SELLSTATE POWERSUITE

Design Center

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Design Center

The Power Suite Design Center module is an extremely easy-to-use tool that will provide you with an easy way to generate professional marketing flyers. In just a few clicks, you can create professional quality materials incorporating information from CMAzing! After you make your CMA, click on the Flyer button, choose a couple of the pre-made flyer templates, print them out, and then include them with the CMA at your presentation. Other great features of the Design Center include:

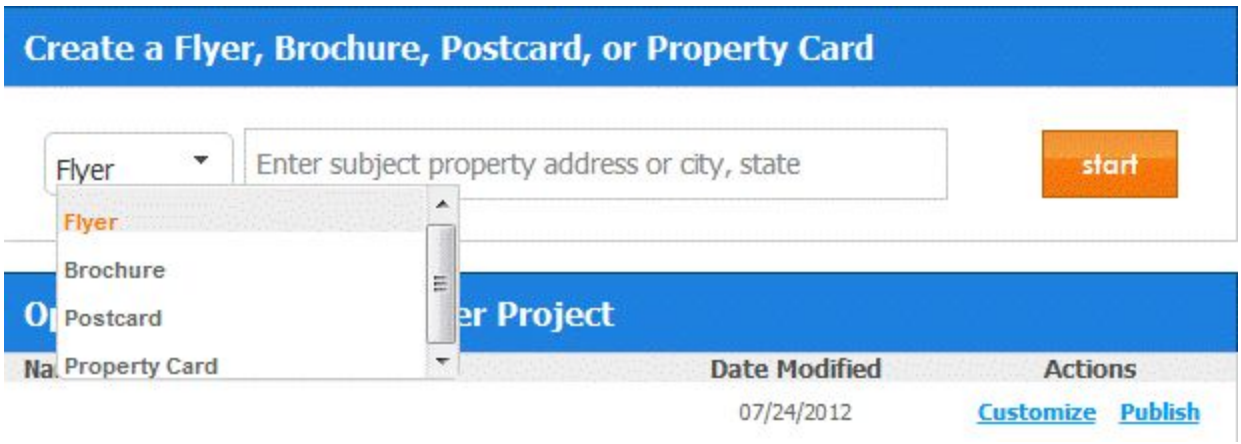
- Includes dozens of professional flyer, brochure, postcard and property card templates.
- Build your marketing materials quickly, selecting from menus of creative copy.
- Save flyers and brochures as .pdf files to post on your website.
- Print or email all design templates.

Create custom property flyers, brochures, postcards, and property cards using Power Suite Design Center.

Create a Flyer, Brochure, Postcard, or Property Card

There are two ways to import listings into the Design Center. The first option will be to import a file of listings that you have exported from your native MLS system. Browse your computer and import your saved file into the Design Center. Upload the file and you will be advanced to the Properties panel.

Choose which marketing piece you would like to create, enter a subject address or area, and click Start.



Flyers are one page, single-sided

Brochures are tri-fold designed

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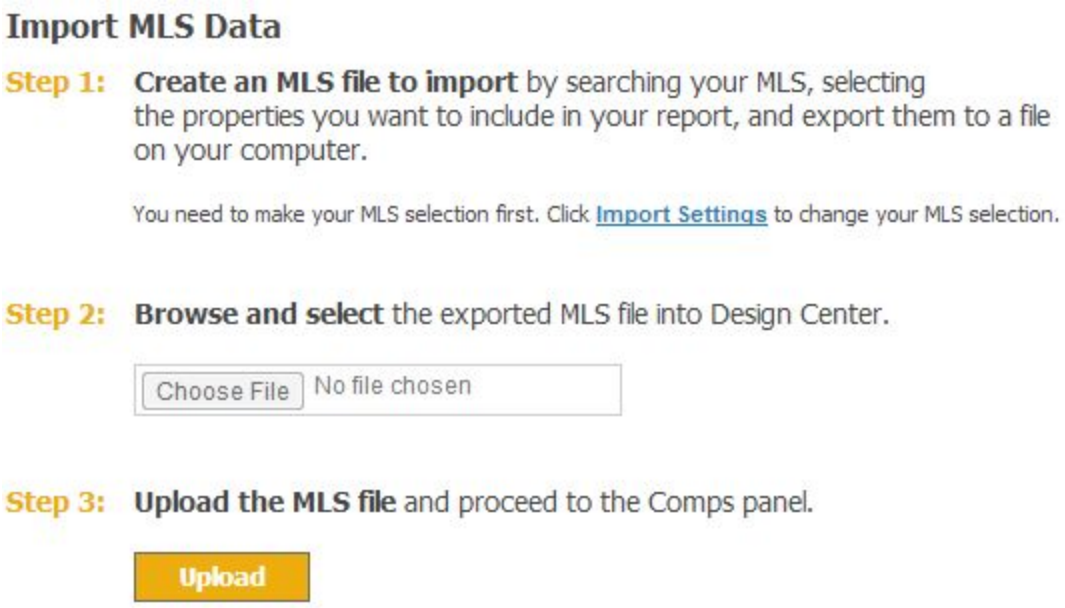
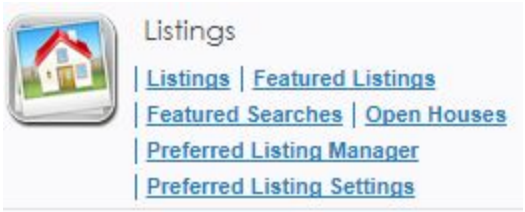
Postcards can be printed in standard or jumbo format
Property Cards are business card sized marketing pieces

Searching for Properties

When you project, the first thing you will need to do is import a file of properties that you have exported from your native MLS system.

Browse your computer and import your saved file into the Design Center. Upload the file and you will be advanced to the Properties panel.





The second option is to pull any property in the Listings Application of the Dashboard that you currently have in the MLS, or manually added. You will need to open the My Applications Menu and select the Listings Application and select Listings.

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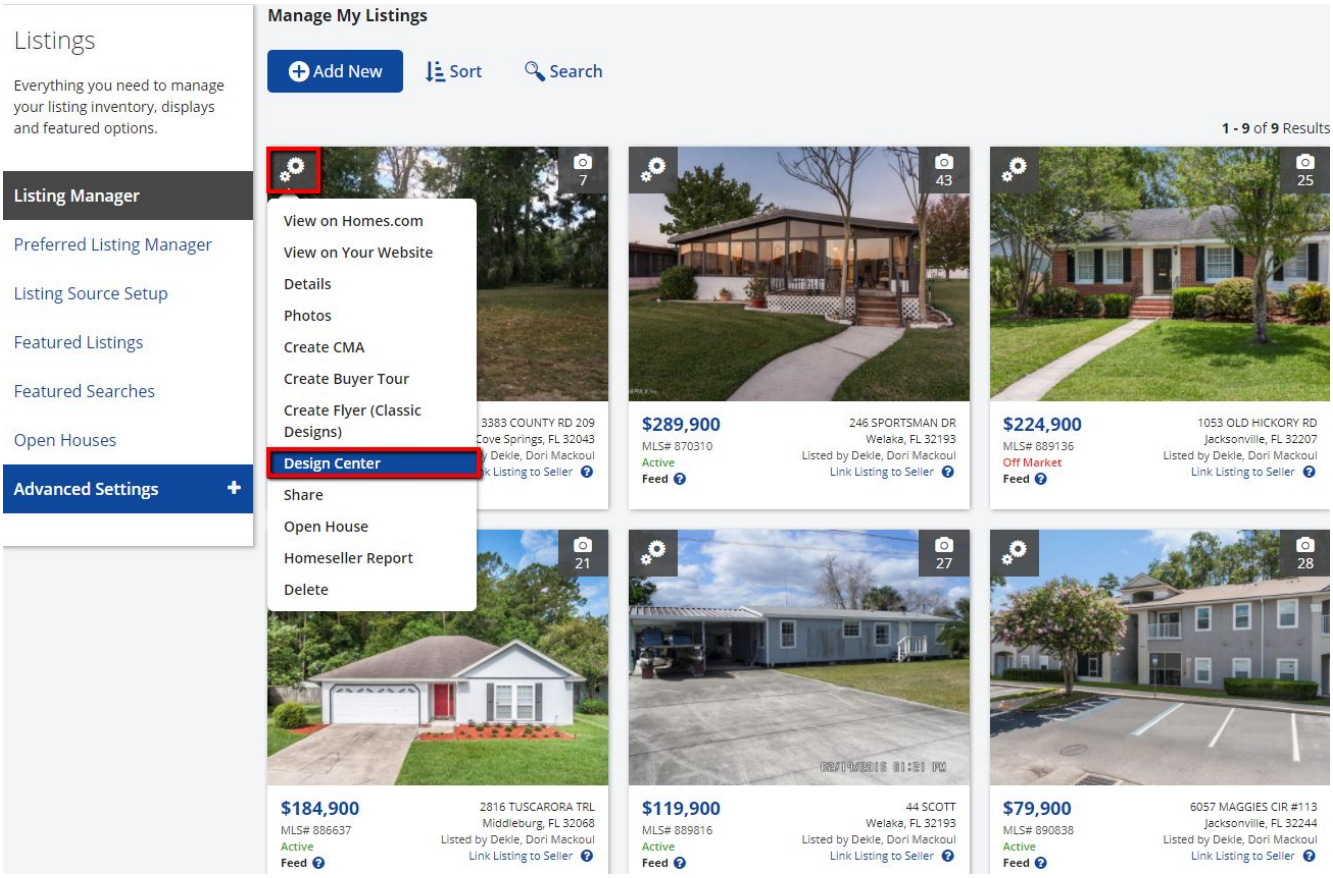
In the Listings Application, you will be able to import any listing into the Design Center Application by selecting Create Flyer under the Actions drop-down menu.



Properties

Sort the property listing table by any of the available criteria and use the checkboxes to select the properties you would like to include in your project and click Customize.

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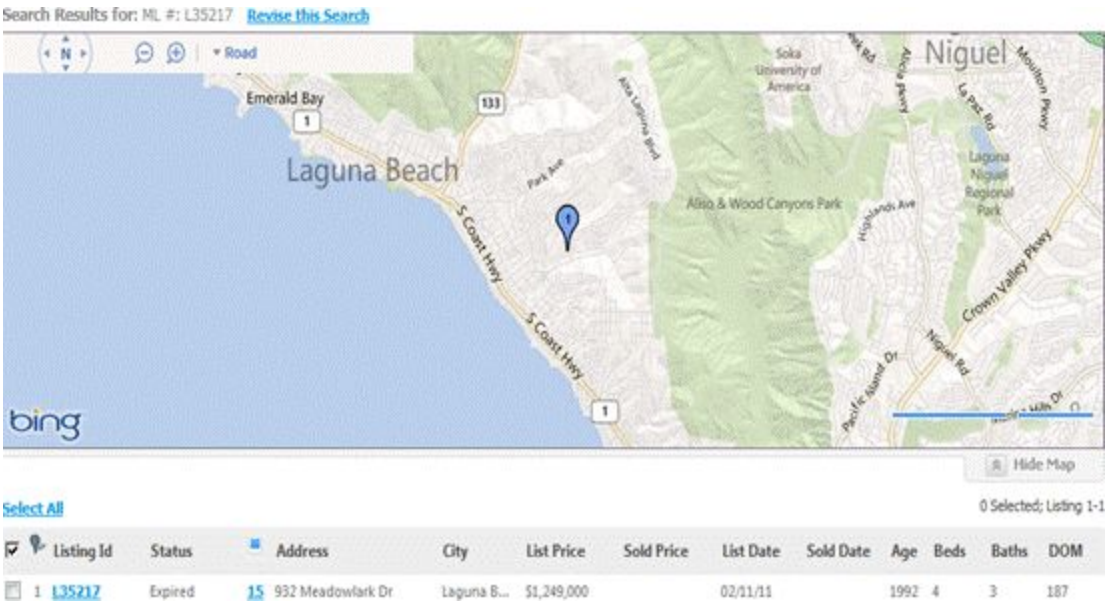
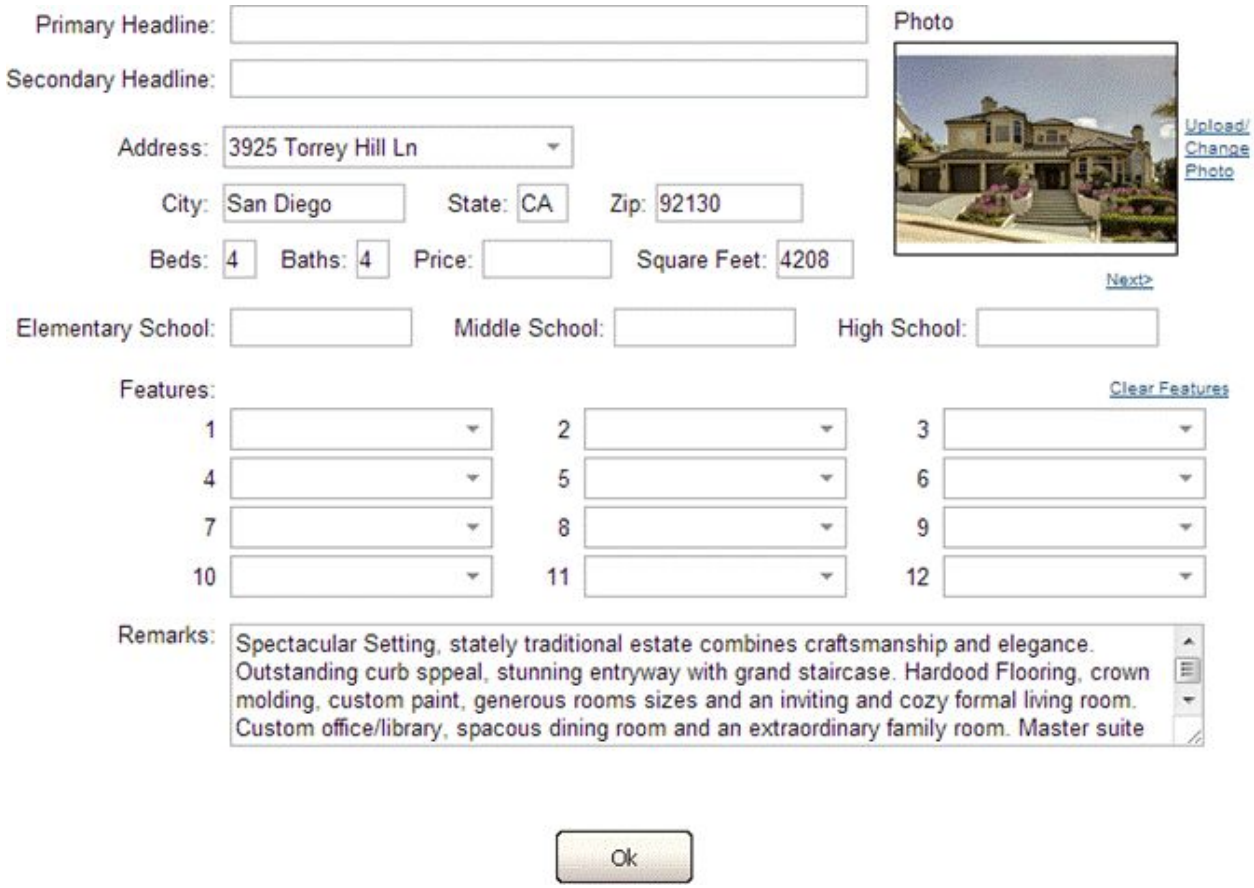


Customize

The following sections are available for customization by clicking the edit icon in the top right portion of the section header:

Property Details

Upload or change the property photo from what is populated from the MLS listing. Write your own custom headlines, choose the features to highlight, and add custom remarks about the property.



Print Format

Once you have made all your edits, click Publish.

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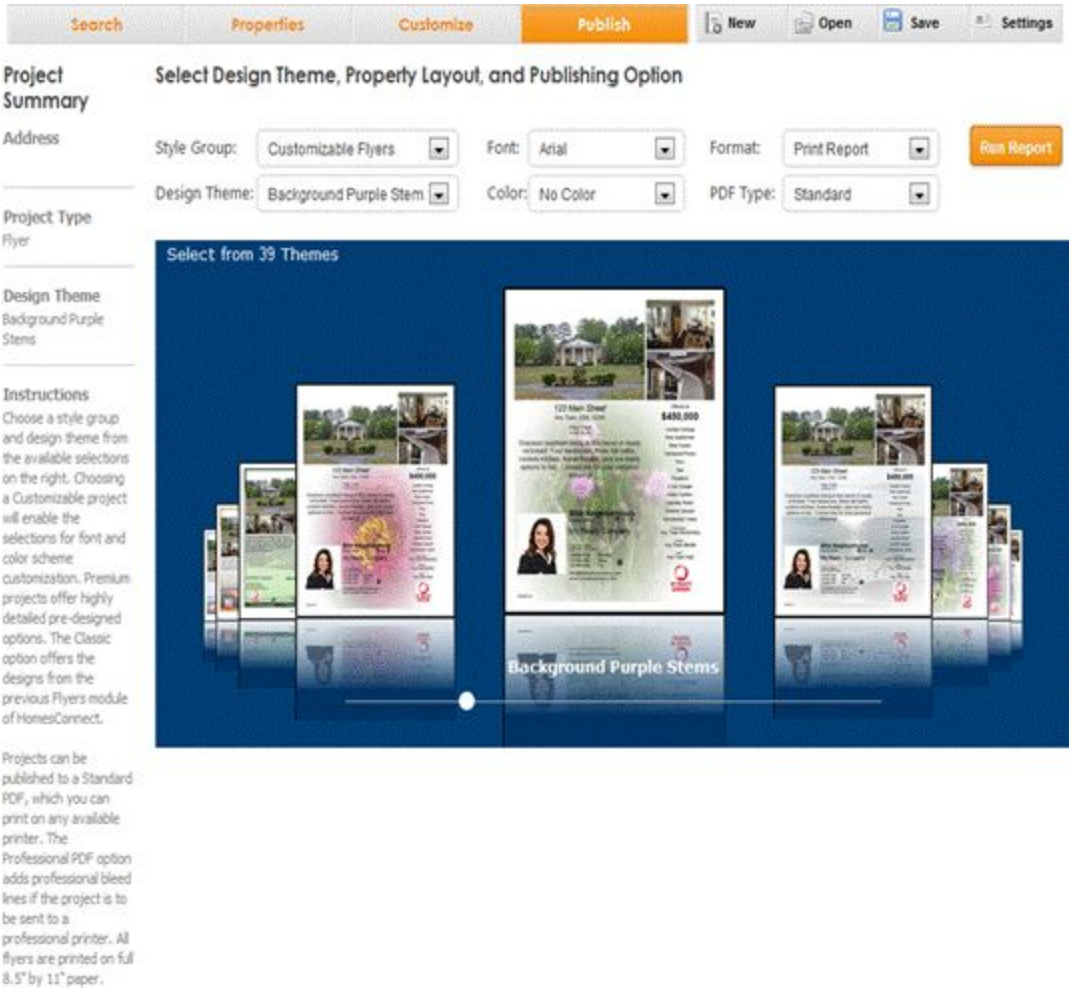

On the publish page you can make the following selections/customizations:

- **Style Group**. Premium styles are pre-designed and do not allow font or color customizations. Customizable flyers allow you to choose your font and flyer accent color.
- **Design Theme**. There are many designs to choose from within each style group.
- **Font**. For customizable styles you can choose the font you would like your media printed with.
- **Color**. For customizable styles you can choose the accent colors for your media
- **Print Report**. Choose to print your media, email it, or post a link to it on your website

- **PDF Type**. Standard PDF will render a ready-to-distribute piece of material. Professional PDF will render with print guidelines if you plan to submit your marketing material to a professional printer.

Once you have made all of your edits, click Run Report to view your finished piece.
On the Publish page you also have the option to begin a new Design Center project, which will clear the data from your previous project, open a saved project, or save the project you just published for future use. All projects are saved to your account and will be accessible from any computer from which you access your Power Suite account.