



# RealtyJuggler Flyers



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**RealOrganized™**, Inc.

Organizational Software for Real Estate

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## Introduction

Your RealtyJuggler subscription comes with a number of flyer templates that you can use to generate your own listing flyers.

These templates are in Adobe PDF format and can be edited and saved using Adobe Reader. The process of creating your own flyer is simple – just replace the sample text and photos with your own and you are done. We handle the page layout and scaling of photos automatically. The result is a completely professional flyer that takes just minutes to create.

You can print your flyer on your printer, or at any print shop. You can also save your flyer as a PDF file, for emailing or posting to your own web site.

## Adobe Reader



**RealtyJuggler flyers require Adobe Reader 9.0 or later to edit and view flyers.** You can download this free application from Adobe:

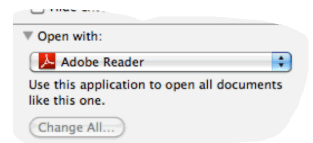
<http://get.adobe.com/reader/>

To find what version of Adobe Reader you have, click on the Help menu and select “About Adobe Reader 9...” menu item. Make sure that you have version 9.0 or later. If you have an earlier version of Adobe Reader, download and run the installer from the Adobe web site.



If you are using a Macintosh, make sure that you are using Adobe Reader 9.0. You cannot use the “Preview” application to edit your PDF flyers. If you find that the flyer is opening using the “Preview” application, find the file that you downloaded and right click on it (control-click). Select the

“Get Info” menu item. From there, select from the Open With option and select Adobe Reader as the application that should be used for PDF files. Next, click on the “Change All...” button.



## Downloading a Flyer

Go to the **Main:Flyers** section of RealtyJuggler. From there, you can browse the flyer templates that are available. Click on one to download it. Once it has been downloaded to your hard drive, open it using Adobe Reader. You can the edit the flyer and print it out.

## Free Trial vs. Paid Subscription



**If you have a paid subscription to RealtyJuggler, you can save your PDF flyer. If you are using the 90-Day free trial of RealtyJuggler, the PDF flyer templates cannot be saved.**

However, you can edit and print the flyer. This allows you to get a feel for what the flyers do, however it is not as convenient as the Paid Subscription. RealtyJuggler flyers are a part of your subscription. There are no additional fees to use flyers.

## Editing the Text in a Flyer

To edit the text in a flyer, click on the text and start typing. You can copy and paste text from a word processor, such as Microsoft Word.

Adobe Reader has a built-in spell checker, which you can use to spell-check your flyers. Words that are misspelled will have a red squiggly underline. Right-click on the misspelled word and you will see alternative spellings.

If you wish to use special characters, like bullets and other special symbols, you can access these special characters by selecting from the Edit menu and selecting the “Special Characters...” menu item

## Adding Graphics to a Flyer

You can add graphics to your flyer easily. Click on the image that you wish to replace. An open file dialog box appears. Find the photo that you wish to insert on your hard drive and select it. You can insert JPEG, GIF and PNG images into your flyers.

Your images are automatically resized to fit the space available in the flyer template. For the agent photo and broker logo these images are resized proportionally, so that you do not have distortion. For home photos, the images are resized to fit the space available.

Image	Aspect Ratio	Scale
Agent Photo	Portrait	Proportionally
Broker Logo	Landscape - 2x wider than high	Proportionally
Home Photo	Landscape	To Fit

You do not need to crop or resize your images, as this is automatically done for you.

For the highest quality results, we recommend that you take your home photos using a digital SLR camera with 35mm style lens system. This will produce images with an aspect ratio of 1.5 to 1. Compact digital cameras produce images with an aspect ratio of either 1.33 to 1 or 1.5 to 1. Some cameras allow you to adjust for the aspect ratio. If your camera has that option, you should select the 1.5 to 1 aspect ratio. Regardless of the camera you use, RealtyJuggler flyers will provide an optimum flyer image automatically.

## Editing your Images

You cannot edit your images within Adobe Reader. There are a number of free image editing programs you can use to crop, rotate, resize and combine your photos. The below list of image editing programs are products that we recommend as they are extremely easy to use and free.

<http://www.aviary.com>

<http://www.lunapic.com>

<http://www.sumopaint.com>

<http://pixlr.com>

## Changing the Realtor and Homes Logos



There are two small logos that are automatically included in all of the RealtyJuggler flyers: Realtor trademark and Equal Housing Opportunity logo. You can replace either or both of these graphics with alternatives if you like.



If there are additional logos that you would like to include, you should modify your broker logo to include these additional logos (like CRS).

## Changing the Disclaimer

The bottom of every flyer has a small (6 point type) disclaimer:

**Information contained herein has been obtained from the owner of the property or obtained from other sources that we deem reliable. We have no reason to doubt its accuracy, but we do not guarantee it.**

You can edit this disclaimer and change it in any way that you wish.

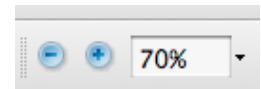
## Saving a Flyer

Only users who have purchased a subscription to RealtyJuggler can save flyers. If you have a 90-Day Free Trial you cannot save the flyer. However, you can edit and print the flyer.

Once you have purchased your subscription to RealtyJuggler, you should download the flyer again in order to obtain the ability to save. The only difference, between the free trial and paid subscription flyer, is the ability to save the flyer. The flyers are identical in every other way.

## Saving a Flyer as a JPEG - Method 1

1. Adjust the magnification in Adobe Reader. A value of 70% or lower is likely what you will want.
2. Take a screen shot of your flyer. Some tips on how to do that are described below.
3. Save as JPEG



## *Taking a screen shot on a Mac*

We recommend using a free program called SnapNDrag that allows you to save your screen shots as JPEG's. A link to the SnapNDrag web site is listed below:

<http://www.yellowmug.com/snapndrag/>

## ***Taking a screen shot on Microsoft Windows***

Most version of Microsoft Windows comes with a free program called the "Snipping Tool". It is located at Start > All Programs > Accessories > Snipping Tool. If your computer does not have this tool, you can use an excellent free program called "MWSnap" which is linked to below:

<http://www.mirekw.com/winfreeware/mwsnap.html>

A second free program that can do the same thing is called "ScreenHunter Free". A link to that program is listed below:

[http://wisdom-soft.com/products/screenhunter\\_free.htm](http://wisdom-soft.com/products/screenhunter_free.htm)

## **Saving a Flyer as a JPEG - Method 2**

1. Save PDF flyer (You must purchase RealtyJuggler Subscription to do this)
2. Upload saved flyer to <http://www.zamzar.com>
3. You will get back a JPEG which you can use in emails and for whatever you like

## Printing a Flyer

When you print your flyer, make sure to select **Page Scaling: Shrink to Printable Area**. This will make sure that the flyer prints optimally for the printer that you have. Each printer has slightly different printable area and so this allows your flyer to be optimized for your printer. If you feel that there is too much white space around the edges of your flyer, try **Page Scaling: Fit to Printable Area**.

## Adjusting White Space around Flyer Border – Macintosh Users

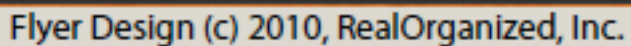
If you would like to fine-tune the white space around your flyers, you can adjust page scaling or page size.

1. For Page Scaling: On the Macintosh, you would select Page Setup... menu item from the File menu and change the Scale: 100% value.
2. To adjust page size: On a Macintosh select Page Setup... menu item from File menu. Select Paper Size “Manage Custom Sizes” menu item. You can then set the non-printable area for your paper.

## Adjusting White Space around Flyer Border – Windows Users

Printer settings on Microsoft Windows depend upon your specific printer and the installed software that came with it. However, most printers allow adjustments to page scaling and/or paper size. It is these settings that you would want to adjust in order to fine-tune the white space for your flyer.

## RealOrganized, Inc. Copyright Notice

A rectangular box with a dark orange border containing the text "Flyer Design (c) 2010, RealOrganized, Inc." in a white sans-serif font.

Flyer Design (c) 2010, RealOrganized, Inc.

All RealtyJuggler flyer templates have a copyright notice on them. This copyright notice is only visible when the flyer is viewed on your computer display. If

the flyer is printed, this copyright notice is not included. This copyright refers to the flyer design/layout only and does not cover the actual flyer text that you create.

## Clearing Out an Image – Making an Image Blank

Normally, you would click on an image and replace it with the image that you would like to use in its place. However, there will be occasional times when you will want to simply have a blank space where the image is. In effect, you may need to blank the image out. To do this, scroll to the bottom of the list of flyer templates and click on the link to the file **blank.jpg**. This will download the file to your hard drive. This image is actually completely blank. So, you can use this image to blank out any of the images in a template. Simply select this image file to replace any of the images that are in the template and that image location is blanked out.

## Different Flyer Designs and Templates

The number of design possibilities for flyers are endless. If you have a particular need that the existing flyers do not meet, please let us know. Part of your RealtyJuggler subscription covers upgrades. We will be adding to the library of flyer templates based upon customer feedback.