SRES Print Shop
Introduction
The SRES Print Shop is...

a web site providing easy customizing and ordering of SRES marketing materials.

Find somewhere new to call home.

Whether you’re moving closer to your family or closer to relaxation, an SRES® designee will take the extra time to find you the home of your dreams.

“I’m your Seniors Real Estate Specialist®. I’ve been expecting you.”

When looking for a real estate professional that will respond to your specific, 50+ real estate needs, look for a Seniors Real Estate Specialist Designee.

• Brochures
• Flyers
• Postcards
• Others to come
I AM YOUR SRES®
Sara Goodseller
XYZ Realty
The Goodseller Team
123 Main St.
Suite 100
Anytown, IL 60106
Phone 555-444-3310
Cell 555-666-7890
sara@xyzrealty.com

This is where a message can be added!

There is plenty of space to add several sentences or just a quick note. If you add a lot of text, it will start to be reduced in size to try and make it all fit.

The SRES® Designation became an official member of the NATIONAL ASSOCIATION OF REALTORS® family of designations in June 2007. The Designation was originally developed 10 years ago to focus on the needs of home buyers and sellers aged 50 and over.

The mission of the SRES® Council is to promote member success by providing high quality training and tools necessary to position the SRES® Designee as the trusted real estate resource for the 50+ market. Currently, there is an elite group of over 16,000 SRES® Designees.

SRES® is where the future takes shape.

I AM YOUR SRES®
When looking for a real estate professional that will respond to your specific, 50+ real estate needs, look for a Seniors Real Estate Specialist Designee.

Add your:
- Photo
- Logo
- Name
- Company
- Team
- Address
- Phone
- Cell
- E-mail
- Slogan/message
Process

• Login
• Select product category and item
• Customize information and images
• Review PDF proof
• Select quantity and options
• Add to shopping cart
• Checkout
Login

- Access the login page at: www.PrintingStorefront.com/sres
- Only current SRES members may login.
- Upon login with your SRES ID #, an SRES Print Shop account is created with your contact information.
- The password is your SRES ID # and may be changed after login.
- The *Forgot Your Password* link will only work if you have previously logged into the SRES Print Shop and your e-mail address is stored in your profile. Otherwise, the password is your SRES ID #.
Upon a successful login, a screen similar to this is displayed showing the product categories.

The gray bar across the top displays: Start, Shopping Cart, Orders, My Library, and My Profile.
After the first login, review your contact information by selecting *My Profile*.

- Select *Change Password* to enter a new password.
- Select *Edit Profile* to make changes.
- The e-mail address stored here will be used to send order notifications and to reset your password if forgotten.
- After an image has been uploaded to your library, it can be selected as your default photo or logo to appear in new items.
- Select *Start* to continue.
- **Start** will display the navigation panel on the left.
- **Product Categories** will display all available categories as shown above. Categories are represented with yellow folders.
- **Price List** displays a pricing table of all items.
- **Index** displays a selectable list of all categories and items.
Shopping Cart contains items ready for checkout.

Select **Update** to apply a quantity change.

**Edit, PDF Preview, Duplicate, Delete, Hold.**

**Proceed to Checkout or Continue Shopping.**

**Hold** moves items to the Hold for Later area which are saved, but not included in the checkout.
Orders displays all current and previous orders.

Status:
- Pending
- In Process
- Cancelled/Rejected
- Completed

Select Details to review order details.
Orders - Details

- Displays individual item status and price.
- Select **Details** of an item to review item details such as quantity.
- Select **Reorder** to place a copy of this item in the **Shopping Cart**.
- UPS tracking number

### Order G-SRE-29D68766, created 5/3/2008 9:38 PM

<table>
<thead>
<tr>
<th>Thumbnail</th>
<th>ID and Product</th>
<th>Description</th>
<th>Status</th>
<th>Comments</th>
<th>Options</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image_1" alt="Thumbnail" /></td>
<td>D-SRE-41DE2992</td>
<td>I am your SRES®: Bifold_Brochure</td>
<td>Shipped</td>
<td>Details</td>
<td>Reorder</td>
<td>$86.00</td>
</tr>
<tr>
<td><img src="image_2" alt="Thumbnail" /></td>
<td>D-SRE-E4829E2D</td>
<td>Change of Course : Standard Postcard</td>
<td>Shipped</td>
<td>Details</td>
<td>Reorder</td>
<td>$32.00</td>
</tr>
</tbody>
</table>

### Shipping Information:

- **First Name:** Sara
- **Last Name:** Goodseller
- **Company:** XYZ Realty
- **Address 1:** (No PO Boxes) 123 Main St, Suite 100, Anytown, Illinois
- **Postal Code:** 60106
- **Country:** United States
- **Delivery Method:** UPS Ground: $4.94
- **Tracking #:** 1765718403454321

<table>
<thead>
<tr>
<th>Subtotal</th>
<th>$118.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shipping</td>
<td>+ $4.94</td>
</tr>
<tr>
<td>Handling</td>
<td>+ $0.00</td>
</tr>
<tr>
<td>Tax</td>
<td>+ $0.00</td>
</tr>
<tr>
<td><strong>Total Price</strong></td>
<td><strong>$122.94</strong></td>
</tr>
<tr>
<td><strong>Payment Received</strong></td>
<td>- $0.00</td>
</tr>
<tr>
<td><strong>Balance Due</strong></td>
<td><strong>$122.94</strong></td>
</tr>
</tbody>
</table>
My Library stores your images.

Upload images.

Rename images.

Hide images no longer used.

Note: Uploaded images which have been reviewed and/or adjusted for optimum appearance when printed will have “_Enhanced” added to their names.
• Select **Start** to display the navigation panel on the left.
• Return to this screen by selecting **Product Categories**.
• Next is an overview of each category.
The brochures category currently offers a bi-fold brochure explaining the benefits of working with an SRES® designated agent.

Items are represented with gray rectangles.
The flyers category offers 2 designs. The Baby Boomers flyer offers a large area to add your own custom message.

- Flyers are 8.5” x 11” 1-sided sheets.
The postcards category offers 3 design themes in 2 sizes.
Postcard Sizes

Postcards are offered in 2 sizes

- **Standard size:**
  5.5” x 4.25”
  26¢ postage

- **Jumbo size:**
  8.5” x 5.5”
  41¢ postage
The text above the items displays the path to the current location. Select any of the locations in the path to go directly to that location.

- Select **Product Categories** to display all the main categories.
- Selecting an item will start the editing steps for the item.
The steps for each item are listed on the left. Typically: Customize, Printing Options, and Finish.

Select *Continue with Order* to proceed after completing each step.
After selecting an item, a screen similar to this is displayed.

The Instructions section describes the item and its options.

Above the item preview are arrow buttons to change the page displayed in the item preview.
**Customize: Instructions**

- Use the circle-buttons to go through the options for customizing.
- Brief instructions are included in each customizing area.
- Contact information is prefilled using *My Profile* data.
- Review and modify the information as you would like it to appear on the item.
- Select *Update* to save the changes and update the item preview.
Customize: Photo & Logo

Choose **Upload**... to submit an image from your computer:

- **Agent Photo and Logo:** (Optional)
  - Use the **Upload** button to upload an image from your computer to the image library of your SRES Print Shop account.
  - The **My Library** button will be displayed to the left of the **Upload** button only if you have already uploaded an image.
  - Use the **My Library** button to select an image from your library.

**Agent Photo:** (Will appear left of contact information)

**Agent Logo:** (Will appear right of contact information)

- Leave **Add this file to My Library** selected so you can use the image again without having to upload it a second time.
Customize: Photo & Logo

- Choose the *My Library* button to use an image previously uploaded:

  ![My Library button](image1.png)  ![My Library button](image2.png)  ![My Library button](image3.png)
Under the Photo or Logo selection, select the *Show Image Controls* to display optional adjustments for the image. Usually, the defaults are fine.

Image Controls may include: border color or style, rotation, size, margin size, margin color and background color.
Customize : Message

- Enter a message, slogan, or other information to appear on the item.
- Select **Update** to refresh the item preview and see how the information will appear on the item.
- Symbols: ® ™ © can be inserted via Copy and Paste into the message.
Customize: PDF Preview

- Select **PDF Preview...** to open the item in Adobe Acrobat.
- This allows for closer inspection of the type using the magnification tools.
- Adobe Acrobat Reader is available for no charge at www.adobe.com
- The PDF Previews are for reviews on-screen and are not printable.
- Enter a quantity and select *Update* to display the cost.
- A price table displays the costs at various quantities.
- Select *Continue with Order* to proceed.
Image Enhancement Service

- When a Photo or Logo is added to the item, the Image Enhancement Service option is displayed in the Printing Options step.

- When this service is chosen, your images will be reviewed and professionally adjusted and color balanced for optimum print reproduction.

- The images will be updated in your library for future use and will have “_Enhanced” added to the image name.
• The Description for the item used in your shopping cart can be changed. This is useful when ordering different variations of the same item.

• Select **Add to Shopping Cart** to save the customized item and display the shopping cart contents.
Select **Continue Shopping** to add additional items.

Select **Proceed to Checkout** to purchase the items in the shopping cart.

**Hold** will place items in a Hold for Later area which are saved but not included in the order when **Proceed to Checkout** is selected.
Checkout: Shipping

- The shipping address is prefilled with My Profile data. Review and update the delivery address for this order.

- Select a delivery method.

- If you change the address, select Update Delivery Cost Estimates to display updated rates from UPS.
Checkout - Payment

- The billing address is prefilled with My Profile data. Review and update the billing address for this credit card.

- Enter the credit card information and select Continue with Order for a final review of the order.
Checkout - Payment

- Review the order and select **Place Order**.
- The **Orders list** will be displayed.
Orders

The current and previous orders are listed. The Status will be updated as the order progresses.

Select Details for more information about a specific order.

E-mail notifications will be sent when an order is placed and when the items are shipped. The UPS tracking number will be included.

Select Logout when finished.
Improvements

• The SRES Print Shop is continually evolving to improve the user experience and there may be differences between the current web site and this presentation.

• Comments and suggestions are welcome at sres.support@printingstorefront.com