

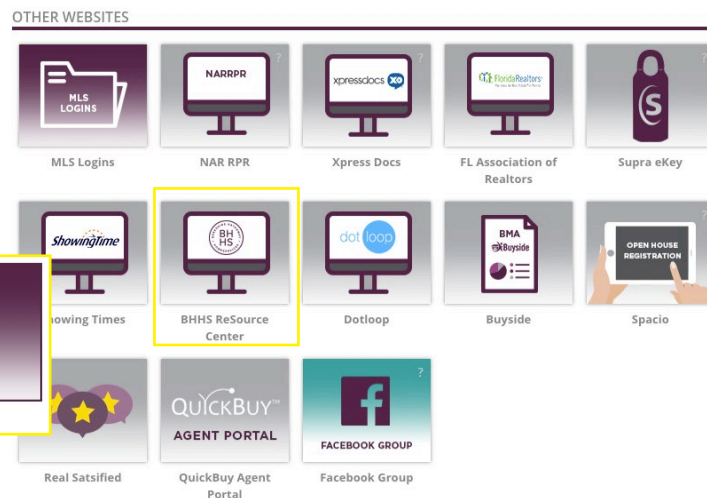
# HOW TO: ACCESS & USE MARKETING RESOURCE

Marketing REsource is a powerful marketing tool created exclusively for members of the Berkshire Hathaway HomeServices franchise network. It's a single, centralized location where you can store and access all your marketing pieces to share across multiple media!



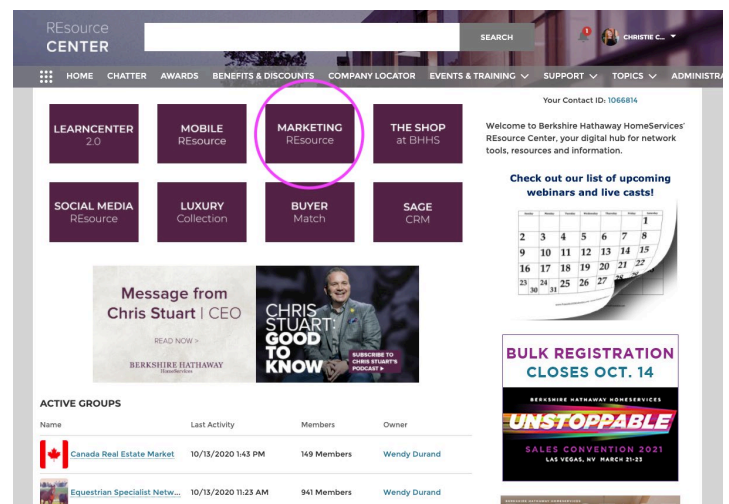
## STEP 1: LOG INTO RESOURCE CENTER

- From your Cab Corner dashboard, click on the **Other Websites** tile, then the BHHS ReSource Center tile
- Use your login credentials to sign in



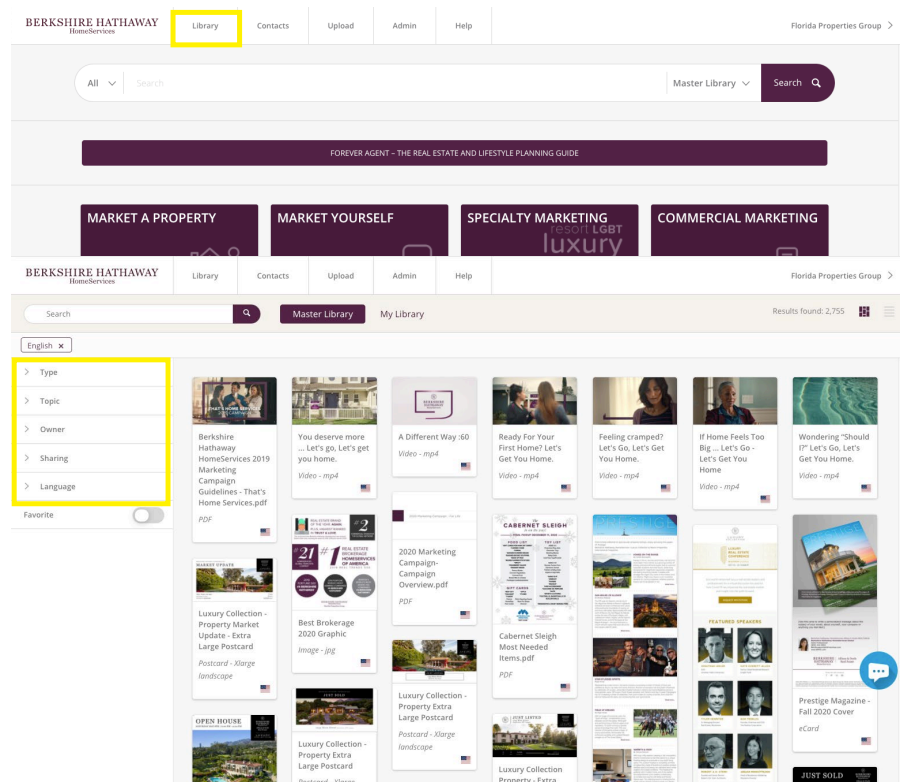
## STEP 2: GO INTO MARKETING RESOURCE

- Once you've logged in, click on the **Marketing Resource** tile on the main dashboard.



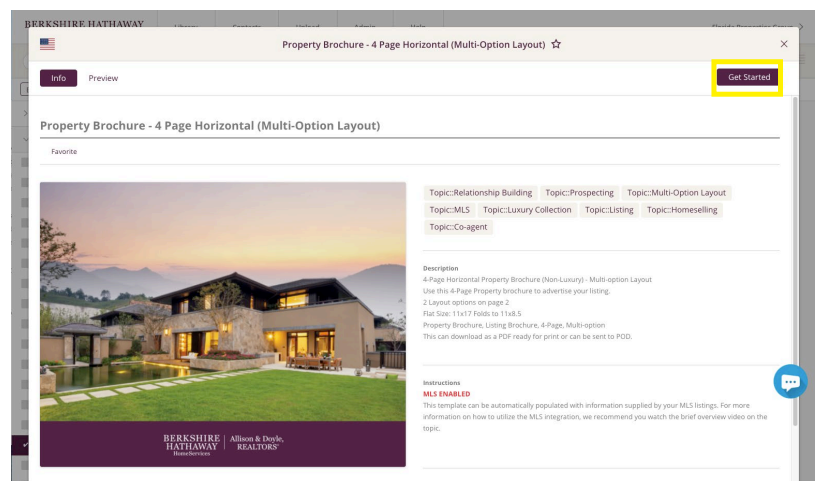
### STEP 3: GO INTO THE LIBRARY

- Click the **Library** tab at the top of the menu bar
- From there, it will take you to the **Master Library**.
- To Search you can either:
  - Use the **search bar** to keyword search what you're looking for
  - Use the dropdown menus on the left hand side to search by **Type, Topic, Owner, Sharing, and Language**



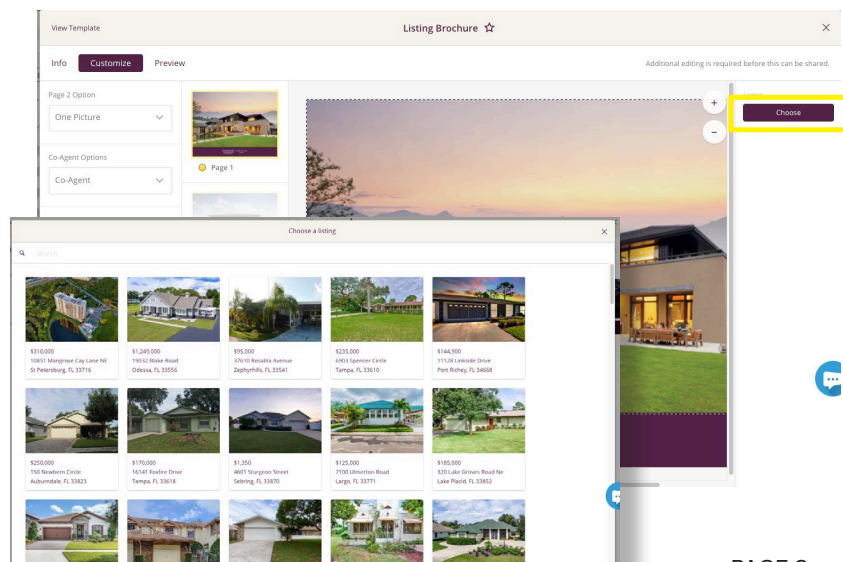
### STEP 4: CHOOSE YOUR TEMPLATE

- Once you have found the marketing piece you want to use, click on it and the template window will appear
- Click the **Get Started** button in the top left hand corner



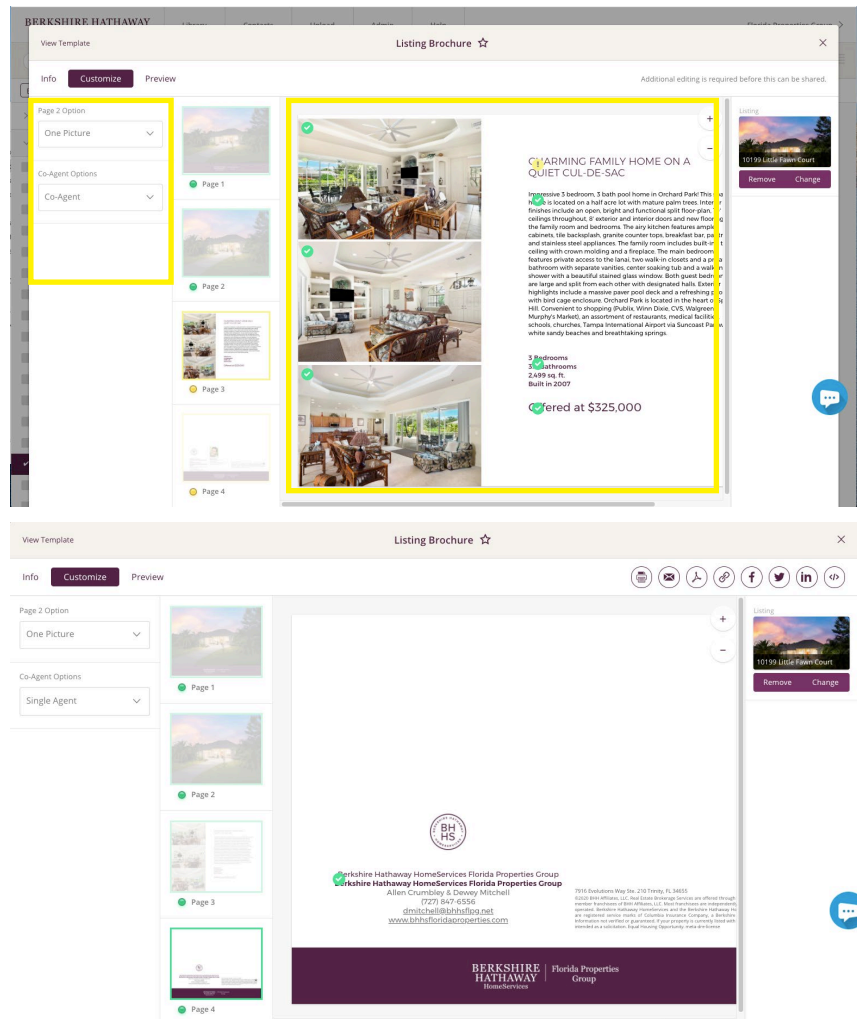
### STEP 5: FIND YOUR LISTING

- If you have a listing in MLS, you can pull in the data using the **Choose** button on the left hand side
- A new window will open and allow you to type in the MLS number or scroll and find your listing
- Select the listing and the information will pull into the template
- *There is also the option to upload your own images if you don't want to use the MLS listing*



## STEP 6: EDIT YOUR TEMPLATE

- The right hand column has drop down options such as **Co-Agent**. Choose the option that best fits your needs!
- Wherever you see a **Yellow Exclamation Point** is an editable field that must be edited before you can move forward with sharing your design.
- Wherever you see a **Green Checkmark** is an editable field and it means that area is ready. Photos will be auto-selected for you if using the MLS listing feature, you have the option to change these by clicking on the photo you want to change. Follow the prompts from there.
- Once your template has all **Green Checkmarks**, your design is ready to share. A bar of options will appear at the top left of the screen.



## STEP 7: SHARING OPTIONS

- You can do the following with this specific brochure (and most templates):
  1. Print Professionally through Xpressdocs (paid option)
  2. Email
  3. Download as a PDF
  4. Link to this Final Design
  5. Share on Facebook
  6. Share on Twitter
  7. Share on LinkedIn
  8. HTML code to embed
- If you want to have Xpressdocs print, choose the first icon and the following window will appear. You will need to proof your work. If approved, click **Approve and Continue**. Then follow the prompts from there.
- If you want to Download and print yourself, choose icon three and save the PDF to your computer.

