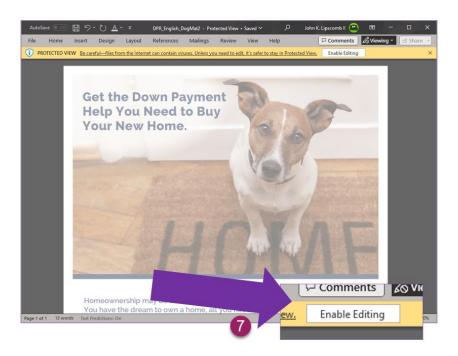


Download the file to your computer. (This process may vary depending on your computer)

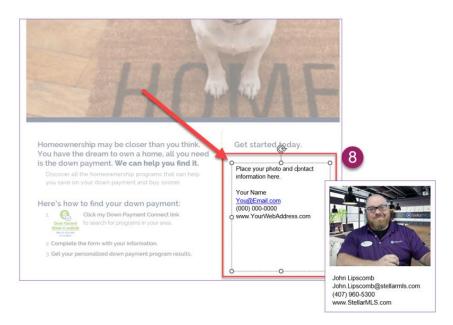




7. Open the saved file on your computer. The document will open in "Protected View" – click on "Enable Editing". (This process may vary slightly depending on your computer.

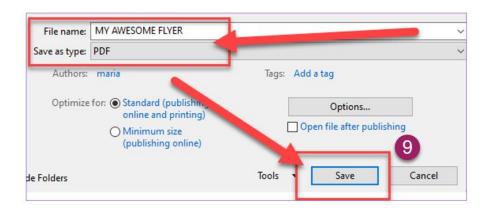


8. Click on the editable section of the flyer and update with your information. (You can also insert your photo here.)





9. Save the edited document as a PDF on your computer. You can now print or email your customized flyer!



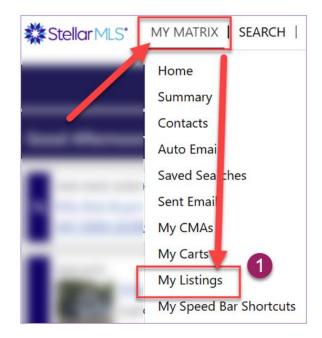
Make sure to give it a recognizable name and to save it in a familiar location on your computer!



#### **Matrix Flyer**

 Access Matrix, and then access your listing(s) in Matrix by clicking on My Matrix > My Listings

(You can also just do a search for your listing)

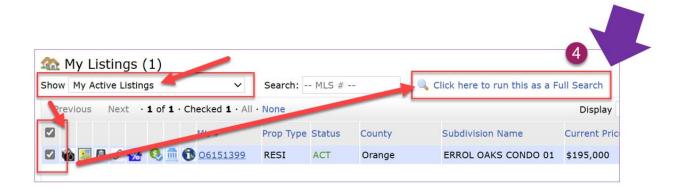


- 2. Change the display to show "My Active Listings"
- 3. Click the checkbox next to your listing(s)





4. Click on "Click here to run this as a Full Search

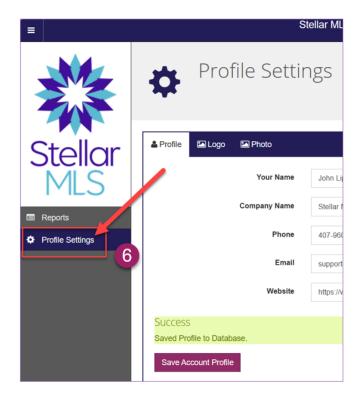


5. Select the listing(s) again and click the "Custom PDF Reports" button at the bottom right of the results

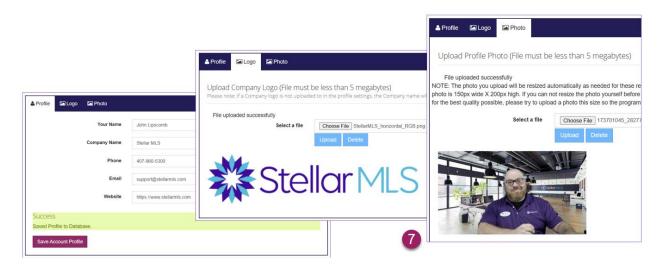




6. Click on "Profile Settings" on the right side. (You only need to set up your profile once)

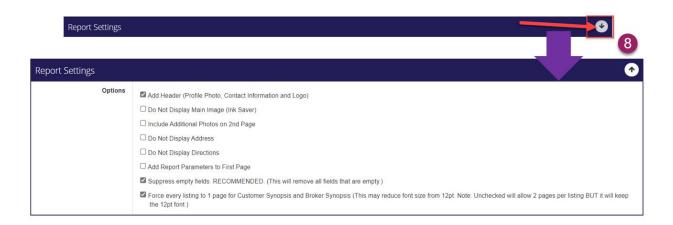


7. Update your Profile information, and upload your company logo and agent photo

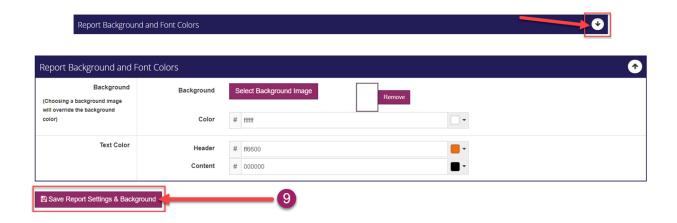




8. Expand the Report Settings section and choose the desired options.

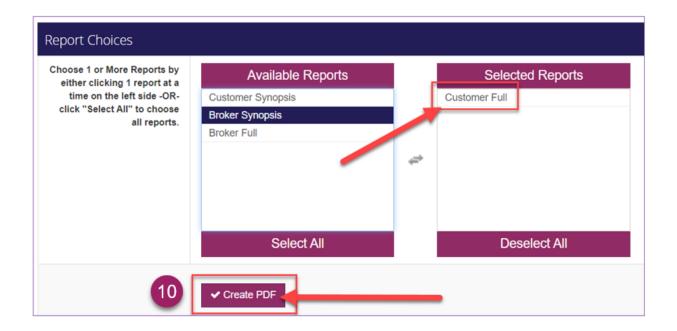


9. Expand the Report Background and Font Colors and choose the desired settings – save your settings afterwards!





10. Finally – Click on the version of the report(s) that you would like to create to move it to the "Selected Reports" box on the right. Note, you can select as many of the Available Reports that you would like. Click on CREATE PDF below to see the flyer!

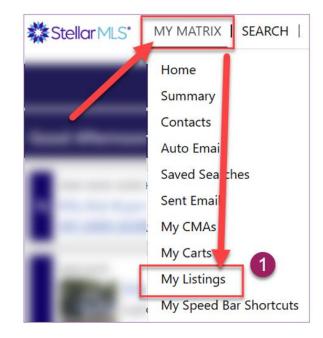




#### **Cloud CMA Flyer**

 Access Matrix, and then access your listing(s) in Matrix by clicking on My Matrix > My Listings

(You can also just do a search for your listing)



- 2. Change the display to show "My Active Listings"
- 3. Click the checkbox next to your listing(s)

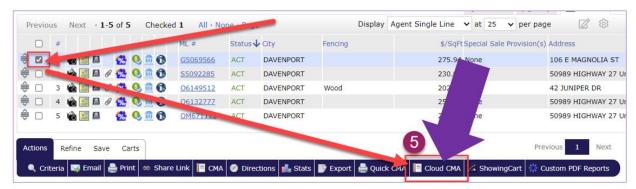




4. Click on "Click here to run this as a Full Search



5. Select the listing(s) again and click the "Cloud CMA" button at the bottom of the results

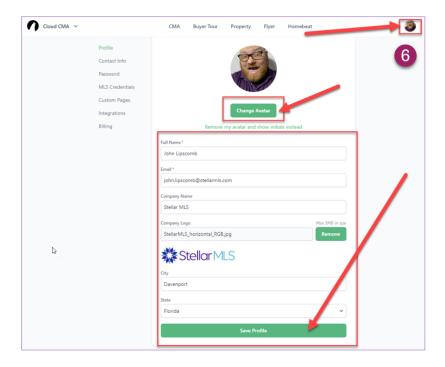


NOTE – If you have never accessed Cloud CMA before – there will be a one-time short registration process.

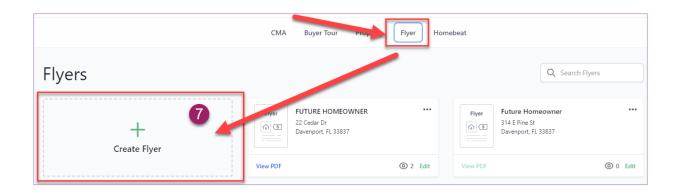


6. Once inside of Cloud CMA - Click on the circle at the top-right to set up your branding – Change your Avatar (Picture) – fill out your contact info and upload your company logo.

NOTE – This only has to be done once.

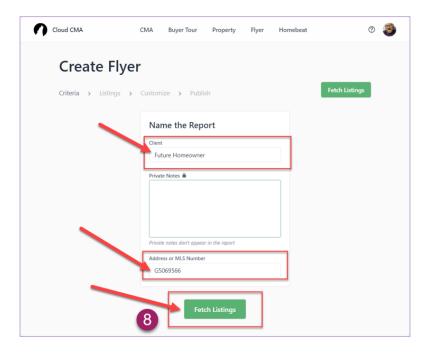


7. Click on the "Flyer" option up at the top bar and then "Create Flyer" below.

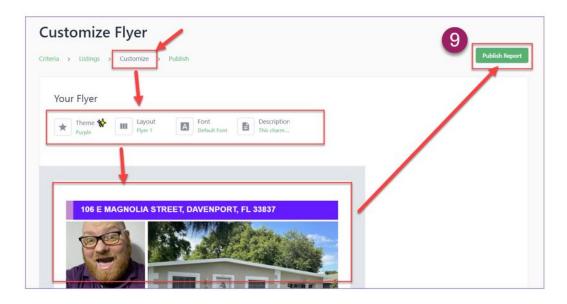




8. Enter the name of the Client (Something generic if necessary), enter private notes, and verify the MLS ID – then click the "Fetch Listings" button at the bottom.



9. Skip to the "Customize" step of the wizard. Here you can change the Theme, Layout, Font, and Description of the flyer. Click on "Publish Report" after you are done.





10. After the Flyer is published, click on "View PDF" to view and then save a copy to your computer. There are also a few sharing option on the right.

