

# HOW TO: ACCESS AND USE THE SELLER'S GUIDE

There is no right way to use the Seller's 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 Seller's market their home for sale.



## PRINTED VERSION

### STEP 1: ASK YOUR BRANCH ADMIN

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

### STEP 2: GET A SELLERS KIT

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



**SELLER KIT**  
PRINTED COLLATERAL

### STEP 3: FOLLOW THE INSTRUCTIONS

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



CONTRACT TAG



FIRST SHOWING COOKIES



FIRST SHOWING THINGS TO DO



INSPECTIONS CARD

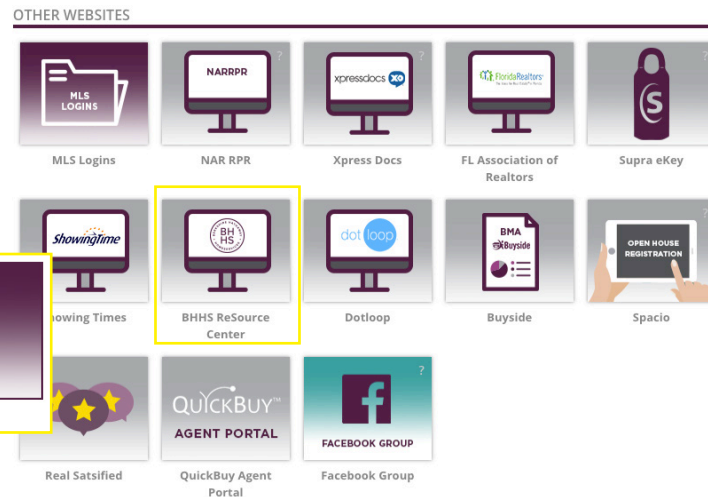


CLOSING CARD

# DIGITAL VERSION

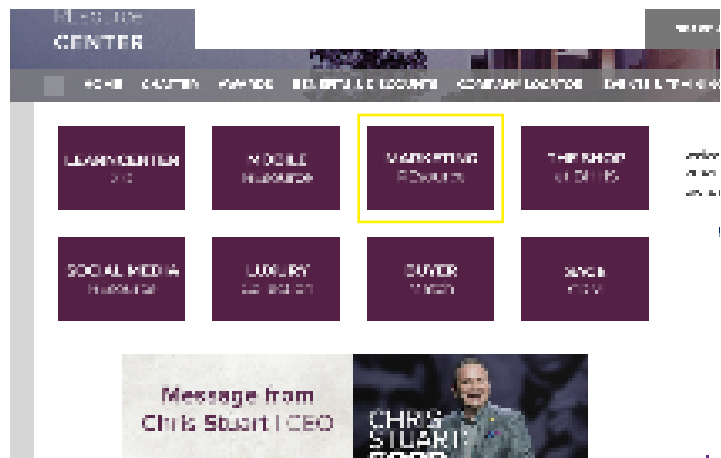
## STEP 1: GO TO THE RESOURCE CENTER

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



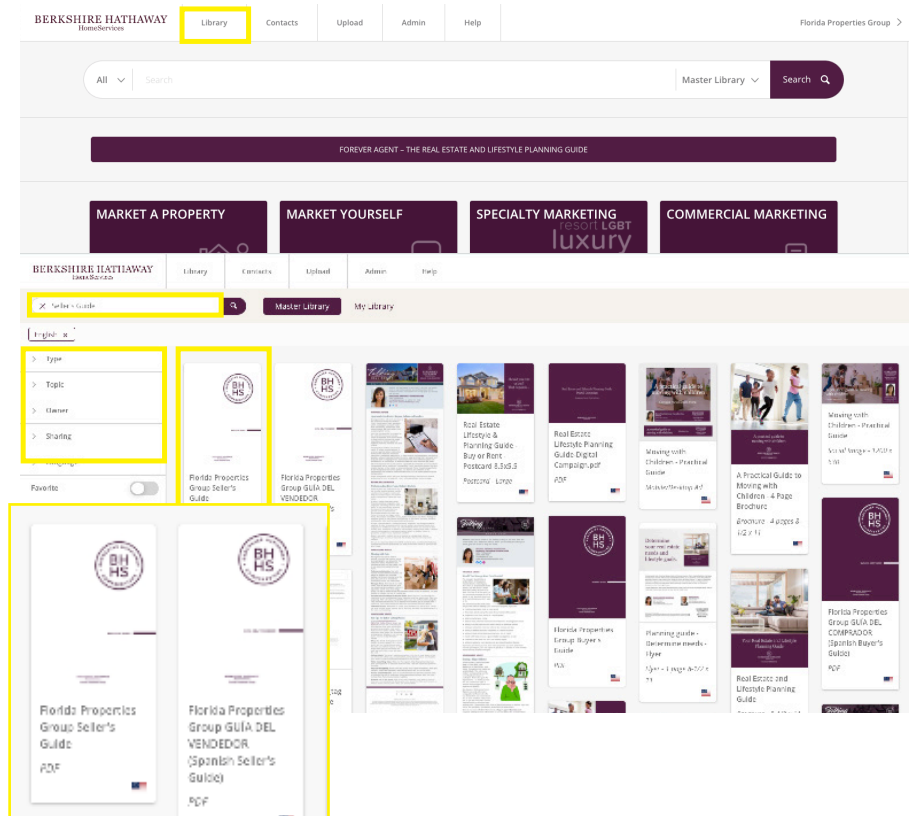
## STEP 2: GO TO MARKETING RESOURCE

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



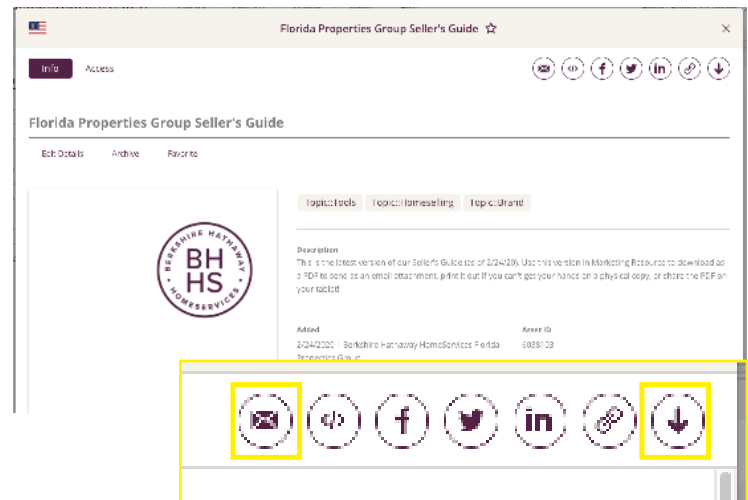
## STEP 3: GO INTO THE LIBRARY

- 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 Seller'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 Seller's Guide. It has a Cabernet Cover.
- We have an English and Spanish version of the Digital Seller's Guide!



## STEP 4: DOWNLOAD/SHARE THE GUIDE

- To Download and Print:
  - Click on the **Seller'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

