ATTACH LISTINGS TO YOUR EMAILS WITH CENTURY 21 BUSINESS BUILDER SM AND PROFESSIONAL!!

You can easily market your listings in your outbound marketing and CRM emails by selecting to automatically include three of your personal or office listings! You can also attach listings that have not yet been uploaded to CREST.

By using this feature, you can attach your listings to these emails:
- Campaigns
- Marketing emails (flyers, newsletters, etc.)
- Your Business Builder contact management system

It's very easy! First choose your listings, then attach them to an email. (See steps below.)

STEP 1: Select Listings to Become Showcase Properties

1. Click on your tab, Advanced Marketing.
2. Under the Listings tab, you'll see all the listings associated with your account (yours and those of your office).
3. In the column on the far right, Showcase Property, check the box for each listing you’d like to become a “showcase property.”
STEP 2: Select Listings to Attach to Your Emails

Now that you have identified your showcase properties, you can determine which of these listings you’d like to attach to your emails. You can select as many listings as you’d like. Up to three listings will be attached to each email you send. If you select more than three listings, then the listings will be automatically selected to attach to your emails.

1. Click on your tab, Showcase Properties.
2. You’ll see all the listings you selected on the Listings tab.
3. In the column on the far right, Use w/Email Marketing, check the box for each listing you’d like to attach to your emails.

Note: Since selection of properties is done automatically for you based on the number of listings showcased, it is important to adjust your Showcase Properties often.

Once a property is no longer listed in CREST it will automatically fall of the list.
EXTRA BONUS: Attach Listings not yet in CREST

Not only can you attach active listings, you can attach listings not yet on the market! Follow the steps below, to enter information about your listings not yet in CREST.

*Note: To get these listings into CREST, you need to use the CENTURY 21® systems you’re used to using. The listing information entered into Business Builder does not flow back to CREST.*

Here’s how:

1. Stay on the **Showcase Properties** tab.
2. Click **Create a Custom Showcase Property** button.

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3. Enter information about your listing. (Fields with an asterisk are required.)
4. Click **Save**.
5. Scroll to the bottom of the page.
6. Click **Add Image**.
7. Select a photo of the listing to upload. (It must be stored on your computer.)

![Add Image](Image)

The photo you upload must be a .jpg file and should not exceed 8MB. The largest size displayed will be 730 pixels wide by 730 pixels tall. For best results, upload a photo with a similar size ratio.

8. Click **Back to List** to view all your showcase properties.

![Back to List](Image)

9. On your **Showcase Properties** tab, check the **Use w/ Email Marketing** box for each listing you’d like to attach to your emails.
Now that you’ve selected your listings, you’re ready to attach your listings to the emails you send your contacts!

STEP 3: Add Your Listings to a Campaign!

Note: You have two options: to attach listings while creating an “advanced” campaign, or to attach listings after you’ve created any campaign. Follow the steps below to attach listings to campaigns you’ve already created.

1. Click **Marketing**.
2. Click the **Actions** icon to the far right of the desired campaign.

3. Click **Manage Delivery Options**.

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4. Check Include **Showcase Properties**. Now your listings will be attached to campaign emails!
STEP 4: Add your Listings to a Marketing Email!

Note: You must create and save your marketing piece before attaching listings and emailing it.
1. Click **Marketing**.
2. Click **My Saved Pieces**.
3. Click the desired category in the left menu (e.g., **Single Email Template**).
4. Click the marketing piece you will send.
5. Click **Email**.

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6. Prepare your email as usual (add contacts, enter a subject line, add additional text if desired).
7. Check the box, Include Showcase Properties.
8. Click Preview Email to review your email before sending.
9. Click Schedule Email to send in the future, or Send Email to send your email now.

Congratulations! Now, up to three of your listings will be attached to your marketing email. Remember, the number of showcase properties you select determines how many will attach to your email. For example, if you select one listing, then only one will attach to your email. If you select more than three, then the listings attached will be automatically chosen from all the listings you have selected.

STEP 5: Add Your Listings to an Email in Your Contact Management System!

1. Go to the details page of one of your contacts.
2. Click Send Email in the top right.
3. Prepare your email as usual (write the subject line, select the greeting, write your email message).
4. Check the Include Showcase Properties box at the bottom.
5. Click Send.

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When contacts receive your email, they’ll see your showcase properties at the bottom of your email.
When contacts click on a listing, they will land on a special online flyer like the one below.

8320 46th Ave SW Seattle, WA 98136
2 beds, 1 baths, $125,000

Ellen Smith
Office: 555.555.5545
Email

Monthly Payments
- Asking Price: $125,000.00
- Down Payment: $6,580.00
- Taxes: $50.00
- Insurance: $437.50
- Term: 30 Years
- Interest Rate: 3.5%, APR
- Est. Payment: $569.24

Listing Information:
- Address: 8320 46th Ave SW
- City: Seattle
- State: WA
- Zip: 98136
- Price: $125,000
- Listing #: 20402401
- Property Type: Lot/Land/Acreage
- Listing Type: Resale/New
- Status: Active

Property Information:
- Style: Other Style
- Year Built: 0
- Sq. Feet: 4900.00
- Taxes: 0.0000
- MLS #: 246436

Comments:
Special Seller's financing with 15% down, 5% interest only payment, amortize 30 years. Balloon payment at the end of 2nd year. Possibilities are endless. Hard to find cozy sound view lot by Lincoln park. Price includes permits and plan for an upscale approx. 2000 sq ft home with expansive view of Puget Sound. Private gate and designer concrete block wall. Quiet neighborhood. Walk to park and beach. We consider all reasonable offers. TO VIEW OVER 20,000 ACTIVE LISTINGS IN THE STATE OF WASHINGTON GO TO WWW.CENTURY21REALSTATECENTER.COM

Listing Agent: Christine Lee
Listing courtesy of: Real Estate Center

Contact: CENTURY 21 Your Company Name 525 Columbia St NW, Olympia, WA, 98501-8233, 555.555.5545 | Send Email