



New Features Guide – June 2009

Your VisualTour Marketing System has been enhanced with several great new features. This guide will provide a summary of those new features and point you in the right direction to access them.

Described in this document are:

Custom Tools – The online viewer's Tools menu now has active links to various items of interest to buyers (weather, community info, aerial maps), as well as an option for you to add your own links and documents.

Flyer Changes – The online flyer now displays information that was previously not seen, such as open house dates, your company logo, a link back to the tour, and an extra text field so you can add anything that you feel is important.

Submission to Social Networking Sites – Tours can be submitted to any accounts you have on a number of social networking sites, such as Facebook, MySpace, and Twitter.

The next few pages cover where to locate the settings for these new features and an introduction to how to use those features. For further details, contact your local VisualTour office administrator (if you have one) or the VisualTour support staff toll free at 800-873-0700.

New Standard Tools and Custom Tools

From the My Account screen, click Viewer Layout to see check boxes that allow you to enable and disable the new built in standard tools and custom tools.

Menu Options

<input checked="" type="checkbox"/> Contact Menu	<input checked="" type="checkbox"/> Property Details	<input checked="" type="checkbox"/> Map
<input checked="" type="checkbox"/> Contact Info	<input checked="" type="checkbox"/> REALTOR® Logo	<input checked="" type="checkbox"/> Aerial View
<input checked="" type="checkbox"/> Email Me	<input checked="" type="checkbox"/> HUD Logo	<input checked="" type="checkbox"/> Flyer
<input checked="" type="checkbox"/> Page Me	<input checked="" type="checkbox"/> Share Tour	<input checked="" type="checkbox"/> Tool Menu
<input checked="" type="checkbox"/> My Website	<input checked="" type="checkbox"/> Email Link	<input checked="" type="checkbox"/> Mortgage Calculator
<input checked="" type="checkbox"/> My Inventory	<input checked="" type="checkbox"/> Offline Tour	<input checked="" type="checkbox"/> School Info
	<input checked="" type="checkbox"/> Bookmark & Social Networks	<input checked="" type="checkbox"/> Community Info
		<input checked="" type="checkbox"/> Local Weather
		<input checked="" type="checkbox"/> Custom Tools

TOOL	PURPOSE / DATA DISPLAYED
Mortgage Calculator	No changes, a traditional calculator based on APR interest
School Info	Data from the National Center for Education Statistics
Community Info	Data from the US Census Bureau
Local Weather	Temperature and three day forecast from weather.com
Custom Tools	Allows any tools added by you to appear

Additionally, this same screen allows you to enable or disable the new **Aerial View**, which displays an aerial map of the property and area and the **Bookmarks & Social Networks**, which is explained later in this new features guide.

Note that in order to display weather information, maps, and other data, a tour must have a valid address and/or zip code. The Aerial View tool will also accept Canadian postal codes.

Adding Your Own Custom Tools (to appear on ALL tours)

In addition to the links we now provide as standard tools, you can define up to six custom tools. Use them to display a link to a tour of the surrounding community, a local website of interest, or even to attach floor plans or other documents to your tours.

To add a custom tool that you want to appear on all of your tours rather than just one specific tour, click the Viewer Layout option on the My Account screen online. Scroll down to the section called Custom Viewer Tools to see any that you have previously defined.

Custom Viewer Tools [\(Add\)](#) ?

Name:

My Qualifications

[Edit](#) [Delete](#) [Preview](#)

Clicking Add allows you to create a link OR add a PDF or DOC file (1MB limit).

[my account](#) > [viewer layout](#) > **Edit Viewer Tool** [SAVE](#)

Tool Type: ☒ Web URL ☐ Document

Name:

URL: [Preview](#)

If you choose the WEB URL option, type in the name you want to appear on your tools menu, and type in the link that the tool should use.

If instead you choose the Document option, you can click Browse to add a DOC or PDF file. Keep in mind that adding the document from here will add it to ALL tours, so use it for general contracts, lists of your services, and other documents that would be useful to all buyers. Floor plans are better suited to the custom tools that are added to a specific tour (so keep reading and you'll see how to do that as well).

Here is a screen shot showing a tour with a link to the surrounding community, another link to local movers, and an agent's resume document. The links are grouped together followed by DOC/PDF files, and within the category grouping, the tools are alphabetized.



Adding Your Own Custom Tools (to appear on a single tour)

In addition to setting up tools that will appear on all of your tours, you can also set up tools that you want appearing on just one tour. This is a great way to add a floor plan to your property tour or even a link to a related tour of the local area. Just as you can add a tool to a tour, you can also remove on a tour by tour basis one of your general custom tools that you defined on the Viewer Layout page.

From the My Account page, click My Tours followed by the INFO button next to a specific tour. When you scroll down to the Custom Viewer Tools section, you will see a list of the tools you defined on the Viewer Layout screen.

Custom Viewer Tools: [\(Add\)](#) ?

☐ Hide Tools on Viewer

Name:

Community Tour	Edit	Delete	Preview
Local Moving Companies	Edit	Delete	Preview
My Qualifications	Edit	Delete	Preview

Click Add to add a tool for this one tour. At that point, the procedure for adding a tool to a single tour is the same as adding one using the Viewer Layout screen. You will just select whether you are adding a link or a document, and enter the location for the tool.

Important Notes:

The Tour Info screen is actually displaying COPIES of the tools created on Viewer Layout. Editing or deleting these copies will NOT affect the tools on the Viewer Layout screen nor in other tours.

If your account was set up by your company, copies of custom tools defined by your broker might appear on this screen.

If you define a custom tool on the Viewer Layout screen AFTER you have been to the Tour Info screen, that custom tool is NOT added to the tour.

If you wish to display no custom tools on the tour, for example for a personal promotion tour or community tour, you can check the box labeled Hide Tools on Viewer.

Changes to the Flyer – Adding Your Logo

You now have the option to display your company logo on the tour flyer. From the My Account screen, click Flyer Layout.

[my account](#) > [Flyer Layout](#) [SAVE](#) [RESET](#)

Flyer Logo



Adding or removing your logo on this screen will affect all tours that are currently online as well as any uploaded in the future (until you make further changes to this screen).

Click Add to add your logo (or Remove if you wish to remove it). The recommended size for a logo is 600x400 pixels, although logos will be resized proportionally to fit in a 3:2 area. The file should be in JPG, GIF, TIF, BMP, SWF, or PNG format, and its file size is limited to 100K.

Browse to locate the file, then click UPLOAD.

[my account](#) > [Flyer Layout](#) > [Upload Flyer Logo Image](#) [UPLOAD](#)

To upload an image, click the "Browse" button, select the image to be uploaded from your local hard disk, then click "Upload".

Image must have 3:2 aspect ratio (600x400 pixels recommended)

Filename:

Change to the Flyer Description

A change has been made to the description field on the Tour Info page (My Account page, click My Tours, click the INFO button next to your tour). A counter now tracks how many characters remain up to a maximum of 1000, all of which will fit on the flyer due to the text resizing itself to fit.

Title: ?

Description: ?

Characters left: 893

An Additional Highlights Field Supplements the Flyer Description

The flyer has built in fields for information that most real estate agents want displayed. These include price, square footage, address, price, year built, MLS number, and now the-open house date (filled in on the Tour Info screen).

A new feature is the Highlights Field, which is an extra text field where you can display any information that you deem important. Perhaps you want to include information about the community or bullet points about the upgrades to the house that might get lost in the lengthier description field.

To access the Highlights field, log into your account and from the My Account page, click My Tours followed by the FLYER button next to your tour. Above the list of flyer photos is the Highlights box, where you can type up to 250 characters. A counter below the box helps you track how much space you have left.


[my account](#) > [my tours](#) > **Flyer for Tour #3000**

Old Fashioned Charm

Highlights: ?

Characters left: 170

Flyer Photos: ?

<u>Position</u>	<u>Photo</u>	<u>Caption</u>
<input type="text" value="Flyer Photo 1"/> ▼		Front Shot 1

Anything you type into this box will appear under the description on the flyer. Note that this screen has a PREVIEW option, but you will need to click SAVE before any current changes are seen in the preview.

Bookmarks Feature - Submission to Social Networking Sites

From the SHARE TOUR flyout menu of tours, users can now choose the Bookmarks option to share the tour using various popular social networking sites or as a favorite in their browser. This feature can be disabled for all tours from the Viewer Layout page.

Currently, the available sites are:

Delicious	Digg
Facebook	Google
MySpace	BlinkList
StumbleUpon	Simpy
Diigo	LinkedIn
Twitter	Favorites

Use this feature to encourage your seller to post the tour on their Facebook, MySpace, or other pages so all their friends will see the property and refer it to coworkers who are looking for a new home. Once the property sells, encourage the buyers to post it to their personal sites so their friends can see the new house they bought (and in the process, YOU get the publicity).

Using this feature assumes that the person sharing the tour has an account on these various sites. Exact instructions vary by site, but generally speaking, here is the process.

- 1) While viewing a tour, click SHARE TOUR then Bookmark.
- 2) From the list of sites, choose the site you want to use to share the tour.
- 3) Log into your (usually free) account on the site when the login page is seen.
- 4) Type in a comment or two, then click some sort of OK, SHARE, or POST button.