

DRAFT

Burgdorff Realtors, ERA

*Bringing you a Direct On-Line
Ordering System right to your Desktop*

<http://www.merrillshop.com/burgdorffera>

Your Step-By-Step Guide to Property/Associate Marketing!

Save Time & Money with these Marketing Solutions starting now!

Picture here will be a high res
photo of course....



Benefits To You...

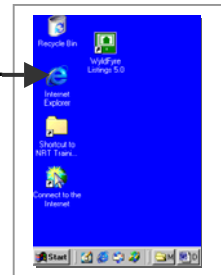
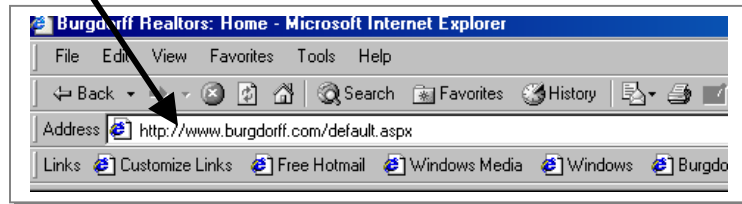
- Custom Online Ordering System
- Dynamic, High-End Products
- Easy, Fast- Efficient
- Store as much Property Information and Photos as you wish
- SAVE work in process – Start an order & if you get interrupted, Save and Finish later!
- Maintain up to 10 client mailing lists for target mailings
- Electronic Proofing Feature
- Quick Turnaround Times

Table of Contents

A. Getting Started.....	3
➤ Logging into http://www.merrillshop.com/burgdorffera	
➤ Accessing Property Associate Marketing Component	
B. Create/Modify Your Agent Profile Information	4
➤ Save Time, enter your Contact Information only once!	
➤ Edit contact information anytime you need to.	
➤ You can additional photos of yourself anytime	
C. Create/Edit a Property Profile.....	8
➤ Save Time, only enter your property information just once. This information will be automatically populated into marketing pieces you select in the future.	
➤ You can edit this information anytime you need to.	
D. Add Photos for Your Properties using the Photo Library	9
➤ You can easily add photos specific to a property	
➤ You will see all your photos “at a glance” when you access this page.	
E. Add a Mailing List	13
➤ You can upload and manage up to 10 different mailing lists for your clients, business associates and prospects.	
➤ All of the mailing lists you have stored in the system will appear on this page.	
F. Create Distinctive Marketing Pieces To Showcase Your Properties	23
➤ You can create many different marketing pieces including Flyers, Postcards, Brochures...	
G. Check the Status of Your Order	37
➤ You will see all the Orders you placed and be able to view The specific details of each easily.	
H. Access a Saved Project.....	38
➤ You can easily access a Project you choose to “Finish Later.”	
Tips	
➤ General Image Information and Navigation Tips	40

A. Getting Started

1. From your Desktop, Double Click on the Internet Explorer Icon.
2. Click in the Address Bar:



3. Type http://www.merrillshop.com/burgdorffera/ Press Enter.
4. Enter your Login name, e.g., bsmith Press the Tab key.
5. Enter your Password. xxxxx

A screenshot of a web page titled "Communications" with the subtitle "Your Program to Exceeding Expectations". On the right side of the page, there is a login form with two input fields labeled "Login:" and "Password:". Below these fields is a "Login" button. Two arrows point from the instructions "Enter your Login name, e.g., bsmith" and "Enter your Password. xxxxx" to the respective input fields.

Don't have a User ID and password? Please contact your Office Administrator.

5. Click Login.

The Main Page displays:



6. Select Property Associate Marketing.



B. Create/Modify Your Agent Profile information such as Telephone information, e-mail address. You need to do this so you don't have to keep reentering this information every time you need to create a marketing piece.

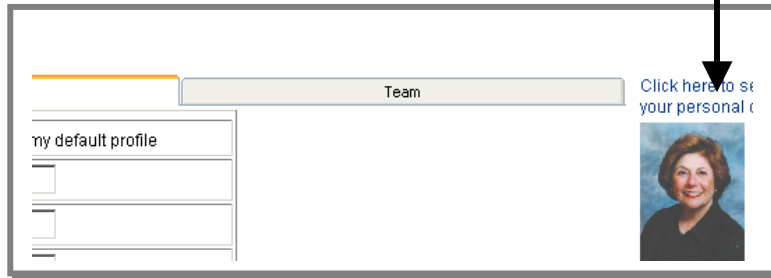
1. Click on Personal Profile.




2. Either enter your information or revise it to make sure it is correct.

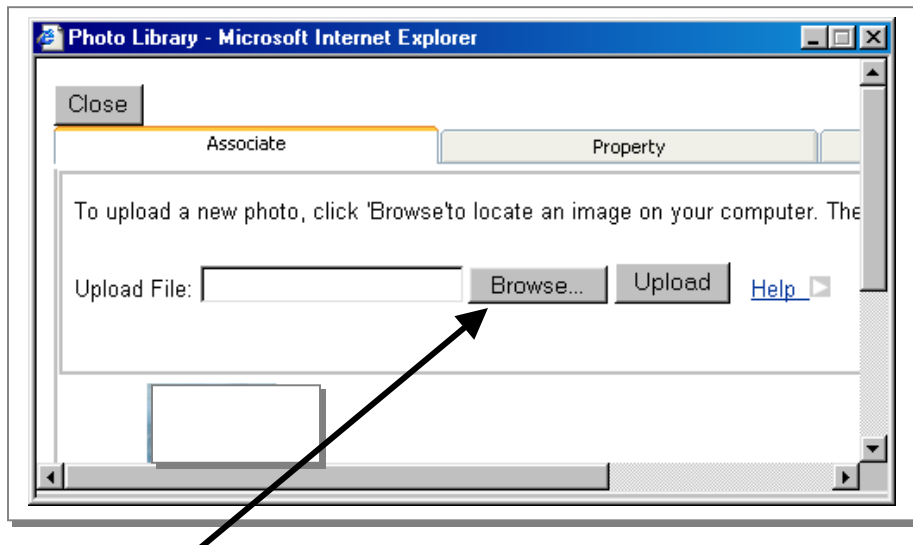
The screenshot shows the 'Personal Profile' form on the Burgdorff REALTORS ERA website. The form is titled 'Select Personal Profile as my default profile'. It contains several input fields for user information: First Name (Pamela), Middle Name, Last Name (James), Title1, Title2, Email (AMS@merrillcorp.com), Website, Office Phone, and Phone. The form is designed to allow users to enter or update their personal information.

3. Upload a photo of yourself. Make sure you have uploaded a personal photo. You can change this photo at any time. Click here.

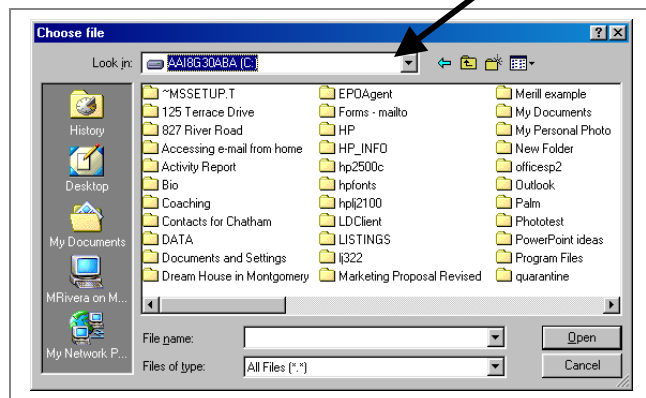


 Note: You may have to click and drag on the horizontal Scroll Bar to see more of the photo/more of what's inside the Window..

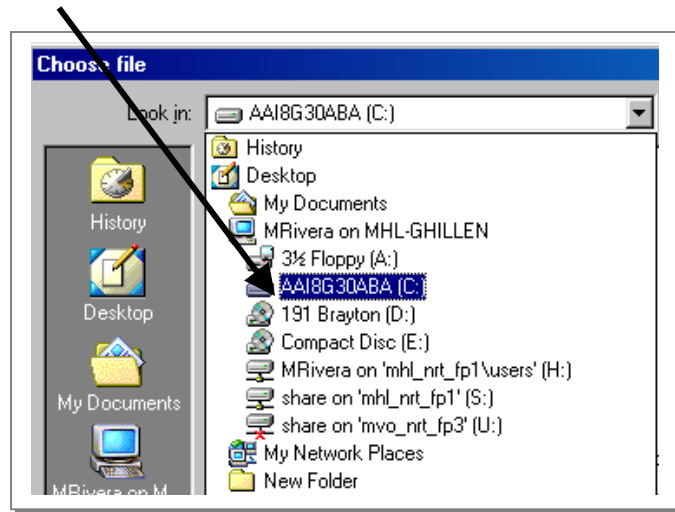
4. The Photo Library Window displays:



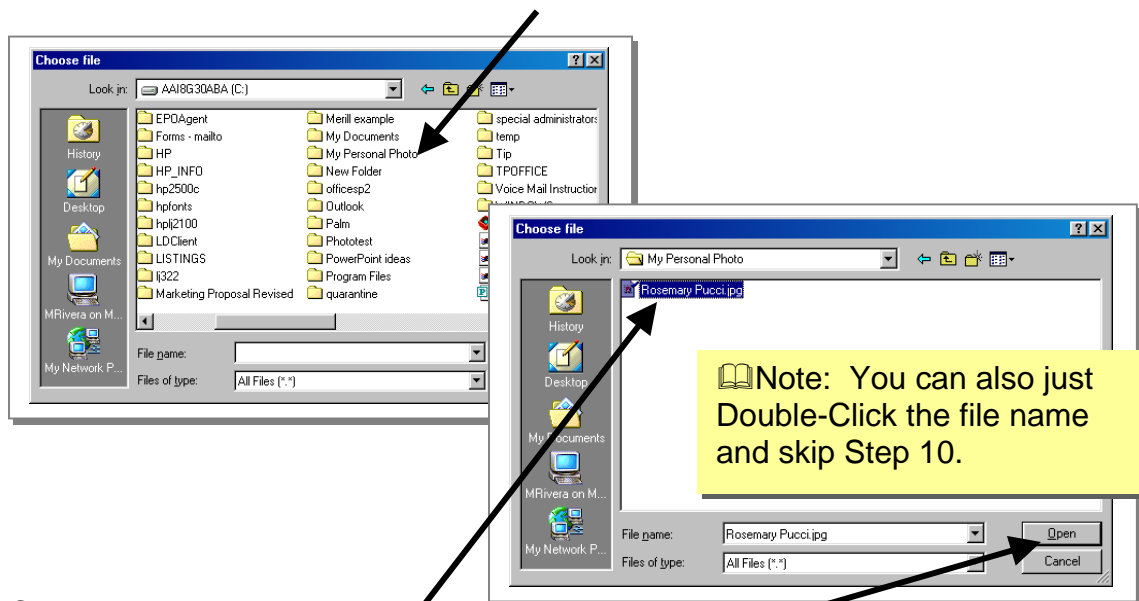
5. Click Browse.
6. Click on the down arrow next to "Look in."



7. Click on the Drive where you have your photo.e.g., (C:), (E:), (H:)



8. Double Click on the Folder where you have your photo. e.g. My Personal Photo.

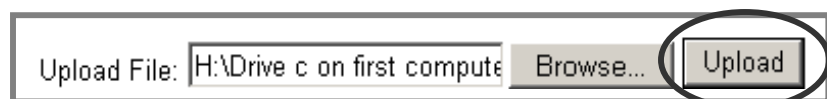



9. Click on the Photo you need.


10. Click on the Open button.

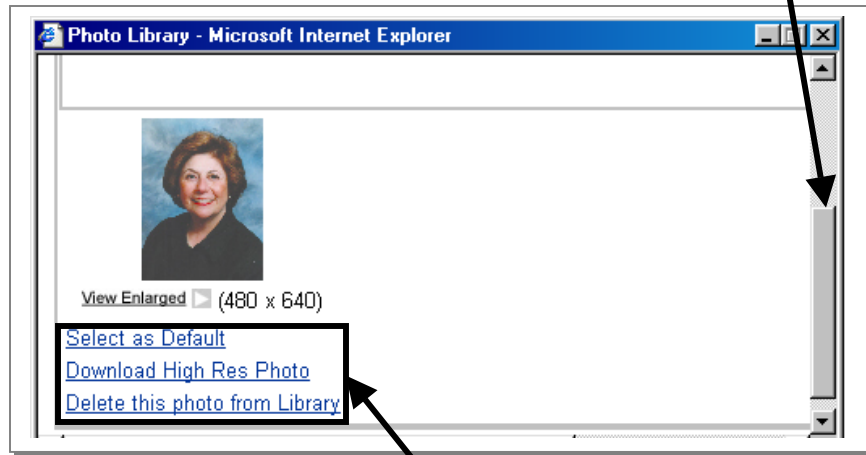
Note: if you don't have your photo file in a folder, click on the Drive. e.g., (C:) and then click on the specific photo file .

11. Click Upload.

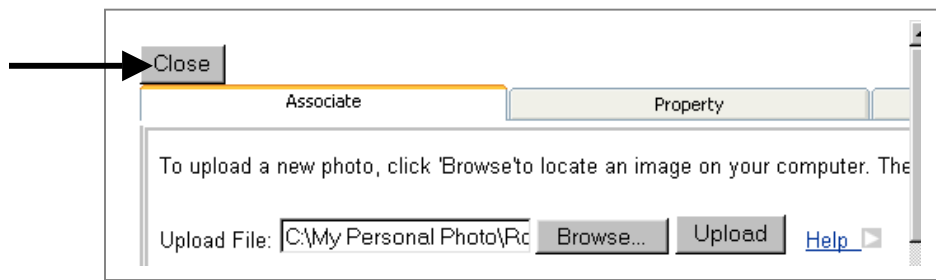


12. You will see a process bar for a few seconds . The Photo Library page redisplay with your new photo.

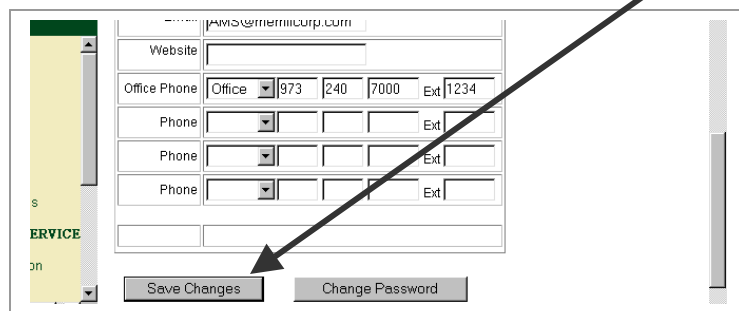
 Note: You may have to click and drag on the Scroll Bar to see more of the photo/more of what's inside the Window..




13. You can also Select this as your Default Photo, Download a High Res Photo (Refer to the Tips section for more info), or Delete the Photo from the Library if necessary.
14. Once you are done, scroll back up and click on the Close button.



15. The Personal Profile Photo redisplay. Once you are done entering/modifying your information, click on Save Changes.



 Note: You may have to click and drag on the Scroll Bar to see more of what's in the Window.

C. Create/Edit a Property Profile.

1. Click on Property Profile.

BURGDORFF REALTORS ERA

PROPERTY PROFILE

Each property marketing product that i address, the number of bedrooms and will automatically populate in the produ

Photos may be uploaded using the pho recommend using photos that have bee

YOUR ACCOUNT

- Personal Profile
- Property Profile
- Photo Library
- Mailing Lists
- Order Status
- Saved Projects
- View Cart
- PHOTOGRAPHY

Add New Property

2. Click Add New Property.
3. Enter all the required fields e.g., Property Label, Address 1. All required fields have a red asterisk next to them.
4. Click Save Changes.

BURGDORFF REALTORS ERA

Property Label *

Address 1 *

Address 2

Address 3

City

State

Zip Code *

Property Identification (MLS ID)

Bedrooms

Bathrooms

Property Price *

Save Changes **Cancel**

Note: Property Label – is just a “name” for your property so that you can easily reference it later in other components .

5. The Property Profile page displays with the Property Information.

BURGDORFF REALTORS ERA

PROPERTY PROFILE

Each property marketing product that is ordered will require a property label, property address and property photos. Enter the property address, the number of bedrooms and bathrooms, and the property price for each property you are marketing. The selected property will automatically populate in the product detail as you place your order.

Photos may be uploaded using the photo upload feature below. Click on “Photos” to access the upload feature. For best results we recommend using photos that have been professionally created to ensure high quality products are produced.

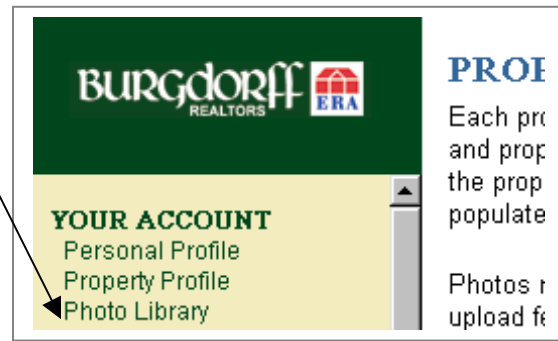
Add New Property

Property Label	Address	City	State	Zip Code	Edit
Immaculate Home - Park Like Yard	827 River Road	Chatham	NJ	07928	Edit
End Unit Dream Home	125 Terrace Dr	Chatam	NJ	07928	Edit

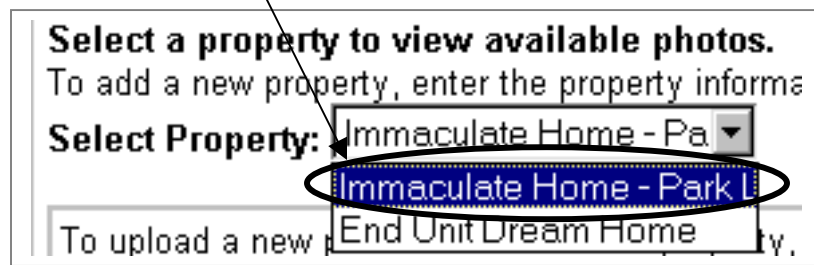
If you need to edit any of the Property information, click Edit. Review Steps 3-4 above if necessary.

D. Add Photos for Your Properties:

1. Click on Photo Library.



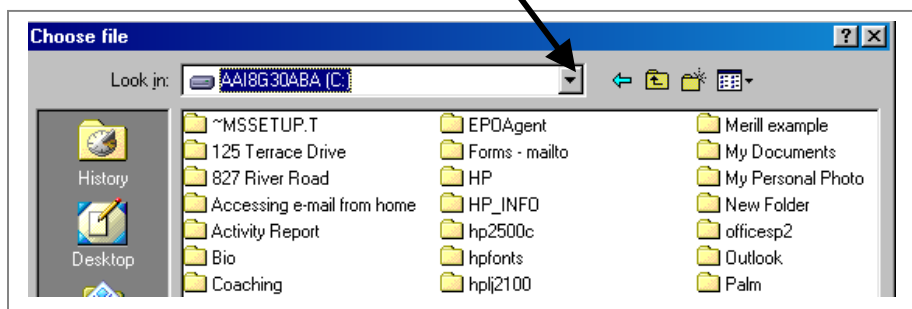
2. Select the Property "label" for which you need to add the photos.



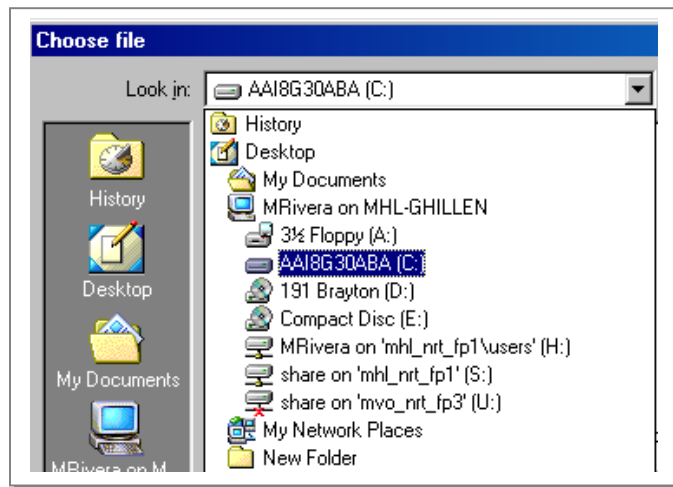
3. Click on the down arrow to select the Category e.g., Living Room, Dining Room.



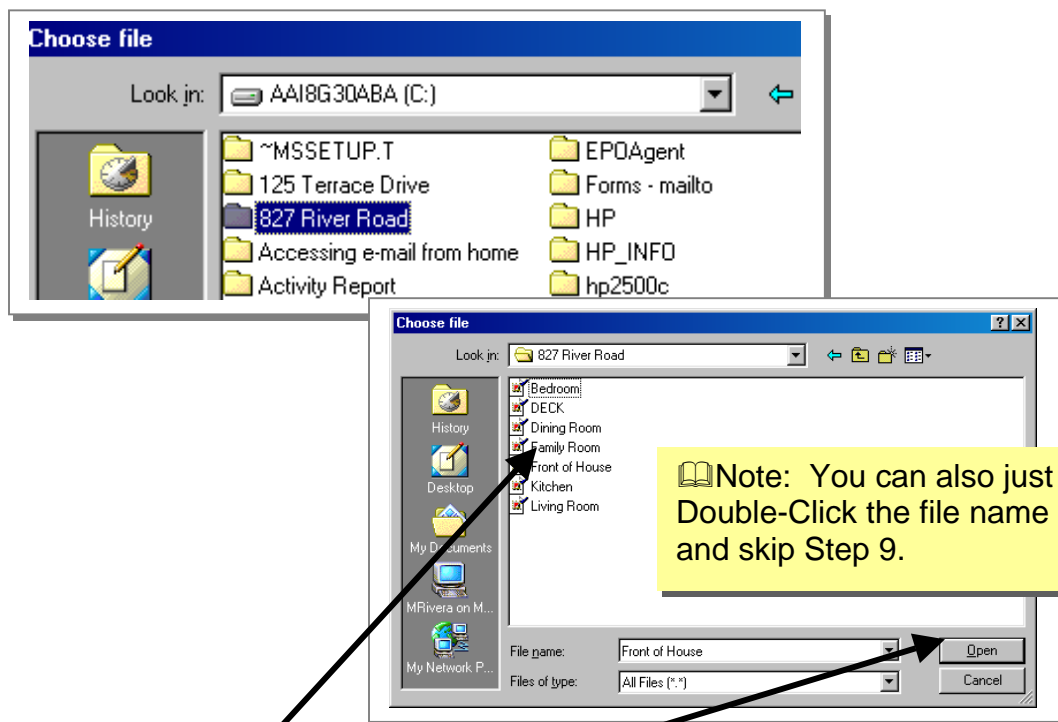
4. Click on the Browse button.
5. Click on the down arrow next to "Look In".



6. Click on the Drive where you have your photo.e.g., (C:), (E:), (H:)



7. Double Click on the Folder where you have your photo. e.g. 827 River Road

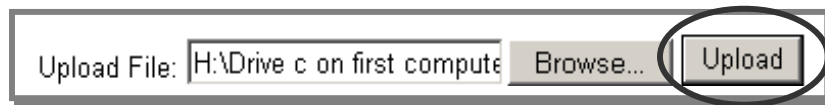


8. Click on the Photo you Need.

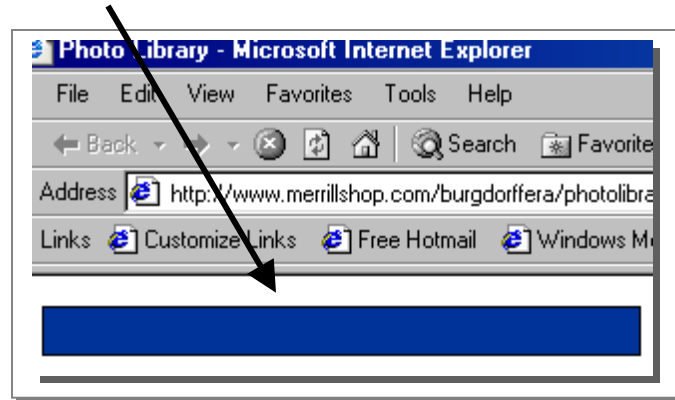
9. Click on the Open Button.

Note: if you don't have your photo file in a folder, **click on the Drive.** e.g., (C:) and **then click on the specific photo file.**

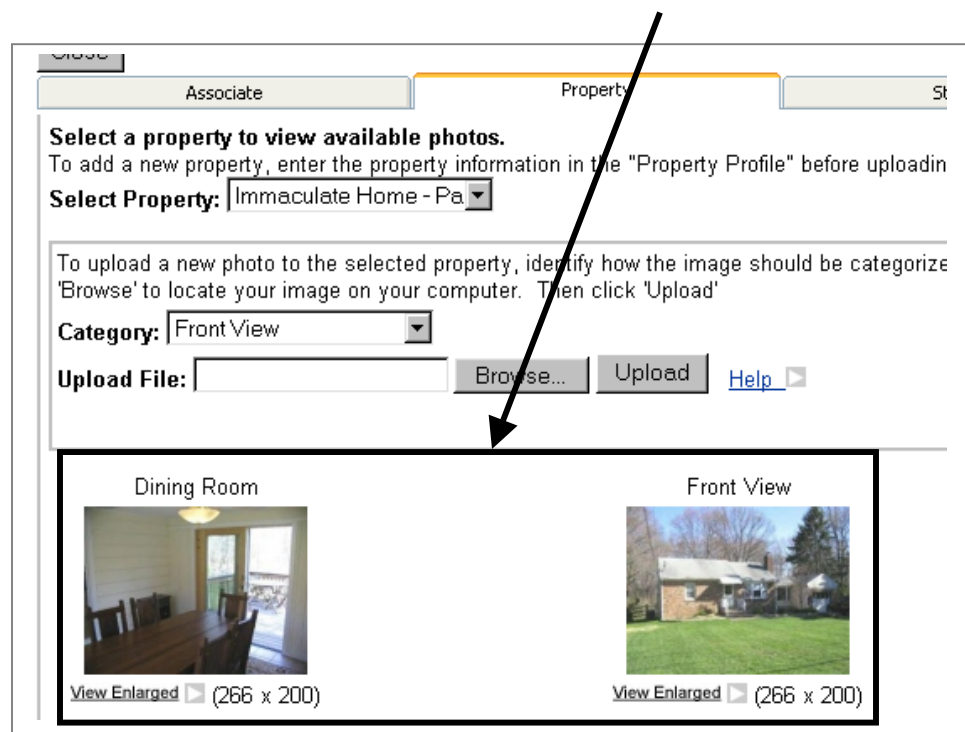
10. Click on the Upload button.



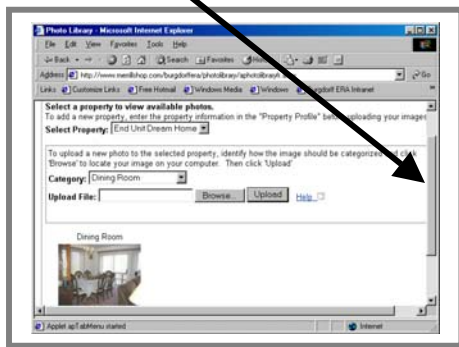
You will see a Processing Screen for a few seconds.



11. The page redisplay with your photo(s) displaying.



12. You can also manage your folders from this page: e.g., Delete Photos. You will have to use the scroll bar to see this options.



- To view the Photo Larger, click here.

Dining Room



- To Download a High Res Photo, click here. (1500x2150 pixels)

[View Enlarged](#) (266 x 200)

- To Download a Low Res Photo, click here (500x717 pixels).

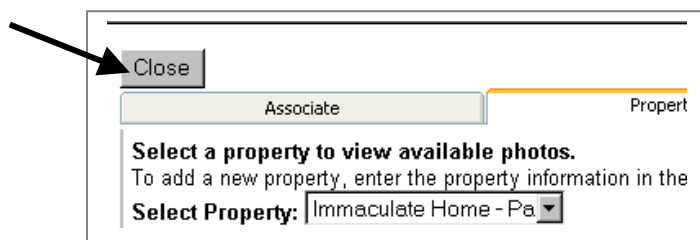
[Download High Res Photo](#)

[Download Low Res Photo](#)

- To Delete a Photo, click here.

[Delete this photo from Library](#)

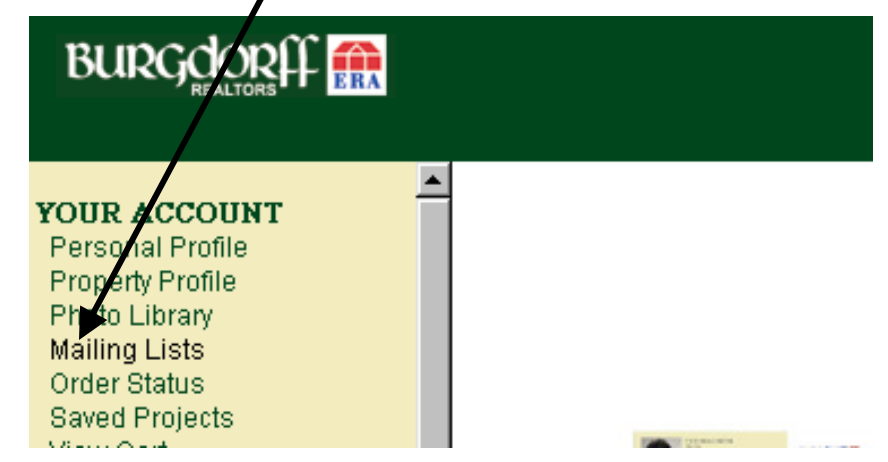
13. Once you are done managing your photos, click on the Close button. You may need to scroll back up.



E. How to Add a Mailing Lists. You can either bring in a list of names and addresses from a list you already have such as Excel or you can manually enter the names here and edit the information as needed. You can manage up to 10 mailing lists!

➤ **To Manually Enter Names:**

1. Log in (Refer to page 3 for instructions if necessary.)
2. Click on Mailing Lists.



3. The MAILING LISTS page displays.

MAILING LISTS

Send marketing communications directly to your personal mailing lists with ease. You can upload and manage for your clients, business associates and prospects. Then when you need to create a mailing, you simply group lists or specific contacts from your address book.

Create New List

Enter the name of the list you wish to create and click Add. You may store up to 20 mailing lists.

Enter List Name:

Address Book

Edit List Name	Mailing List Name	Number of Active Records	Number of Total Records
----------------	-------------------	--------------------------	-------------------------

4. Click next to Enter List Name.

MAILING LISTS

Send marketing communications directly to your personal mailing lists with ease. You can upload and import for your clients, business associates and prospects. Then when you need to create a mailing, you simply group lists or specific contacts from your address book.

Create New List

Enter the name of the list you wish to create and click Add. You may store up to 20 mailing lists.

Enter List Name:

Address Book

Edit List Name	Mailing List Name	Number of Active Records	Number of Total Records
----------------	-------------------	--------------------------	-------------------------

5. Type School List, Click Add List.
6. If necessary, click on the down arrow to make sure you **select** the List **you just entered**. Enter your contacts by clicking on New Contact.

MAILING LISTS

Send marketing communications directly to your personal mailing lists with ease. You can upload and import for your clients, business associates and prospects. Then when you need to create a mailing, you simply group lists or specific contacts from your address book.

Create New List

Enter the name of the list you wish to create and click Add. You may store up to 20 mailing lists.

Enter List Name:

Mailing List Management

Select List:

To manually enter client records into a list, select "New Contact".

Address Book

Edit List Name	Mailing List Name	Number of Active Records	Number of Total Records
<input type="button" value="Edit Name"/>	School List	0	0

7. Make sure you fill in all the required fields. They have a red asterisk next to them. e.g. First Name

Active: ☒

First Name: *

Last Name: *

Address1: *

Address2:

City: *

State: *

Zip: *

Phone1:

Phone2:

Email:

Comments:

8. Click on Save if this is the only contact you would like to add at this time.

OR

Click on Save and Add another if you would like to add another contact.

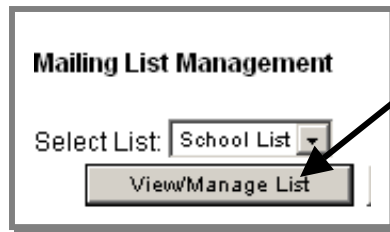
9. The Mailing List page redisplay.

MAILING LISTS [Help](#)

Send marketing communications directly to your personal mailing lists with eas manage up to 20 different mailing lists for your clients, business associates an when you need to create a mailing, you simply select and activate the appropria specific contacts from your address book.

Create New List

10. If you need to Edit/Add/Delete another Contact, Click View/Manage Lists.

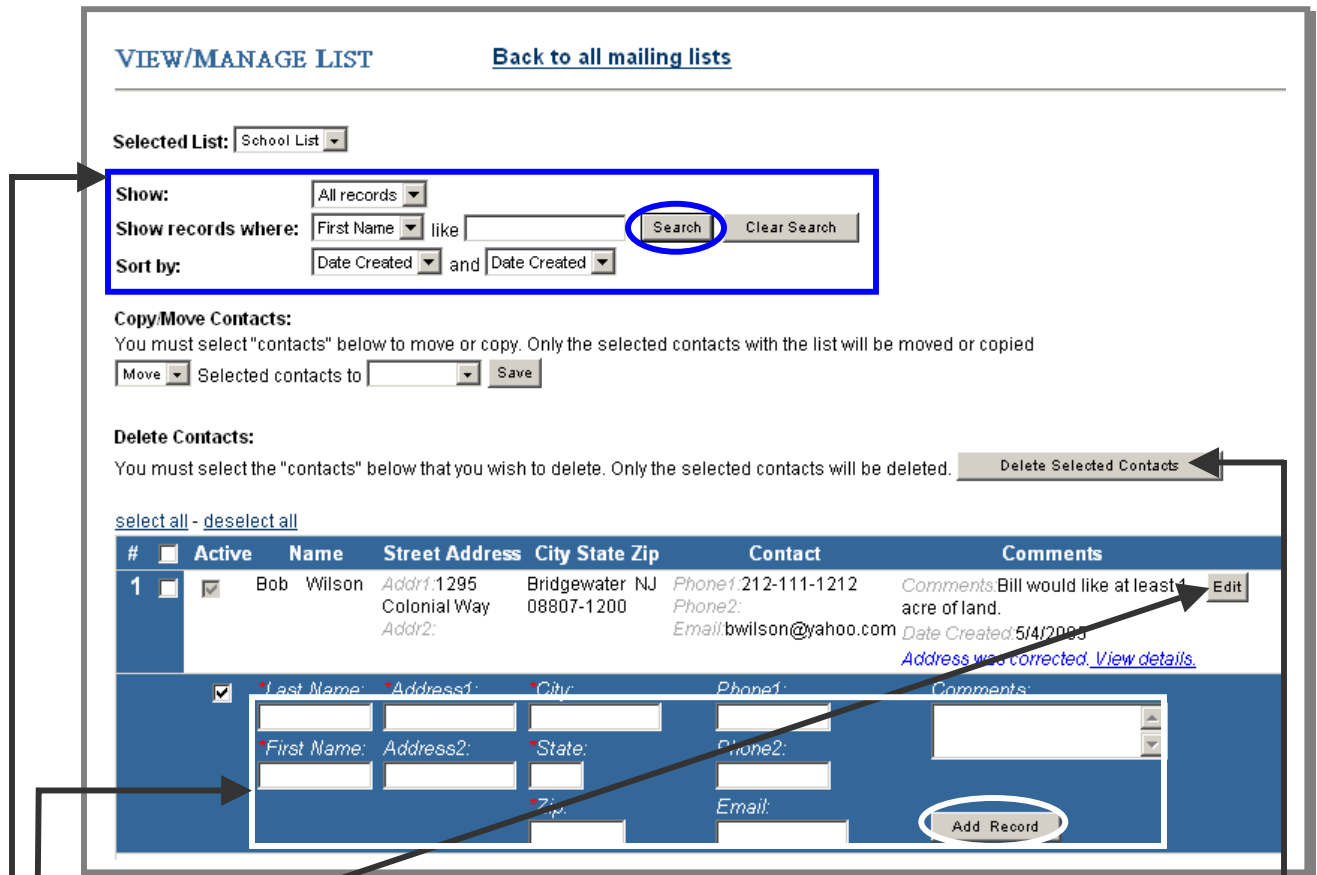


Mailing List Management

Select List:

An arrow points from the text in step 10 to the 'View/Manage List' button.

11. The View/Manage List pages displays:



VIEW/MANAGE LIST [Back to all mailing lists](#)

Selected List:

Show:

Show records where: like

Sort by: and

Copy/Move Contacts:
You must select "contacts" below to move or copy. Only the selected contacts with the list will be moved or copied
 Selected contacts to

Delete Contacts:
You must select the "contacts" below that you wish to delete. Only the selected contacts will be deleted.

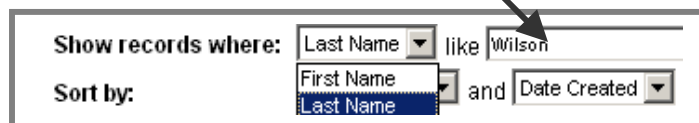
[select all](#) - [deselect all](#)

#	Active	Name	Street Address	City	State	Zip	Contact	Comments
1	<input checked="" type="checkbox"/>	Bob Wilson	Addr1: 1295 Colonial Way Addr2:	Bridgewater	NJ	08807-1200	Phone1: 212-111-1212 Phone2: Email: bwilson@yahoo.com	Comments: Bill would like at least 1 acre of land. Date Created: 5/4/2003 Address was corrected. View details.

☒

Below the table is a form for adding a new record with fields for Last Name, Address1, City, Phone1, Comments, First Name, Address2, State, Phone2, and Zip. An arrow points from the 'Add Record' button to the form.

- A. To Edit, click on the Edit button next to the Contact you wish to edit. You may have to use your Horizontal Scroll Bar to see. After you make all your changes, click on the Update Button.
- B. To Delete, click next to the name. Click Delete Selected Contacts.
- C. To Add another contact, enter info here and click Add Record.
- D. To Search for a Contact, specify criteria by clicking on the down arrow next to "Show records where". Type what you are looking for. Click Search.



Show records where: like

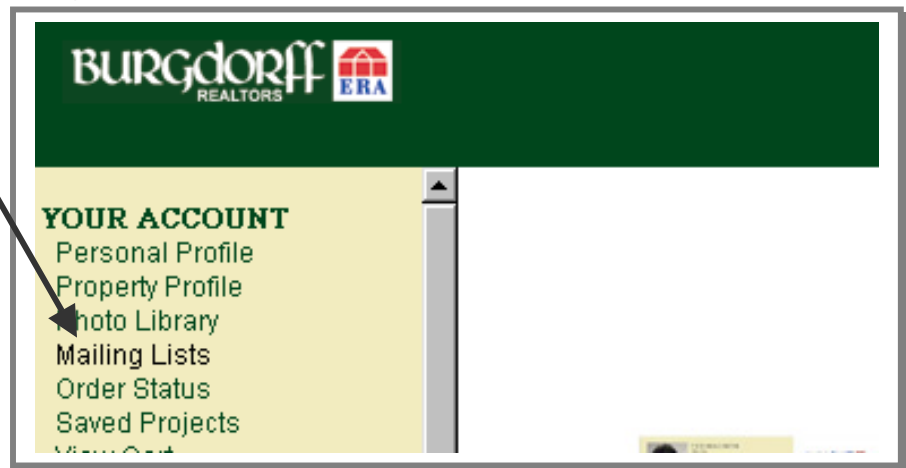
Sort by: and

An arrow points from the text in step 11D to the 'Last Name' dropdown menu.

➤ To Upload a File

Another way to get your contacts into this system is to upload a file you already have in another source, such as Microsoft Excel, Microsoft Word, Outlook or Act. This is great because you will save time since you don't have to enter the information for existing contacts manually.

1. Log in (Refer to page 3 for instructions if necessary)
2. Click on Mailing Lists.



3. The MAILING LISTS page displays.

MAILING LISTS

Send marketing communications directly to your personal mailing lists with ease. You can upload and manage your clients, business associates and prospects. Then when you need to create a mailing, you simply group lists or specific contacts from your address book.

Create New List

Enter the name of the list you wish to create and click Add. You may store up to 20 mailing lists.

Enter List Name:

Address Book

Edit List Name	Mailing List Name	Number of Active Records	Number of Total Records
----------------	-------------------	--------------------------	-------------------------

4. Click next to Enter List Name.

MAILING LISTS

Send marketing communications directly to your pers for your clients, business associates and prospects. group lists or specific contacts from your address box

Create New List

Enter the name of the list you wish to create and click

Enter List Name:

5. Type the name e.g., Health Club. Click Add List. If necessary, click on the down arrow and **select** the List **you just entered**. The Name of your List now appears next to Select List

Mailing List Management

Select List:

6. Click Upload Contacts
7. The Upload Contact page displays:

UPLOAD CONTACTS [Back to all mailing lists](#)

Selected List:

Step 1: Export List
Export records from the program that contains your addresses. For assistance use the instructions on the right.

Help exporting contacts from:

- [Outlook](#)
- [Excel](#)
- [Outlook Express](#)
- [Act!](#)

Step 2: Format Your Data
If your list currently displays all available headings in the following order, please proceed to Step 3. For assistance in list fields in your program to the required format below, please use the [Mailing List Wizard](#)

Active	Required	Required	Required		Required	Required	Required		
	Last	First	Address1	Address2	City	State	Zip	Phone1	Phone2

NOTE: Users are not required to use all categories; however, the order of the headings must stay intact. All fields, column names and d. tab. Empty fields are also represented by tabs. Do not use tabs or quotation marks in data fields.

Step 3: Specify the file to upload



8. Before you click on Browse. Please read the following:

Step 3: Specify the file to upload

- If you need any help producing a file you can use from the original place your contacts are being stored such as Microsoft Outlook, please click on the appropriate link below.

[Back to all mailing lists](#)

Help exporting contacts from:

- [Outlook](#)
- [Excel](#)
- [Outlook Express](#)
- [Act!](#)

- If you still need help after viewing that information, please contact Customer Support at **1-800-844-7949**.



- You must then make sure that your file is in a format that can be understood by the system. If the heading (first row) of your files is formatted like below, you are ready to bring in your file. Proceed to Step 10. IF NOT, you must use the [Mailing List Wizard](#) to help you out.

Step 2: Format Your Data

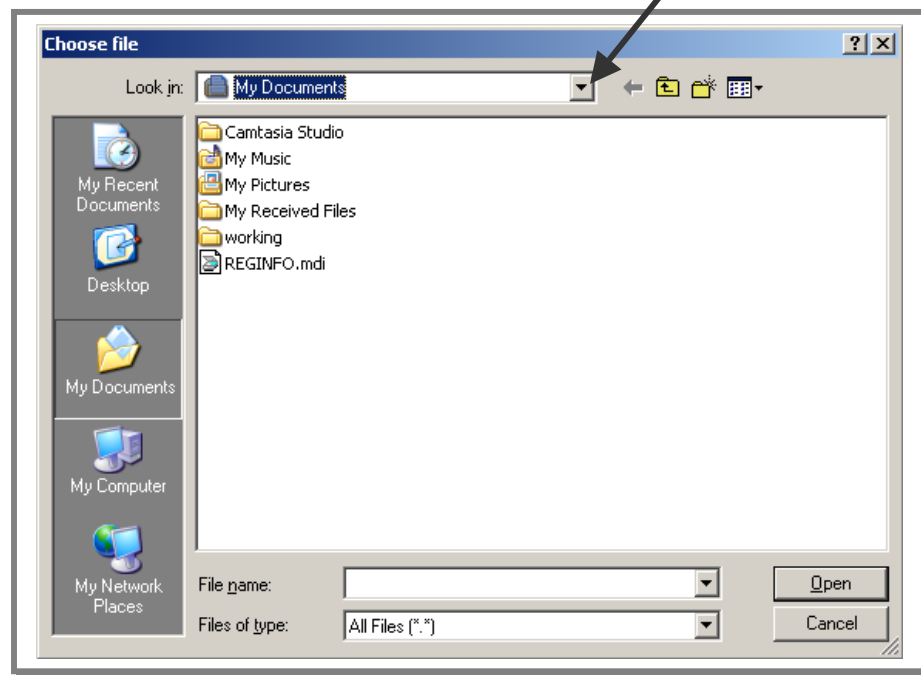
If your list currently displays all available headings in the following order, please proceed to Step 3. For assistance in automatically mapping the list fields in your program to the required format below, please use the [Mailing List Wizard](#)

Active	Required Last	Required First	Required Address1	Address2	Required City	Required State	Required Zip	Phone1	Phone2	Email	Comments
--------	---------------	----------------	-------------------	----------	---------------	----------------	--------------	--------	--------	-------	----------

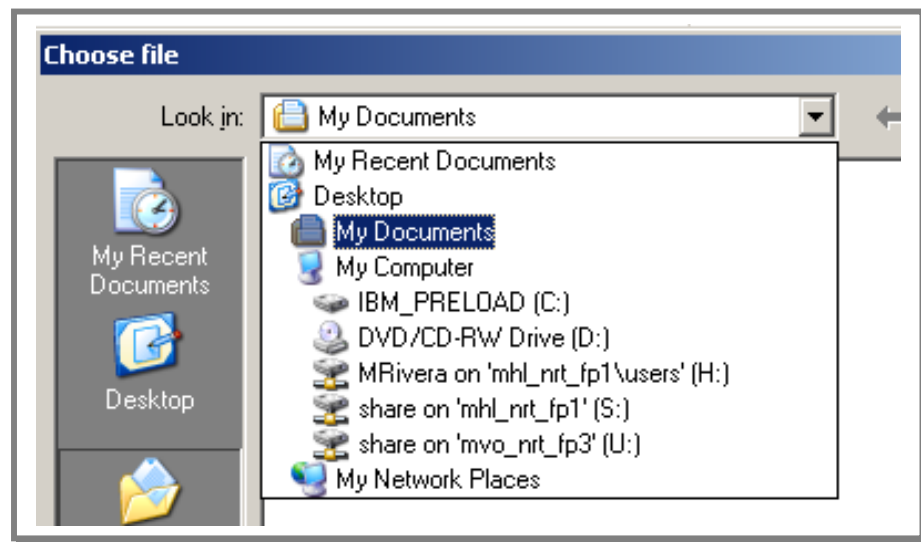
9. Once your file is ready, click Browse:

Step 3: Specify the file to upload

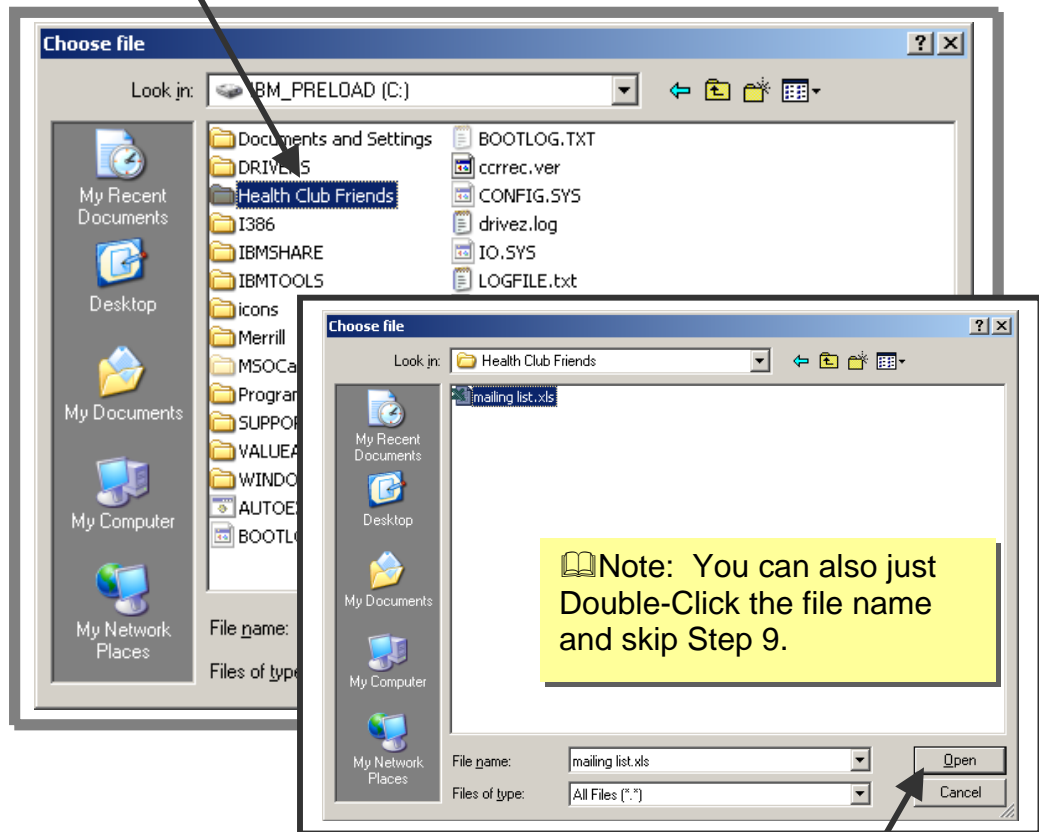
10. Click on the down arrow next to “Look In”.



11. Click on the Drive where you have your mailing list file. e.g. (C:), (E:), (H:)



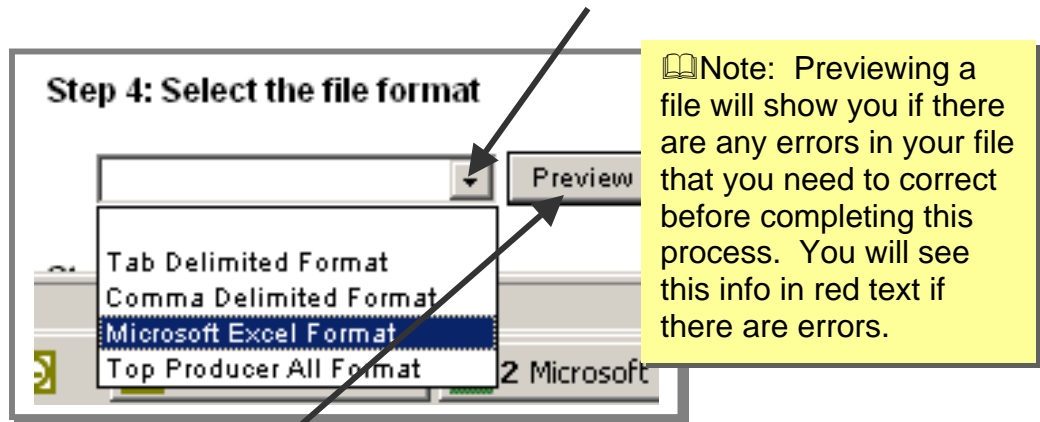
12. Double Click on the Folder where you have your file e.g., Health Club Friends.



13. Click on the file you need. e.g., mailing list.xls
14. Click on the Open button.

Note: if you don't have your photo file in a folder, **click on the Drive.** e.g., (C:) and **then click on the specific photo file.**

15. You should then Select the File Format to **preview** the file. We are choosing Excel because we were using an Excel File for our example.



16. Click Preview.

The preview Window displays. ****If you have a Pop-up Blocker you will need to turn off for this program.****

MAILING UPLOAD PREVIEW Close Print

Carefully review the addresses for accuracy prior to uploading the list. Incorrect data will result in undeliverable pieces. If changes are required, make any necessary edits in the original document and then return to Step 3 to upload the modified file.

	Active	Last	First	Address1	Address2	City	State	Zip	Phone1	Phone2	Email	Comments
1	Yes	Warden	Jack	78 New Street		New Brunswick	NJ	08901	732-249-7888	732-212-1222	Jwarden@yahoo.com	Would prefer an acre of land
2	Yes	Smith	Barbara	120 Findern Avenue		Bridgewater	NJ	08007	732-111-2111	732-111-1211	bsmith@verizon.com	Would love a Big Colonial Home

Total records previewed: 2

17. Click Close
18. Click on Upload



Success! The MAILING LIST page redisplay. Scroll down if necessary. Under Address Book you will see that your file was Uploaded.

Address Book

Edit List Name	Mailing List Name	Number of Active Records	Number of Total Records
<input type="button" value="Edit Name"/>	Health Club	2	2
<input type="button" value="Edit Name"/>	School List	1	1

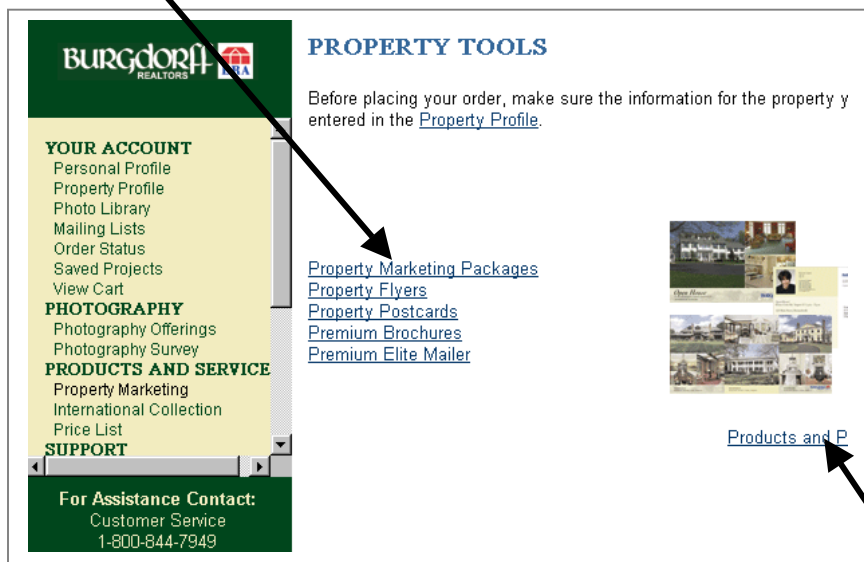
19. To edit any of the information, refer to page 16, Step 11, A-D


F. Create distinctive Marketing pieces to showcase your Property. This includes Postcards, Brochures, Flyers and much more!

1. To Create a Postcard. Click on Property Marketing.



2. The Property Tool page displays:
3. Click on Property Postcards.



 **Note:** You can view a list of all the Products and Pricing by clicking on this link!

4. The Property Postcard page displays:

BURGdorff REALTORS ERA

PROPERTY POSTCARDS

Use these direct mail products to build your business. Comm...
open houses with a personalized message. Then have your c...
list, a geographic mailing surrounding the target address or b...

Delivery Time:
Orders placed by 10:00 a.m. (EST) Monday through Friday c...
mailing in two business days. Mail delivery will depend on the...
will arrive in the customer's mailbox within approximately four...
mail within 10-14 business days. Orders placed on Saturday,...
on the next business day. Add one extra day production time

Business Reply Cards
Min. recommended photo size (583 x 430)

☒ Just Listed
☐ Just Sold
☐ Open House

Standard Postcards
Min. recommended photo size (1 photo = 905

YOUR ACCOUNT
Personal Profile
Property Profile
Photo Library
Mailing Lists
Order Status
Saved Projects
View Cart

PHOTOGRAPHY
Photography Offerings
Photography Survey

PRODUCTS AND SERVICE
Property Marketing
International Collection
Price List

SUPPORT

For Assistance Contact:
Customer Service
1-800-844-7949
expectations@merrillcorp.com

You can select a Business Reply Card, Standard Postcard, Large Postcard.

5. Scroll down to Standards Postcards.
6. Select Just Listed 1 Photo

Standard Postcards
Min. recommended photo size (1 photo = 905
x 850, 3 photo = 761 x 680)

Just Listed
☐ 1 Photo ☐ 3 Photo

Just Sold
☐ 1 Photo ☐ 3 Photo

Open House
☐ 1 Photo ☐ 3 Photo

7. As soon as you do, you will notice it now displays a visual of what that postcard looks like.

Business Reply Cards
Min. recommended photo size (583 x 430)

☐ Just Listed
☐ Just Sold
☐ Open House

Standard Postcards
Min. recommended photo size (1 photo = 905
x 850, 3 photo = 761 x 680)

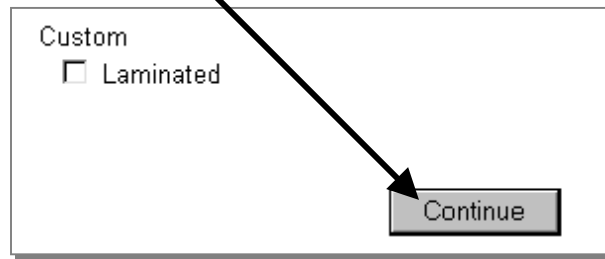
Just Listed
☒ 1 Photo ☐ 3 Photo

Just Sold
☐ 1 Photo ☐ 3 Photo

Open House
☐ 1 Photo ☐ 3 Photo

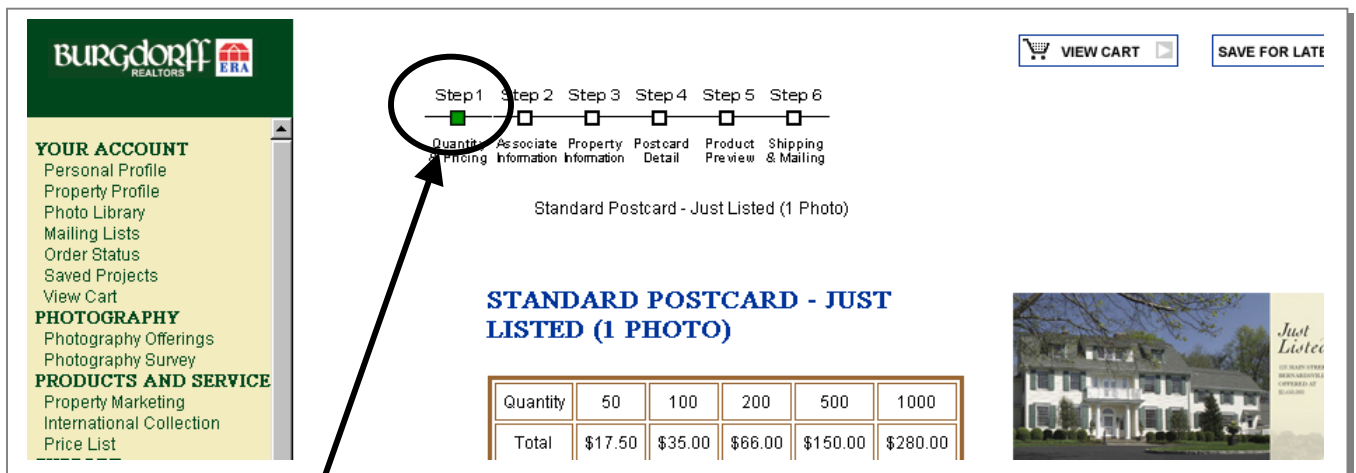
Just Listed
View Enlarged

8. Press Continue.



Custom
☐ Laminated
 Continue

9. The Standard Postcard Just listed page displays:



BURGDORFF REALTORS ERA

YOUR ACCOUNT
 Personal Profile
 Property Profile
 Photo Library
 Mailing Lists
 Order Status
 Saved Projects
 View Cart

PHOTOGRAPHY
 Photography Offerings
 Photography Survey

PRODUCTS AND SERVICE
 Property Marketing
 International Collection
 Price List

Step 1 Step 2 Step 3 Step 4 Step 5 Step 6
 Quantity Associate Property Postcard Product Shipping
 Pricing Information Information Detail Preview & Mailing

Standard Postcard - Just Listed (1 Photo)

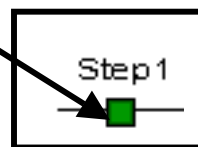
STANDARD POSTCARD - JUST LISTED (1 PHOTO)

Quantity	50	100	200	500	1000
Total	\$17.50	\$35.00	\$66.00	\$150.00	\$280.00

VIEW CART SAVE FOR LATE

Just Listed

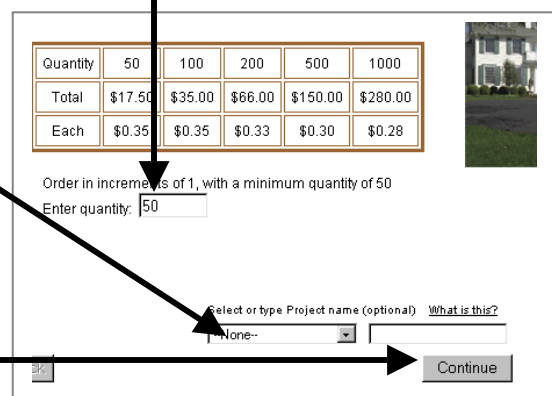
10. Notice you are on **Step 1**. You will always know what step you are on because there will be a green indicator underneath the step #.



Step 1

11. Specify the quantity you need.

12. Enter a Project Name or leave it blank.



Quantity	50	100	200	500	1000
Total	\$17.50	\$35.00	\$66.00	\$150.00	\$280.00
Each	\$0.35	\$0.35	\$0.33	\$0.30	\$0.28

Order in increments of 1, with a minimum quantity of 50
 Enter quantity: 50

Select or type Project name (optional) [What is this?](#)
 None--

Continue

13. Press Continue.

14. Review that all your contact information is correct.

First Name: *

Middle Name:

Last Name: *

Title 1: *

Title 2:

E-mail:

Web Site:

Phone 1: Ext

Phone 2: Ext

Phone 3: Ext

Phone 4: Ext

Agent Photo:

[Select/Edit Image](#)

Show Mortgage Information:

Mortgage Phone:

Office Address 1:

Office City:

15. Click on the Continue button. Scroll down if necessary.

Office Zip Code:

16. Select your Property :

Step 1 Step 2 Step 3 Step 4 Step 5 Step 6
Quantity Associate Property Postcard Product Shipping
& Pricing Information Information Detail Preview & Mailing

Standard Postcard - Just Sold (Photo)

Property Selection:

Property Address: ☒

Property City: ☒

Price Heading: ☒

Property Price: ☒

Note: If you have not entered a "Property Profile" for your property you can enter the address for your property here.

17. The information now displays for your property:

Property Selection:	<input type="text" value="Immaculate Home - Park Like Yard"/>	
Property Address:	<input type="text" value="827 River Road"/>	<input checked="" type="checkbox"/>
Property City:	<input type="text" value="Chatham"/>	<input checked="" type="checkbox"/>
Price Heading:	<input type="text" value="OFFERED AT"/>	<input checked="" type="checkbox"/>
Property Price:	<input type="text" value="\$479,900"/>	<input checked="" type="checkbox"/>

18. You can also “Spell Check” each of these rows by clicking on the spelling icon ☒ at the end of each row.

19. Click on the Continue

20. Fill in/Modify any information you need to. Please note that you can also finish this postcard later if you need to.

Step 1 Step 2 Step 3 Step 4 Step 5 Step 6

Quantity Associate Property Postcard Product Shipping
& Pricing Information Information Detail Preview & Mailing

Standard Postcard - Just Sold (1 Photo)


Heading Line 1: ☒

Heading Line 2: ☒

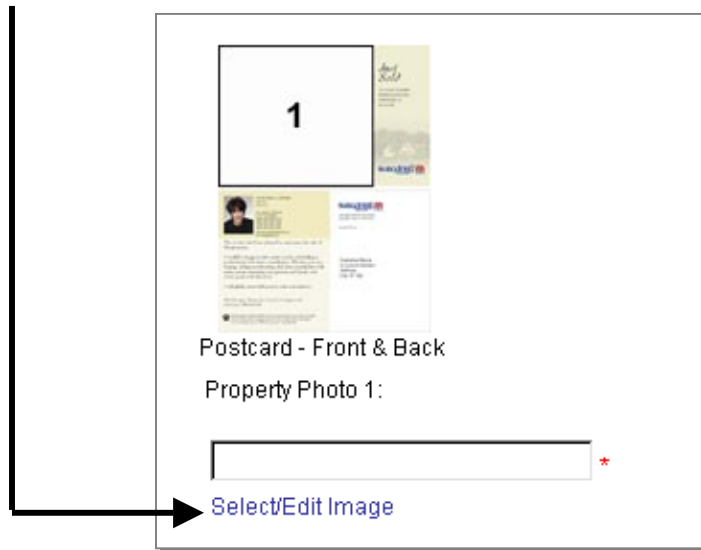
Paragraph Text

☒ I've just sold a home in your neighborhood! If you're interested in selling, or just want to know the value of your house in the current market, give me a call. I'd be happy to discuss the sale of your home and other real estate opportunities.

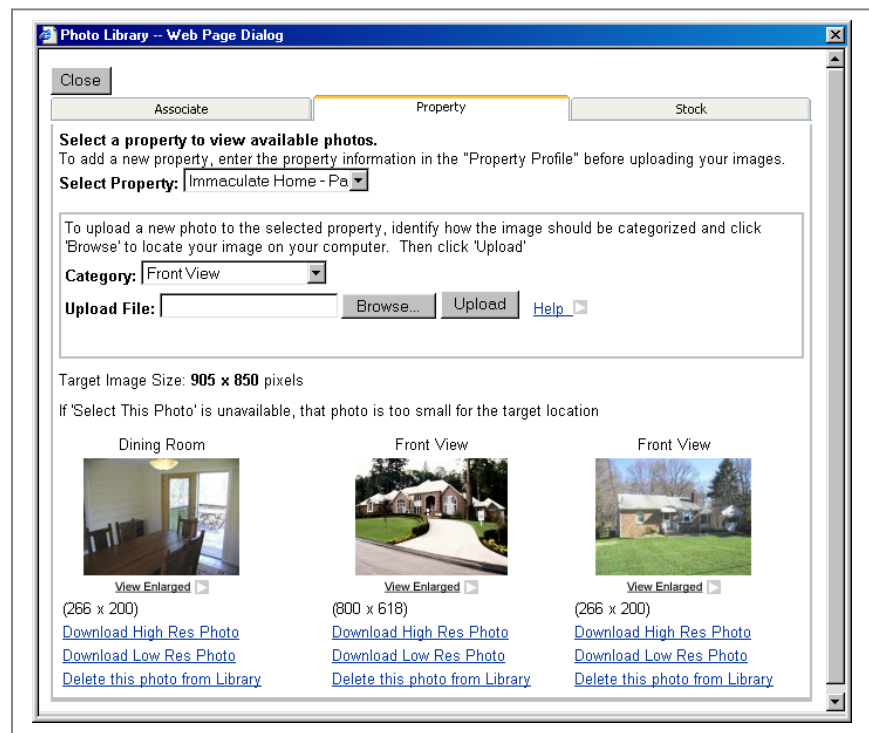
1



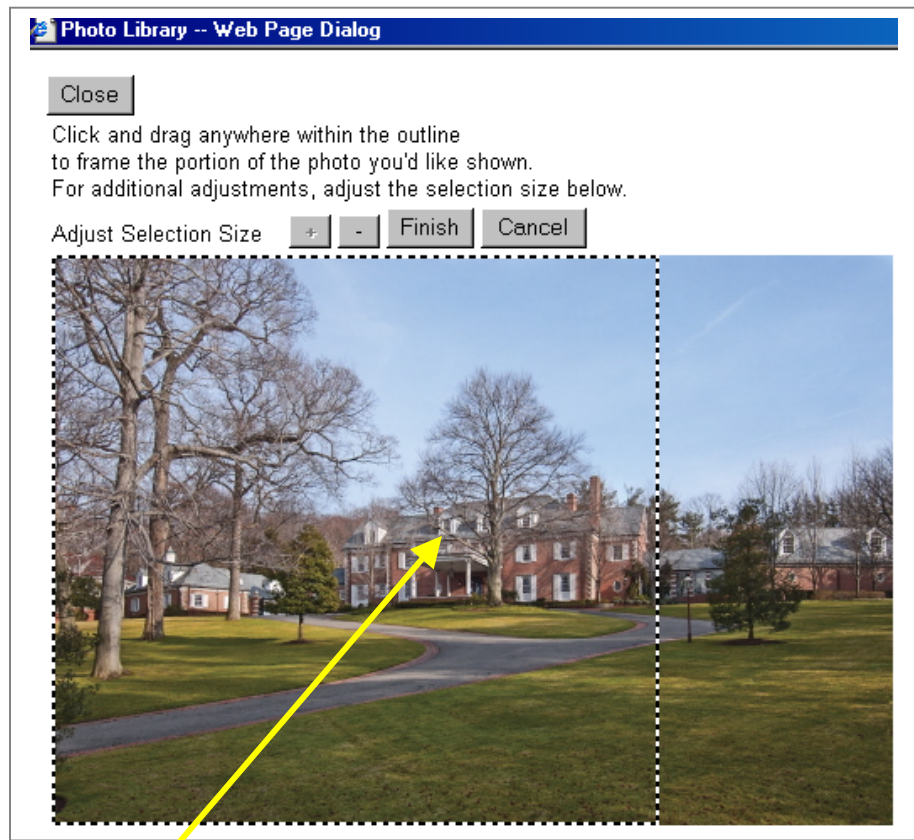
21. Click on Select/Edit an image:



22. The Photo Library window opens. Select your Photo by clicking on one of the photos you see or Upload a photo you would like to use (Refer to pages 9-11 if necessary):



23. Once you select your photo, you will have the opportunity to frame the portion of the photo you would like shown.

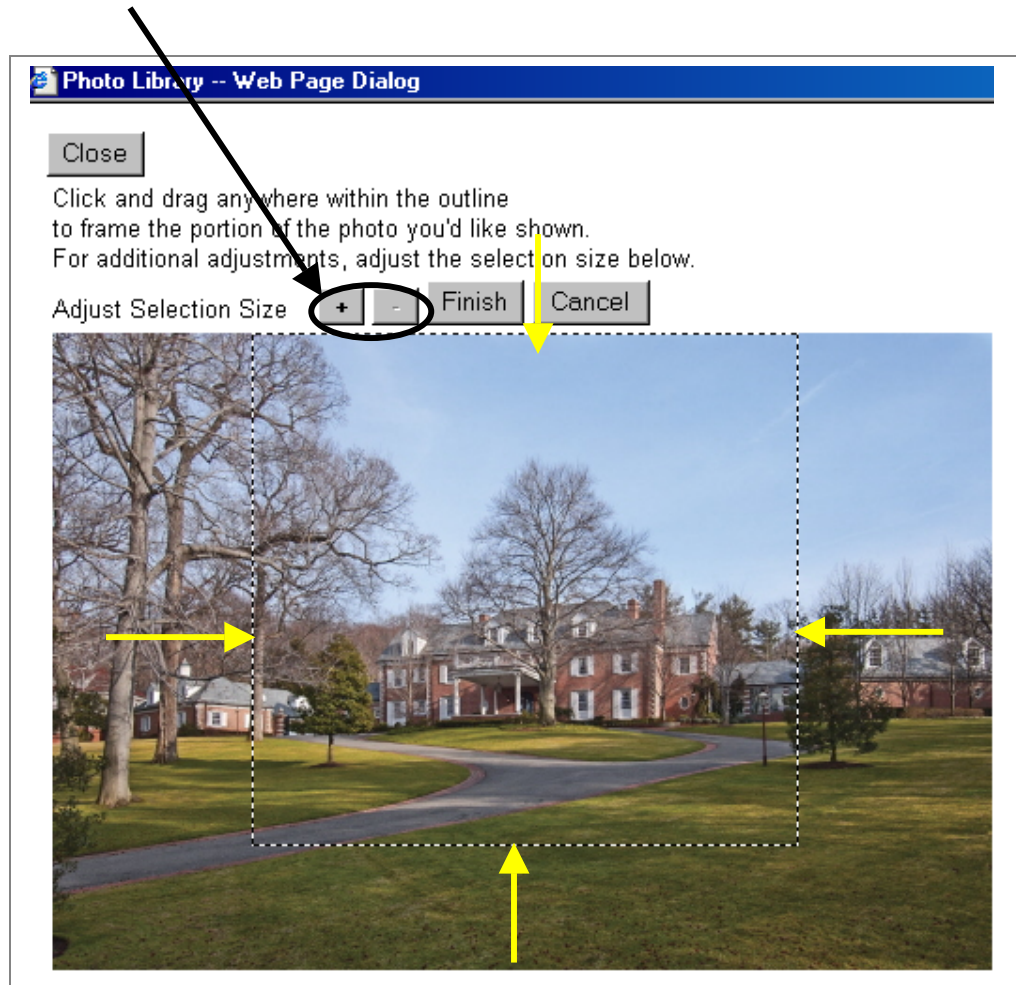


Click and drag within the dotted lines to specify the part of the photo you wish to use. You can drag to the left or to the right. If you want to capture just the middle portion of the photo, you need to drag to the middle.



You can also make the area within the dotted lines smaller so you can have more options when specifying an area of the photo you would like to use.

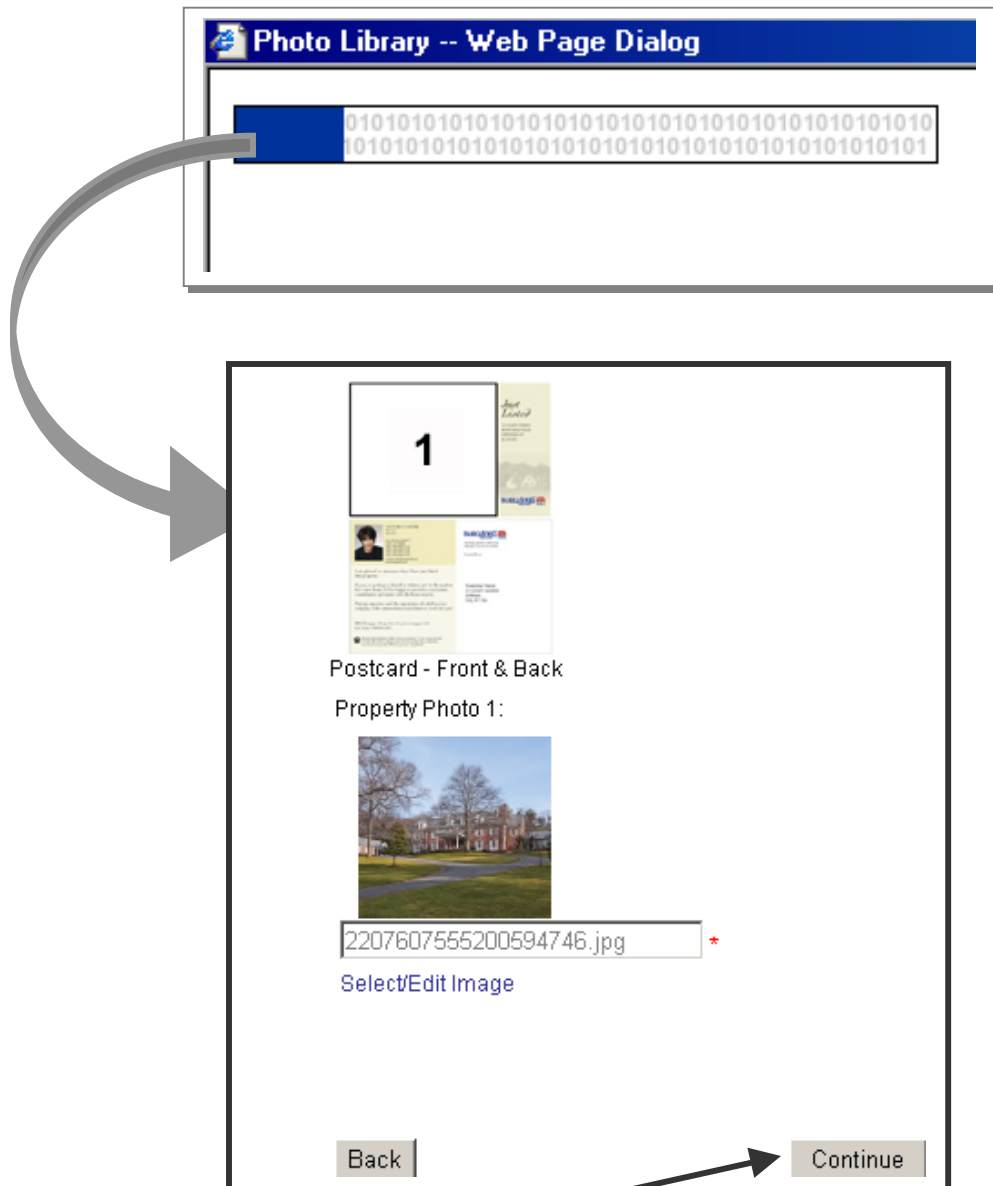
- Use the Adjust Selection Size buttons to do this.



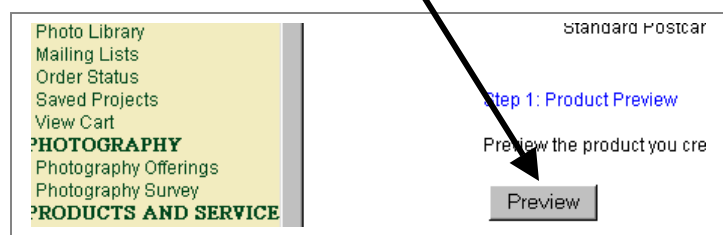
- Then Click and Drag within the center of that area to specify the area you wish to use.
- Click on Finish button once you are done.



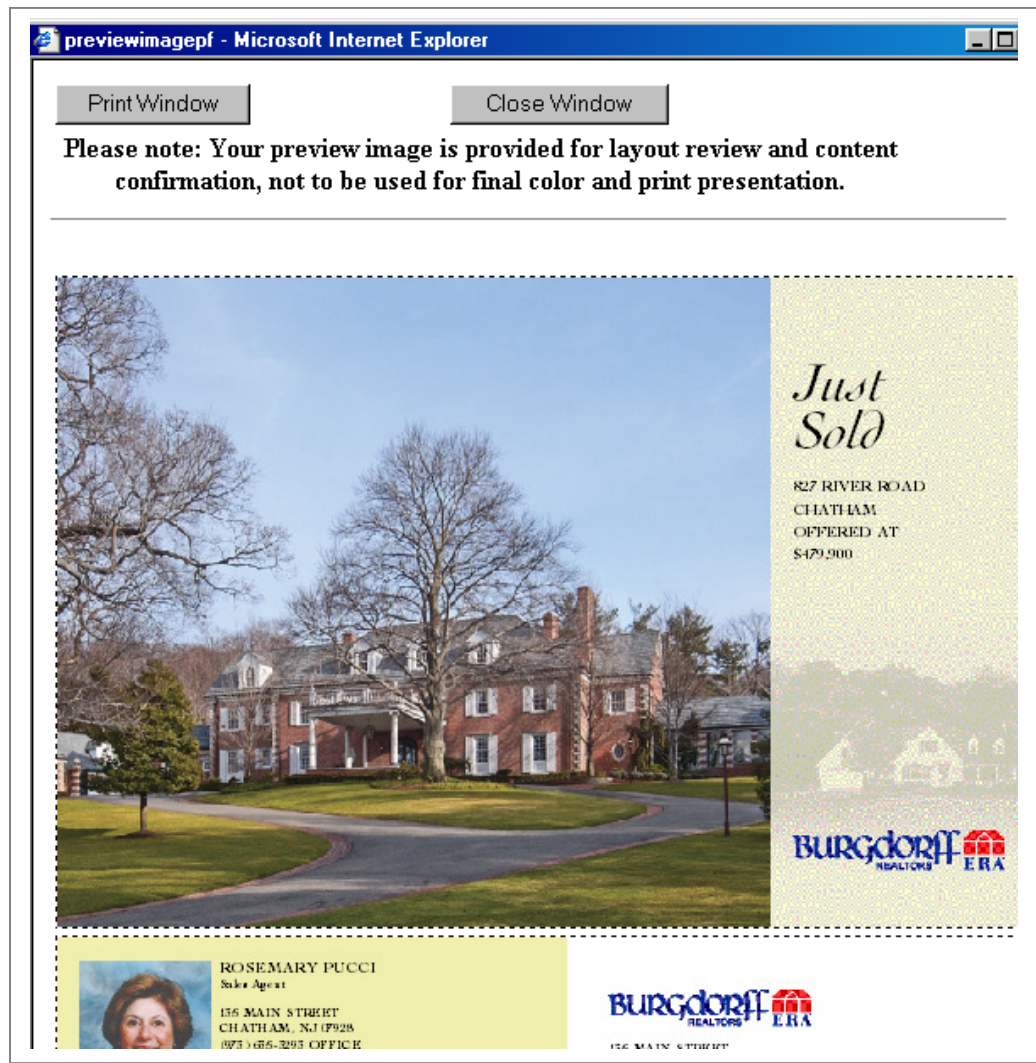
24. You will see the processing bar window and then you will see that the photo appears now on the page with the rest of the information.



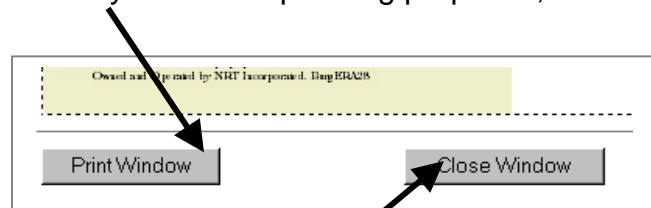
25. Click Continue.
26. To preview the card, click Preview.



27. The Preview Window displays for you to **review** your card.



➤ To print the card for layout review/proofing purposes, click here.



➤ To Close the Window. Click here.

28. If you would like to order the cards, click next to the Approval box.

When you have confirmed that the product is error-free, check the approval box to continue

* ☒ **APPROVAL:** I have reviewed this product and verify that the information is correct. You are authorized to begin the order upon submission.

Please note that we are unable to allow for changes, corrections or cancellations after che

28. Click Continue.

29. Select Your Mailing Options.

We offer many convenient shipping and mailing options.

Personal Mailing List(s)
Select one or more lists for this mailing:

☐ Health Club (6 records) ☐ School List (1 records)

Address Correction Notification:

☐ Print 'Address Service Requested'
(Mail will be forwarded and notice of the new address provided. The post off

☐ Print 'Return Service Requested'
(Mail will be returned to you with the forwarding address or reason for non-de

Acquire a Geographic Mailing List

Select List Type:

Search Quantity:

Geographic Information
Target Property Information

Address:

City:

Zip:

County:

Address Type:

Address Options:
Add " or Current Resident " after owner name: ☐ Yes ☒ No

Telemarketing Report

☐ Send a telemarketing report for this list(\$0.00 per report)

Email Report to:

Enter your Subscription Account Number (SAN) to include phone numbers:

Note: If you have added your mailing list here, you can specify this list here and have it mailed directly!

30. Click Add to Cart.

Distribution quantity total 50
Order Quantity 50

Back

ADD TO CART

31. The Shopping Cart Page displays:

SHOPPING CART

You have added the following item(s) to your cart.
Please be sure to review your order carefully before proceeding to check out.
Your order will not be submitted until after you check out.

#	Item Number	Description	Property	Quantity	Price			
1	551303503	Standard Postcard - Just Sold (1 Photo)	827 River Road Chatham	50	\$17.50	Edit	Delete	Save fo
		Ground		50	\$4.65			
					Total:	\$22.15		

This Total does not include discounts or tax

Continue Shopping Check Out

➤ You can Edit, Delete, or "Save for Later"

-OR-

➤ You can Continue Shopping

-OR-

➤ You can Check Out.

32. Click here to Check Out.

33. You will have the opportunity to review your order:

You have added the following item(s) to your cart. Please be sure to review your order carefully before proceeding to checkout.

Agent Information				Office Information	
Name	ROSEMARY PUCCI			Name	Chatham
Title				Address	135 Main Street
Phone	(973) 635-3293				Chatham, NJ 07928
Email	Ro-Pucci@burgdorff.com				

Seq #	Item Number	Item Description	Property Address	Quantity	Price
1	551303503	View Details Standard Postcard - Just Sold (1 Photo)	827 River Road Chatham NJ 07928	50	\$17.50
<u>Mailing Info:</u> Mail 50 to Office					
Shipping					\$4.65
Sales Tax					\$1.33
Total Amount					\$23.48

[Back](#) [Continue](#)

34. Click Continue. If you want to review the specific details for your order, click View Details. The Details display:

Ready to proceed to checkout.

Agent Information				Office Information	
Name	ROSEMARY PUCCI			Name	Chatham
Title				Address	135 Main Street
Phone	(973) 635-3293				Chatham, NJ 07928
Email	Ro-Pucci@burgdorff.com				

Seq #	Item Number	Item Description	Property Address	Quantity
1	551303503	Close Details Standard Postcard - Just Sold (1 Photo)	827 River Road Chatham NJ 07928	
<u>Mailing Info:</u> Mail 50 to Office				
Associate Information Page				
First Name		ROSEMARY		
Last Name		PUCCI		
Title 1		Sales Agent		
E-mail		Ro-Pucci@burgdorff.com		
Phone 1		Office		
Phone 1		973		
Phone 1 Exchange		635		

➤ To Close the Details, click Close Details.

34. The Payment Page displays:

Primary Credit Card:			Billing Address	
Card Type	Card Number	Expiration	Name	
<input type="text"/>	<input type="text"/>	Month <input type="text"/> Year <input type="text"/>	Address 1	
Verification Number	<input type="text"/>		Address 2	
Amount	\$23.48		City	
<input checked="" type="checkbox"/> Save as my default Credit Card	To permanently remove your credit card from our files, please delete it from your agent profile.		State	Alabama
			Zip Code	
Other Credit Card:			Billing Address	
Card Type	Card Number	Expiration	Name	
<input type="text"/>	<input type="text"/>	Month <input type="text"/> Year <input type="text"/>	Address 1	
Verification Number	<input type="text"/>		Address 2	
Amount	<input type="text"/>		City	
			State	Alabama
			Zip Code	
<input type="button" value="Back"/> <input type="button" value="Submit Order"/>				

35. Enter information, click Submit Order.

36. You will get an Order Confirmation Page which you should print by clicking on Print Order.

THANK YOU FOR ORDERING WITH MERRILLSHOP.

Your order information appears below. If you wish to check the status of your order, you can locate it on this site under "Order Status" or contact us at 1-800-844-7949 for questions.

ORDER CONFIRMATION #1755925

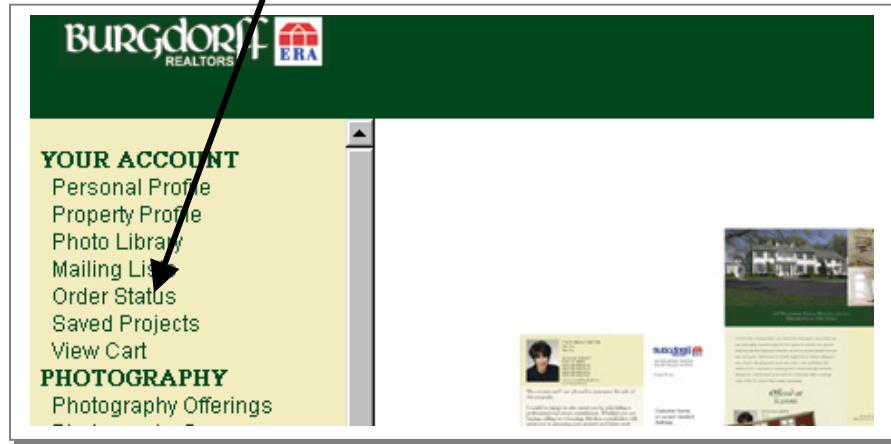
Agent Information		Office Information	
Name	ROSEMARY PUCCI	Name	Chatham
Title		Address	135 Main Street
Phone	(973) 635-3293		Chatham, NJ 07928
Email	Ro-Pucci@burgdorff.com		

Seq #	Item Number	Item Description	Property Address	Quantity	Price
1	551303503	View Details	Standard Postcard - Just Sold (1 Photo)	50	\$17.50
Mailing Info: Mail 50 to Office					
				Shipping	\$4.65
				Sales Tax	\$1.33
				Total Amount	\$23.48

Payment Method	Payment #	Amount
On Account	xxxx65	\$23.48

G. How to Check the Status of Your Order.

1. Log in (Refer to page 3 for instructions if necessary.)
2. Click on Order Status.



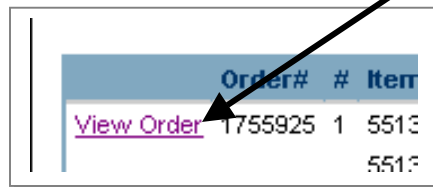
3. The Order Page displays:

The 'ORDER STATUS' page has a title bar with a 'Help' link. Below the title, a paragraph explains the order status functionality. A search form is provided with fields for Order#, Address, City, and a Shipped Status dropdown menu (set to 'Display All'), followed by a 'Search' button. Below the search form, it states 'You are currently viewing 1 thru 1 of 1 Orders'. A table lists the order details:

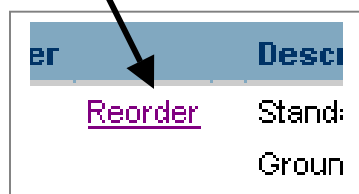
	Order#	#	Item Number	Description	Property	Ordered on	Completed on	Shippe
View Order	1755925	1	551303503	Standard Postcard - Just Sold (1 Photo)	827 River Road - Chatham	04/27/2005	04/27/2005	
			551330206	Ground				

➔ If you need to Search for an order, enter info here and click on Search.

- If you want to view your order, click on View Order.



- If you want to reorder, click here.

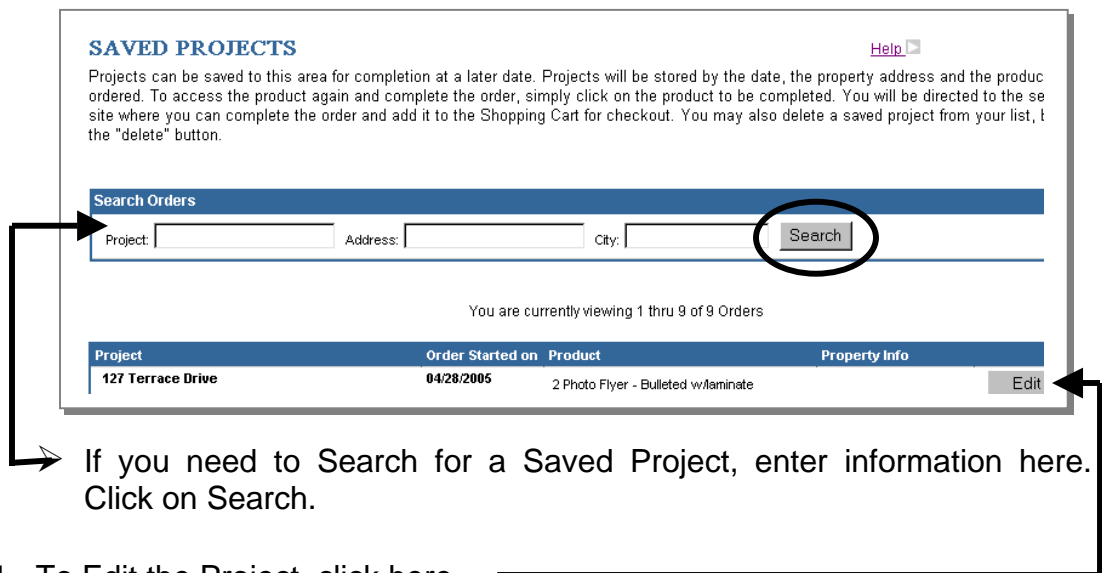


H. To Access a Saved Project:

1. Log in (Refer to page 3 for instructions if necessary.)
2. Click on Saved Projects.



3. The Saved Projects page displays:



If you need to Search for a Saved Project, enter information here. Click on Search.

4. To Edit the Project, click here.
Your Project is Open now and ready for you to continue working on it.





Image Information & Merrill Software Tips:

1. The resolution of an image is determined by the number of dots or pixels per inch (dpi or ppi)
2. Pixels or dots equal image information, thus the more there are, the higher resolution and better quality of an image you will have.
3. Higher Resolution images will have more pixels per inch, resulting in greater detail.
4. For printing an image, you need at least 150 dots per inch to 300 dots per inch. 300 dots per inch is preferable for professional printing
5. Please note if the resolution of an images is too low, it will appear pixelated when printed.

Basic Guideline for Updating Agent Photos

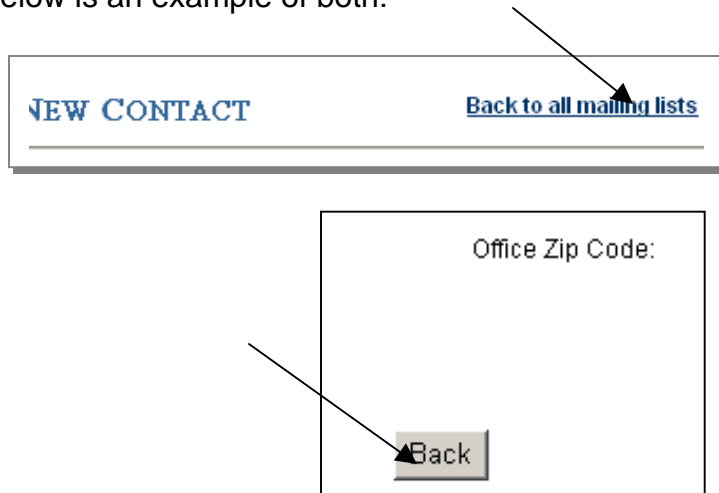
- ✓ *.Must be a JPG Format
- ✓ *480 X 640 Pixels
- ✓ *Under 1 Megabyte File Size

Basic Guideline for Updating Property Photos.

- ✓ Must be JPG format
- ✓ The recommended Minimum Property Photo for Flyers (one-sided with or without laminate) & Property Postcards – Large and Standard is **1300 X 1500** pixels (minimum 2 mega pixel camera on the highest setting)
- ✓ Recommended Minimum Property Photo for Premium Property Flyers and Brochures is **2250 X 2250** pixels (minimum 5 mega pixel camera on the highest setting).
- ✓ Under 4 Megabyte File Size

6. When you want to return to a previous page within the program, you should look to see if there is a **back** button at the bottom. Sometimes you have to scroll down to see this. Additionally, sometimes you will see a way to get back to the previous page, such as **Back to All Mail List** from another page. You should use these buttons instead of the back button on the Internet Explorer because **sometimes it may not work.**

Below is an example of both:



7. Need Help? After you log on (Refer to page 3 if necessary) you can check out the on-line help by clicking here.



8. You can then click on what you need help on. e.g.,

