Thank you for asking me to partner with you to create compelling media for your next luxury listing.

I have created an account for you in my Media Management system. You will receive an email that looks like the one on the right asking you to create your secure access.

Please click on the link in the email and input a password to establish your secure login credentials for the site.

David Ward
Your Account Password
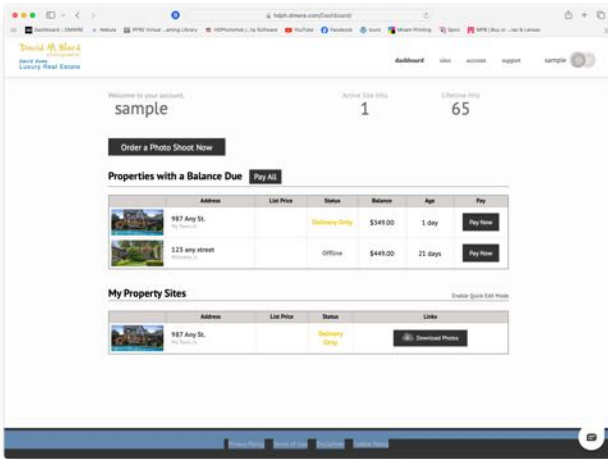To: sample agent,
Reply-To: David Ward

david does
Luxury Real Estate

Hello sample,

To set a password on your account (info@dmwre.com), and get right into it, simply click the link below:

https://dmwfotos.hd.pics/Login/password.asp?id=ca85917a0ae34e80a0eee6444b6bea34

Let us know if there is anything we can do to help you succeed and your business thrive!

Thank you,
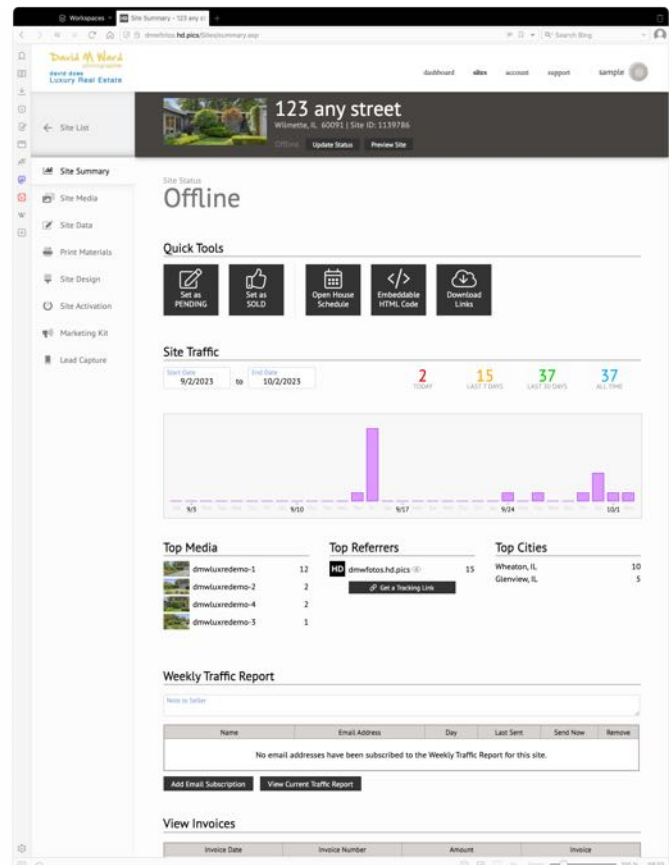David
david@dmwfotos.com
847.323.6151

When you log into your account you'll land on the **dashboard** as illustrated to the left. **Bookmark the Dashboard page** It will be the login page going forward. The first time you log onto the site the dashboard may be empty. Click the **sites** menu item.

A new property is setup for **Delivery Only.** If you want to take advantage of the marketing kit options that can be added.

All listings, when first shot will be set to **Preparing** or **Offline** to ensure that you control when the listing is accessible on the Internet. When you select one of the sites in the **Sites** page It takes you to the **Site Summary** Page illustrated on the right.

This page contains quick tools that may be useful. There is also an **Update Status** which goes to the **Site Activation** page described later in the guide.
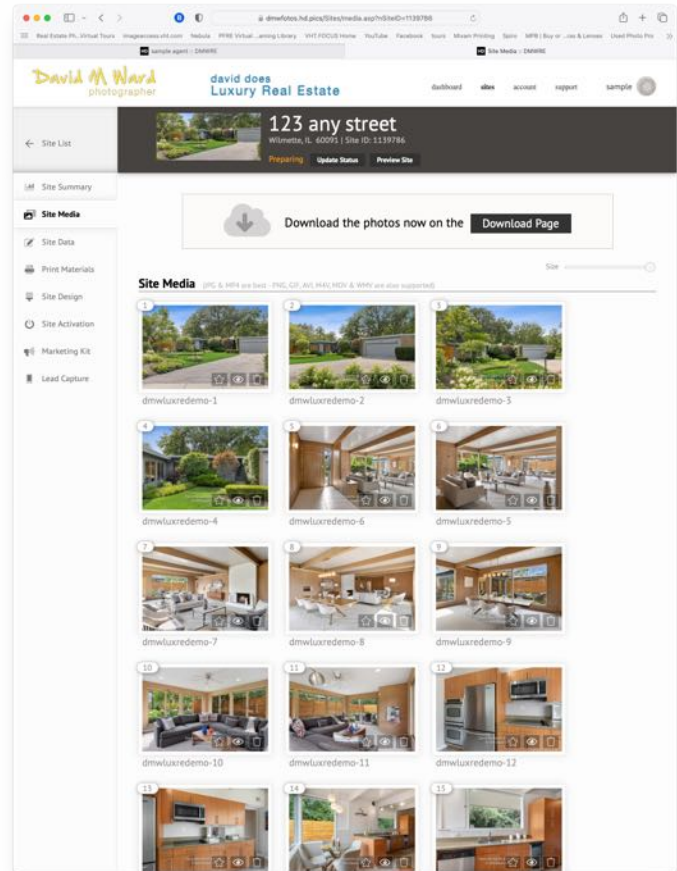
The next step is to select the Site Media page in the menu on the left.

David M Ward
photographer
Luxury is a viewpoint ... not a price point

This displays all the media that has been shot and uploaded. It also includes floor plans if ordered.

To simplify image selection all the pictures shot are included. Use the trash icon to delete images you do not want. They are not lost, just removed from this gallery. The image license for the project will be based on the media on this page after you've made your selections.
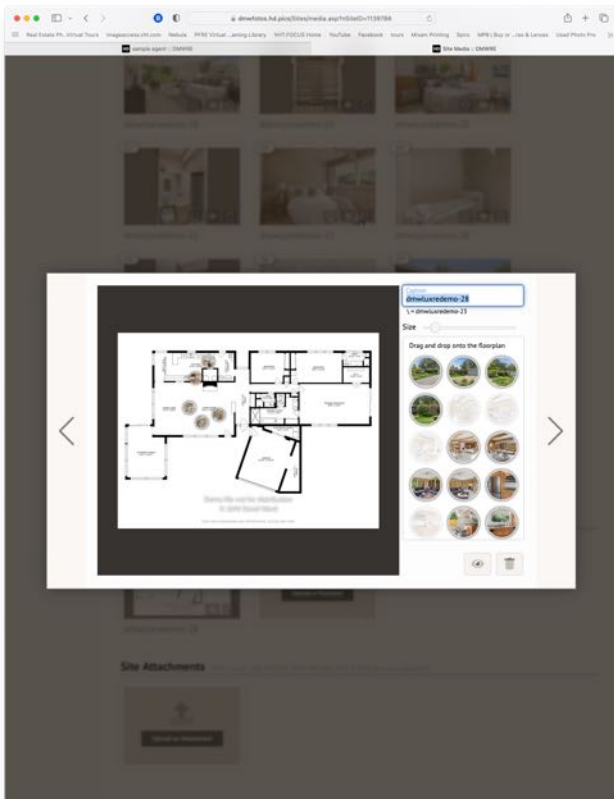
If you have pictures from another source, you can add them to the Site Media gallery. Select them on your computer, then drag them to the grey icon marked Upload Files with an arrow at the end of the gallery thumbnails.

If a floor plan is included, you can make it interactive with pictures by selecting a floor image. That opens the interface shown on the left. Select an image icon on the right and drag it to a location on the floor plan.

Floor Plan Quick Edits. When the floor plan is processed and available, you'll receive an email with a URL which provides access to the quick edit interface for the floor plan. This can be used to change room names and other minor changes.

When changes have been made to a floor plan, the new floor plan image will be uploaded to the Site Media page.
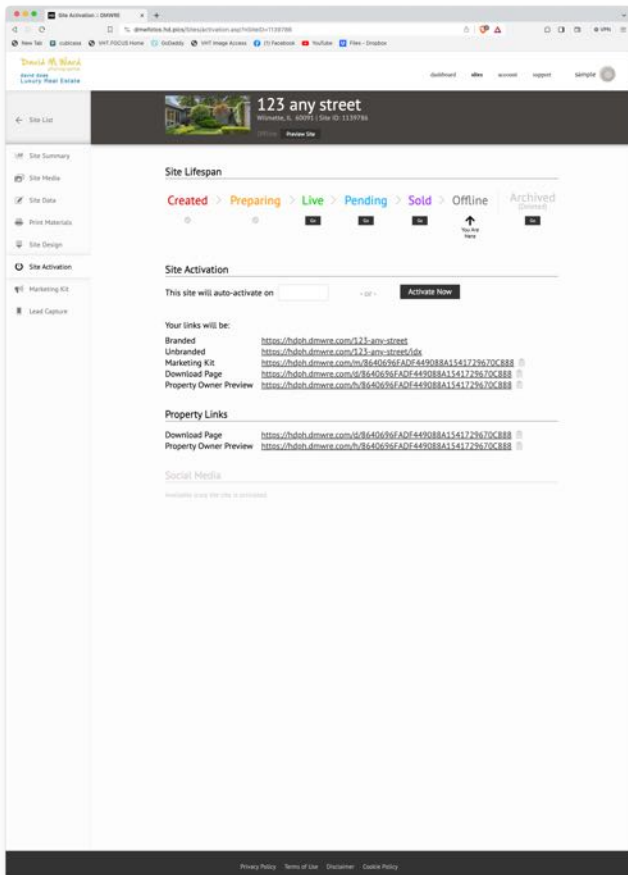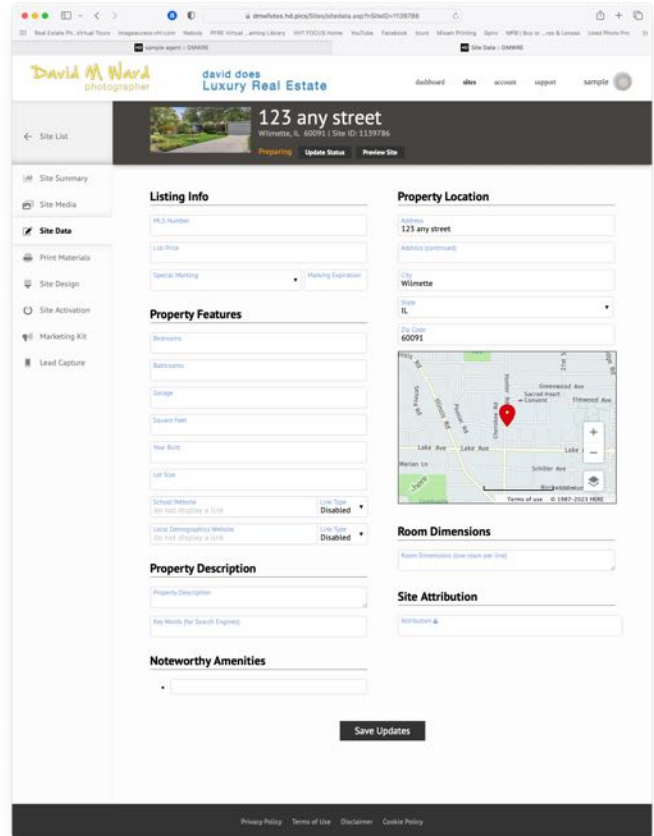
The **Site Data** Page is where you can add information about the listing.

The information added to this page is included in the site tour when activated.

The school website option and the Local Demographics option have been disabled as the default. If enabled, they access external data sources.

The **Site Activation** Page is where you activate the site on the Internet. You can input a future date for auto activation or use the **Go** button under **Live** to activate the site immediately.

Prior to your activating the site on the Internet the only way to access the tour is for you to share one of the URL links.

There are several URLs for sharing access.

The first five are useful to sharing with team members and the property owner. The branded link includes your brand information on the tour page. This is the link to use with buyer's representatives. The unbranded link is for inclusion in the MLS listing. It conforms to IDX protocols.

The Marketing Kit link provides access to the various social media options which can be customized by your marketing team.

David M Ward photographer
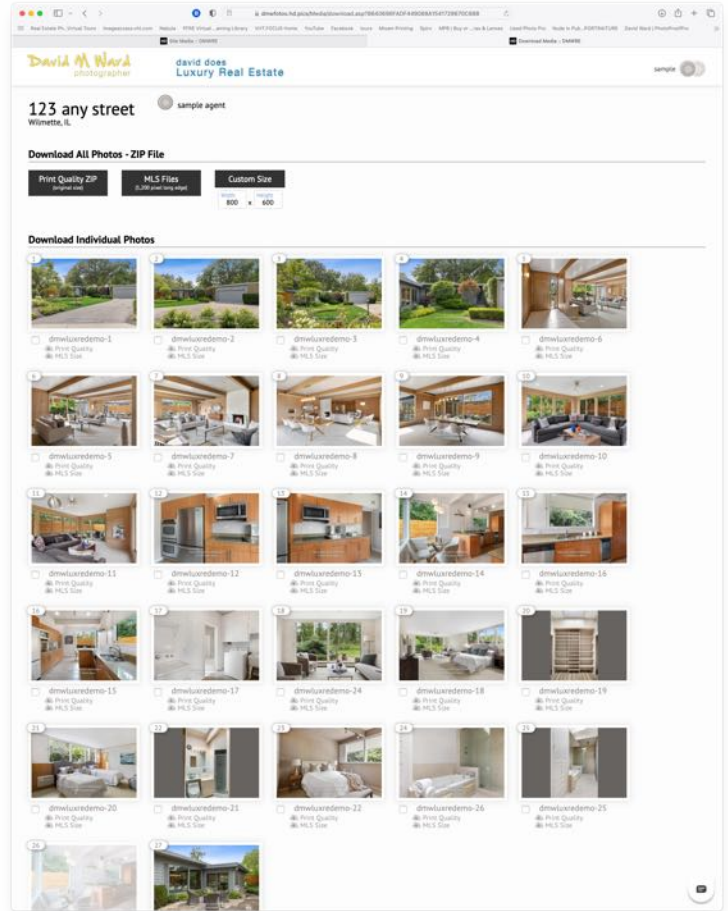Luxury is a viewpoint ... not a price point

The **download** page is where images and other media on the Site Media page can be selected and downloaded.

Any pictures that were deselected on the **Site Media** page using the Eye icon are greyed out. They will be downloaded in a separate folder when using the ZIP file buttons at the top of the page.
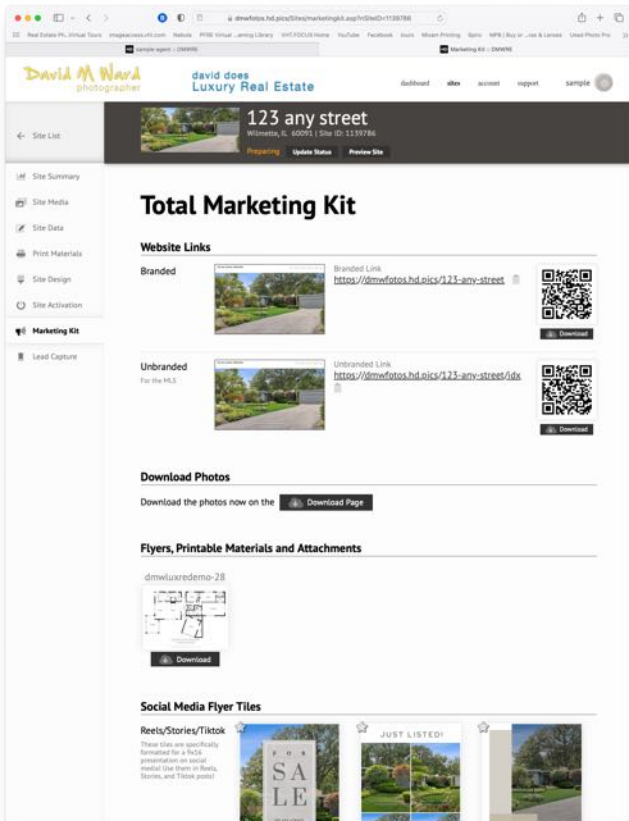
The three options for ZIP download are the most useful. Download print quality for use in marketing material your team prepares. Or for advertising. It's also possible to select and download specific files using the selection tick box under each image.

The MLS Files button prepares a ZIP file with images sized for MLS upload. If you don't want to upload all the files to the MLS select those you do want uploaded using the tick box. Then download a ZIP file with just the selected images.

The ZIP file contains three or four folders. For MLS you will need to compress the folder named with address if the MLS accepts ZIP file uploads.

The **Marketing Kit** page offers a variety of items that you and your marketing team may find useful. Several of the items can be customized. There is also QR codes tiles available for the branded and unbranded tour links.

If you have questions, please call or text 847.323.6151.

If you have one of your marketing team call or text please have them let me know they are calling on your behalf.