

# HOW TO: ACCESS AND USE THE BUYERS GUIDE

There is no right way to use the Buyers Guide, but the wrong way is to not use it at all! We've got a physical printed book and a downloadable PDF available for you to use when helping your buyers find a place to call home.



## PRINTED VERSION

### STEP 1: ASK YOUR BRANCH ADMIN

- Your **branch admin** should have copies on hand for you to use whenever you have a buyer consultation.

### STEP 2: GET A BUYERS KIT

- Your branch admin also has **Buyers Kits** available for you to purchase! For only \$15, these kits include an array of items to gift your buyers during each milestone through the buying process to provide a legendary experience. The **Buyer's Guide** is part of the first milestone.



**BUYER KIT**  
PRINTED COLLATERAL

### STEP 3: FOLLOW THE INSTRUCTIONS

- If you've purchased a **Buyers Kit** it comes with an instructional sheet so you know what to give and when! Follow it and your buyers are going to be SO impressed with you and your attention to detail!



WATER BOTTLE TAG



CONTRACT TAG



INSPECTIONS CARD

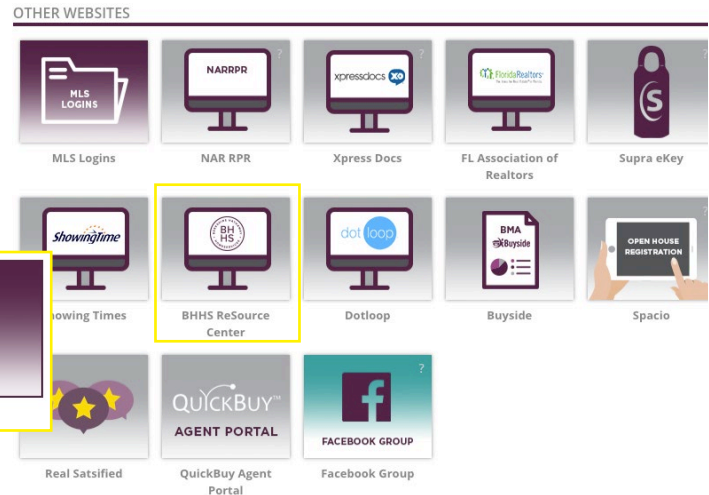


CLOSING CARD

# DIGITAL VERSION

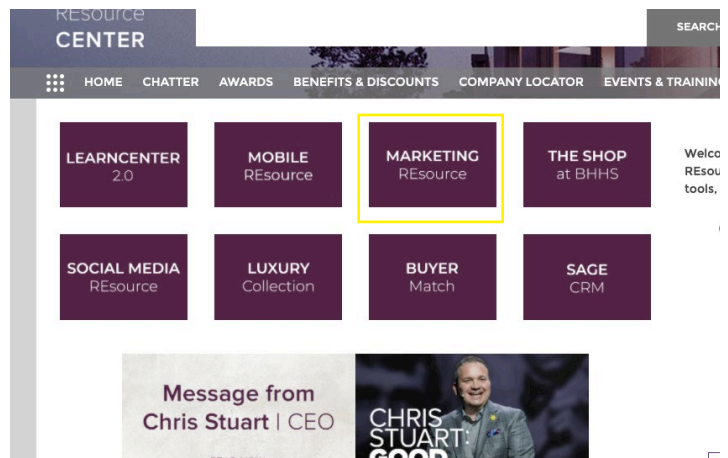
## STEP 1: GO TO THE RESOURCE CENTER

- From the **Cab Corner Dashboard**, click on **Other Websites > BHHS Resource Center**.



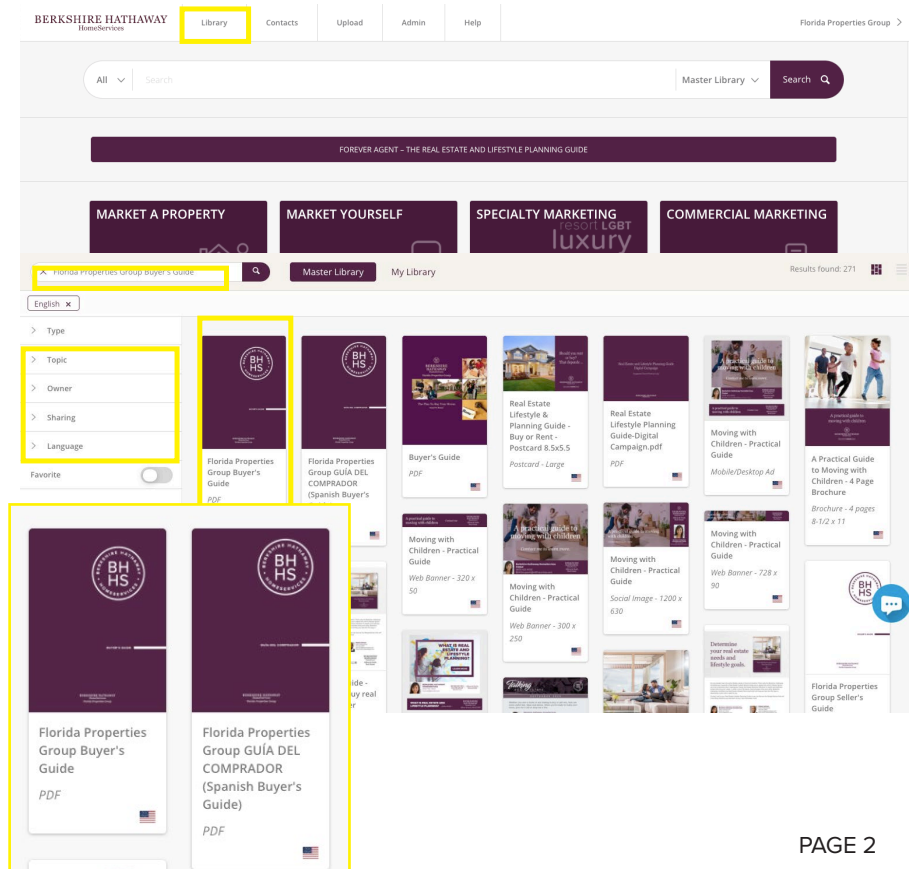
## STEP 2: GO TO MARKETING RESOURCE

- From the **Cab Corner Dashboard**, click on **Other Websites > BHHS Resource Center**.



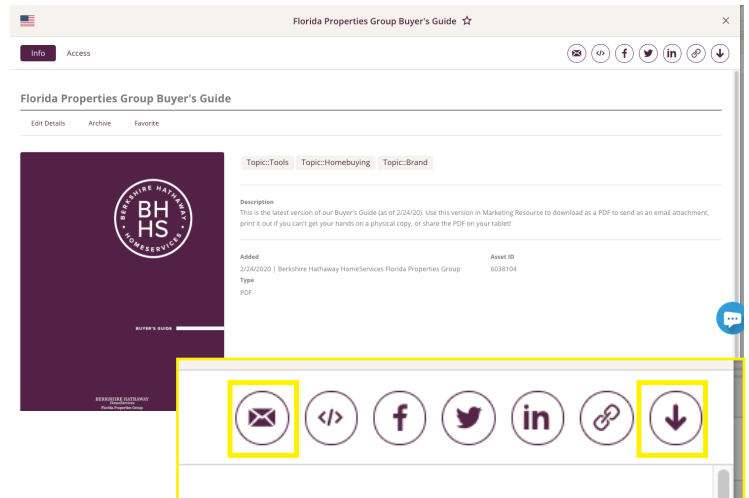
## STEP 3: GO INTO THE LIBRARY

- 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. You'll type **"Florida Properties Group Buyer's Guide"**
  - Use the dropdown menus on the left hand side to search by **Owner > Florida Properties Group** then scroll down until you find the Buyers Guide. It has a Cabernet Cover.
- We have an English and Spanish version of the Digital Buyers Guide!



## STEP 4: DOWNLOAD/SHARE THE GUIDE

- To Download and Print:
  - Click on the **Buyer's Guide**
  - Click on the **Down Arrow** at the top of the screen
- To Share via email through Marketing Resource:
  - Click the **Envelope Icon** at the top of the screen
  - Follow the prompts



## STEP 5: BIND AND PRESENT

- If you downloaded the PDF and wish to print it, you can coil bind it using one of the **“Here For You” Presentation Covers**
- Your branch admin can provide you these

