

Chapter One Presentations

Introduction

Every time an agent prepares a document they are creating a Presentation. The document could take the form of a letter, or a business communication or it could be a series of documents which could be grouped together in a booklet to form a Listing Presentation or any Promotional item you wish to think about. The MLS Presentations program includes its own desktop publishing facilities to create graphics for inclusion in any of your presentations.

The MLS Presentations program allows agents to develop and to tailor their own sets of Documents, their own sets of Point of Sale Presentations and their own Promotional Materials.

Letters to Solicitors, Communications with Current Sellers, Prospecting Letters, After Sale Programs, Landlord and Tenant Letters, Window Displays, Brochures etc. are now easy and automatic. You are not even limited by the size of the paper on to which you can print because you can also electronically transfer your larger documents to a remote 'large format' printer located elsewhere.

MLS Presentations is fully integrated with Proplink and draws from it Potential Vendor, Current Listings, Buyers, Sales History databases plus it can download all the Homeowners for your trading area from the internet. It can also download the Reverse telephone directory for you trading area from the Internet. Both of these databases can then be managed from this Presentations program.

MLS Presentations may even become your centrepiece for the Multilink System. It is the office platform designed to provide everything user needs for the creation, publishing, management and accessing of documents. If Drawing and the importing of Photos and Graphics into documents are important then agents will love what MLS Presentations can do.

MLS Presentations makes it easy to identify and to automate key tasks which need to be done during the Pre Listing, Current Listing or After Sale or After Leasing modes. The Presentations module is a tool to help agents to standardise practices within their office, branch or group and allows each user to employ their own creative skills by putting together Listing Presentations and other Point of Sale materials including Brochures, Window Displays etc.

Once a Presentation template has been created, it can be directed to any of the following databases

- Potential Seller or Landlord
- Current Listing

Sold Property
Potential Buyers or Tenants
Past and present Clients and Customers
Home Owners Directory

The Presentation module is also a central storage area where agents can easily establish a Library of Standard Letters they use to communicate messages to their Customers and Clients, Solicitors and Suppliers. It puts the agent in control of their own image and the work practices emanating from their company.

Getting Started

Establishing a Presentation is a four step process

- ⇒ select the database from which you wish to create a presentation
- ⇒ select a property, a customer or client (or any group of them) for which you wish to do a presentation.
- ⇒ select the name of the presentation you wish to perform from the master list
- ⇒ print that presentation

A Presentation can be either a single page or a series of pages presented in the form of a Booklet. Each page of a presentation has to be created by the user initially, but after its creation it can be used as many times as you wish, creating instant presentations. These pages are called Templates. Each Template can be modified as often as you wish.

Describing the screens

On the Log in screen there are 5 database selections

Pre Listing - Refers to Potential Clients

Current Listings - Refers to Current Listings

After Sale - Refers to Sold Properties

Registered Customers - Refers to Buyers or Tenants

Home Owners Directory - Lists Property Owners information (from external database)

Each database contains a series of merge fields, which can be inserted in to a presentation. The merge fields can be either Text or Graphics.

- ⇒ Select the database you require from the 5 choices above by clicking onto its button.
- ⇒ The next screen returns the addresses of properties in that database, with their corresponding photos and details.
- ⇒ Clicking the Search button will enable you to retrieve a specific property or a group of properties.

- ⇒ Clicking on to the address of a returned property will produce the main Listing details of that property. Within these Listing details the small '**Description**' button contains more details of the property and the small '**Picture**' button contains the stored pictures for that property.
- ⇒ Once a property has been selected, clicking the '**Presentation**' button will return the Presentations screen. This screen contains the Library of Templates available for the selected property. If a template is not available then you can create one immediately.

On this 'Presentations' screen there are 12 Command Buttons.

- ⇒ Clicking the **Exit** button will return you to the previous screen.
- ⇒ Clicking the **Add** button will allow you to add a New Presentation to your Presentation Library. You will need to give the presentation a name e.g. Listing Proposal, Solicitors Letter etc.
- ⇒ Clicking the **Edit** button allows you to create or to edit the presentation template, which is highlighted. You highlight a presentation by clicking on to its name before you click the 'Edit' button.
- ⇒ Clicking the **Name** button allows you to modify the Title of the highlighted presentation.
- ⇒ Clicking the **Preview** button provides an on-screen preview of the contents of the highlighted Title. You can print the "Highlighted" page by clicking the Print button in this function. This is handy for printing a single page out of a booklet.
- ⇒ The **Last** and **Next** buttons move you between Presentation Titles

Printing the same letter to a group of properties

- ⇒ Return the group of properties you wish to contact by clicking the Search button.
- ⇒ Click the Presentations button.
- ⇒ Setup the document you wish to send to that group.
- ⇒ Click the Print button
- ⇒ To move to the next member of the group click the Next Property button
- ⇒ Click the Print button.
- ⇒ Repeat this procedure until all documents have been published.

Publishing a series of presentations to the same person or property

- ⇒ Clicking the Select button allows you to queue your presentations for printing.
- ⇒ Nominate the first presentation by clicking onto it, then click the select button.
- ⇒ Then nominate the next presentation etc.

Creating a New Presentation

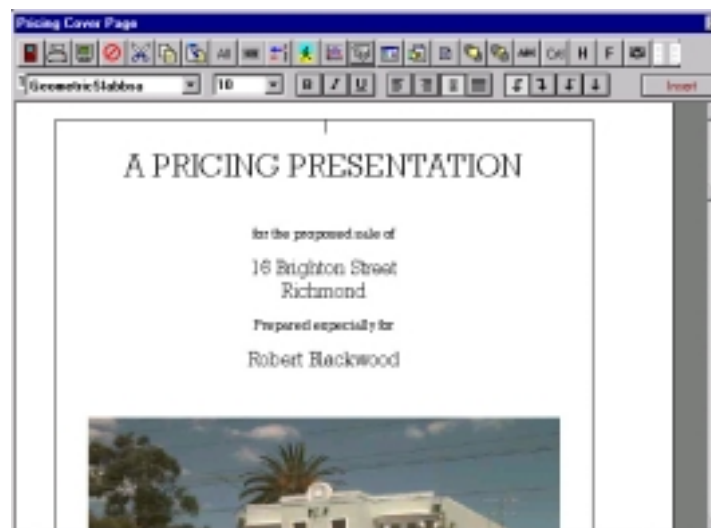
You can only create a Presentation for a property that has already been filed as either a Potential Vendor, Current Listing or After Sale or From the Home Owners directory or Reverse telephone Directory, if you have one attached to your system.

If the property for which you want to do a Presentation does not already exist in any one of these databases you will need to 'Add' the property in to Proplink and save as either a Potential Vendor, Current Listing or as a Sold property.

This will create an entry in the corresponding Pre Listing, Current Listing or After Sale database.

- ⇒ From Start button
- ⇒ Click onto Multilink Systems
- ⇒ Click onto Presentations
- ⇒ Login and select the required database
- ⇒ Click the 'Presentation' button
- ⇒ Click the 'Add' button
- ⇒ Give the new Presentation a Title then click OK
- ⇒ Select the Title you have just created from the Presentation Library by clicking onto it. It will become highlighted and underlined.
- ⇒ Click the 'Edit' button

The next screen will produce the Template page and the Tool Bars from which you can create any type of Presentation page you wish.



Describing the icons on the Template Page toolbar

There are 24 Icons on the top row of the Presentations Toolbar

There are 11 Icons on the top row of the Presentations Toolbar

If you rest the arrow of your cursor on a button a summary of that button's function will appear on the screen

Presenting the Toolbar Icons from left to right

- ⇒ Close & Save - Clicking the icon on the left will **close** that screen and return you to the previous screen.
- ⇒ Print - Clicking the icon second from the left will **print** you a 'working copy' of that Template page.
- ⇒ Preview - Clicking the icon third from the left will produce a **Preview** of that Template page
- ⇒ Undo - Clicking the icon fourth from the left will allow you to **undo** your last insertion on to the Template page
- ⇒ Cut - Clicking the icon fifth from the left will allow you to '**Cut**' a Highlighted section of the Template page.
- ⇒ Copy - Clicking the icon sixth from the left will allow you to '**Copy**' a Highlighted section of the Template page.
- ⇒ Paste - Clicking the icon seventh from the left will allow you to '**Paste**' a Highlighted section of the Template page.
- ⇒ Select all - Clicking the icon eighth from the left will allow you to **highlight the entire** Template page.
- ⇒ Merge Fields - Clicking the icon ninth from the left will allow you to **insert a 'merge' field** into your Template page. * Make sure that if you wish to include any merge field in to your presentation that the information required for that Merge Field has been actually included against that property in Proplink.
- ⇒ Delete Merge Fields - Clicking the icon tenth from the left will allow you to **delete a 'merge' field** from your Template page.
- ⇒ Insert Pictures - Clicking the icon eleventh from the left will allow you to **insert a 'photo'** from the 'Subject Property' into your Template page. * The photos are the only objects, which do not automatically change from Presentation to Presentation. Whilst the Merge Fields will change when you select a different Subject Property the Photos need to be selected and added to each Presentation manually. To change a photo insert your cursor at the top left hand side of the existing photo and then delete the existing photo. Then click the Photo icon, which will return all the existing photos for the presentation you are about to create. Select the photo you wish to insert by clicking on to the photo 'name tab' at the top of the photo. You will then need to select which type of image you wish to insert. By clicking on to the "At Cursor" radio

button and then clicking OK you will insert a 6"x4" photo at the point of your cursor in the document. This is a fixed object and whilst it can be resized it cannot have any text typed on the same line --only above and below.

If you click on to the "Moveable Object" radio button the photo that you import will always return to the top left-hand side of the screen. You can move it to any place you wish by firstly holding down the 'Alt' button on your keyboard and then clicking onto the photo and whilst holding the left hand button of the mouse down drag the photo to any position you wish. You can also type text next to the photo also.

- ⇒ Resize - Clicking the icon twelfth from the left will allow you to **resize** a photo or object in your Template page. Firstly click on to the photo you wish to resize. Then click the resize button.
- ⇒ Page Setup - Clicking the icon thirteenth from the left will allow you to **set up** the margins for your Template page.
- ⇒ Setup Frame - Clicking the icon fourteenth from the left will allow you to insert a **Frame** around a Photo, Object or Text in your Template page. In the "Parts" frame nominate which part of the frame you require for the line you are on. In the "Styles" frame decide if you want to connect the frames or produce a 'double frame'. The tab Number indicated the number of times you can hit the tab key on your keyboard before it goes to the next line. You can produce 3 **Columns** to a line by changing Tab Number to 3. - 4 Columns by changing Tab Number to 4 etc. If you wanted the columns to also have lines then you would activate the 'Tab Lines' tick box in the "Parts" frame.
- ⇒ Paragraph Setup - Clicking the icon fifteenth from the left will allow you to set up **paragraphs** in your Template page.
- ⇒ Normal/Page View - Clicking the 'Ctrl' icon sixteenth from the left will allow you see how your Template page will look
- ⇒ Text Forecolour - Clicking the icon seventeenth from the left will allow you change the **colour of your Text** on the template page
- ⇒ Text Background - Clicking the icon eighteenth from the left will allow you to change the colour of your **text background** on Template page.
- ⇒ Strike Thru - Clicking the icon sixth from the right will allow you place a '**strike through**' the highlighted text.
- ⇒ Show/Hide Control Char & Merge Fields - Clicking the icon fifth from the right will allow view your spacings and which merge fields are active.
- ⇒ Header & Footer - The H and F buttons stand for header and Footer. Whatever you type in to the header and footer will appear on every page of a Booklet. To put a line below the header text, type in your required text into the Header, then go to the 'Set up frame' Icon on the top toolbar and click into the 'Bottom' tick box. To insert a line above the text in the Footer type in your required text into the footer, then go to the 'Set up frame' Icon and click into the 'Top' tick box.

- ⇒ Camera Icon - Clicking the icon second from the right will allow you to import a photo from an independent photo library located in any other package or any other file on your computer.
- ⇒ Ruler Icon - Clicking the icon on the right hand side creates a ruler to help you with layouts.
- ⇒ The next row of icons on the Presentation toolbar are standard word processing functions which can be applied to your Template page

Creating several pages in the one Template

If a Booklet does not need to vary in its format from Presentation to Presentation you can include all the template pages under the one Title. The MLS Presentation program is capable of creating endless pages under the one Title. It is not necessary to create single presentation Titles for every page of a Booklet unless you wish to be able to pick and choose which pages you want to include in a Booklet. To create endless pages under the one Title simply keep hitting the 'enter' key on your keyboard until the next page appears or, hitting the 'Ctrl' and 'Enter' keys together will also create a New Page.

After it has been initially set-up the Multilink Presentation program will automatically insert the required text merge fields into your presentation, however the graphics or pictures need to be changed manually for each different property presentation. This is because you may have picture number 3 inserted in to one listing Presentation and the next Listing Presentation requires picture number 4 or a combination of pictures.

To change the graphics or photos for each presentation

- ⇒ click onto the existing graphic. Click onto the 'Insert a Picture' Icon on the top toolbar
- ⇒ Select the new photo you wish to replace the existing one with, by clicking onto it.
- ⇒ Click OK.