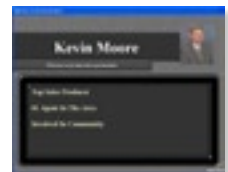


## EASY QUICKSTART GUIDE

# realIntroduction™

FOR WINDOWS & MACINTOSH



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# Why Register?

Please feel free to try out realIntroduction and see how easy, powerful, and helpful it can be to promote your real estate services. When you're ready to purchase our full version, just visit our website ([www.Astoundit.com](http://www.Astoundit.com)) for simple online ordering. We accept all major credit cards, and provide a very safe, secure ordering process on our website.

## **Advantages of Registering realIntroduction...**

- You may distribute your personalized presentation to as many clients as you need. There are no restrictions on the number of copies you can make or distribute. (The unregistered version of realIntroduction is for your testing purposes only and may not be distributed or copied).
- Once your copy of realIntroduction is registered, your presentation will startup quickly, without any "Unregistered" screen shown to users.
- Lifetime technical support on our dedicated support area of our website at: [www.Astoundit.com](http://www.Astoundit.com). One-year of technical support via e-mail from our support team is also included.
- One year of free software upgrades for new versions of realIntroduction. After that time, you'll be eligible for special registered user upgrade prices.
- We hope that you find this software to be a useful addition to your marketing needs, and look forward to adding new features. Registered users may also submit feature-requests to our development team - We are always looking for new and innovative ways to increase realIntroduction's features. Registered user suggestions are always a top priority. To submit your ideas, please e-mail them to: [support@Astoundit.com](mailto:support@Astoundit.com) (Please include your registration code).

realIntroduction is very affordable, and can be easily used by any agent with a computer. We would like to thank you for trying our software, and look forward to helping you utilize hi-tech marketing solutions in your own real estate marketing plan.

# CHAPTER 1

## Welcome to realIntroduction

First off, we'd like to officially introduce realIntroduction to you - The easiest, quickest, most effective, powerful marketing package that has ever been assembled for real estate agencies and individual agents alike.

Welcome to realIntroduction! This documentation will help familiarize you with the many easy-to-use, and powerful features of realIntroduction. We've created this software from the ground-up to be very easy to use for even the most-beginning of computer users - While keeping it filled with professional features that will absolutely amaze you and your clients.

### What Is realIntroduction?

realIntroduction is the absolute best way for real estate professionals to introduce, market, and promote themselves to their clients and prospects. Everytime you use realIntroduction, you are creating a completely customized fully-interactive presentation that will both entice and inform the user.

### What Separates Us From Competing Products & Services?

There are many aspects that set realIntroduction apart from any of the competition. The first major advantage of realIntroduction is the ability to create completely personalized presentations for YOU, not just some generic template like many other products use. When you need to update any information, such as if your phone number or address changes, you can easily do it instantly...and very easily!



Though your phone numbers and address may not change very often, your current property listings do. Being a real estate agent usually means that your listings **are** your business. When promoting your services to prospective clients, you *have* to provide them with your most-recent inventory - otherwise, you can and most likely will lose that valuable client. Or, if you are a buyers-only agent, realIntroduction offers a great way to promote yourself and the services you offer. In this new era of technology, people are used to having information at their fingertips; your clients and prospects will not waste their time with outdated marketing materials - especially with outdated property listings.

There are many companies in this industry that create presentations for real estate agents (Usually on CD-ROMs). The problem with this is, once your information or listing inventory changes, all of those CD-ROMs become completely useless, and cannot be used ever again. You then have to go through the expensive (And time-consuming) process of updating your presentation with the design company, and receive a completely new set of CD-ROMs - the cycle goes on and on, with thousands of dollars being spent to keep your marketing materials up-to-date.

realIntroduction takes a whole different approach. We've created an extremely easy-to-use software product that can create a completely customized presentation just for you. You can then update it at anytime; add, delete, or change your listings at anytime, or even change the overall style...whenever you feel like it! Then, with the push of a button, our software automatically creates a personal presentation that can be distributed in many different ways - including on CD-ROM! Normally, you don't need 500 CD-ROMs of your presentation (Though, this is a typical minimum order from many design agencies, which will cost a minimum of \$1,000); you just need a few. With realIntroduction, you can make a single CD-ROM, or hundreds - it's completely up to you. Your CDs will never be outdated again.

You can even customize a presentation for a single, specific client - which is especially handy if you plan put your presentation onto a CD-ROM. When that user plays your presentation, it will greet them with their own name, and use it throughout the entire presentation. There's no better way to help personalize your business services than speaking to them by name within your presentation. When the client or prospect receives this presentation which is made just for them, it will instill lasting effect, and can greatly increase your business relationship and sense of personal service.

Of course, there's much more you can do with realIntroduction than just CD-ROM presentations...

### **What Can I Do With It...What Can I Create?**

realIntroduction is a perfect fit for any real estate agent's presentation needs. Easily use your customized realIntroduction for laptop presentations, open house presentations (Use it as a standalone kiosk), and even fully interactive CD-ROM presentations. Make your presentation once, use it an unlimited number of times, in any format you'd like! Many agents even provide them for download on their website.

### **How Can It Help You?**

We could easily write a whole book to illustrate the many ways realIntroduction can help your real estate business, there really are *that* many opportunities available for you with this software. Promotion is an essential part of any agents marketing plan; whether you are trying to attract new clients, or looking to improve your image - realIntroduction offers a solution to help everyone. Since your presentation can be completely customized, you won't have to worry about "blending in" or "looking like the rest". Your personal realIntroduction presentation is sure to stand out, and can be used for a variety of uses (See "Chapter 7: Marketing Ideas" for more information). And, it's so easy to use!

### **About This Easy Quickstart Guide & Documentation**

We've created this simple documentation to help our users get familiar with realIntroduction, explore its features, and offer some marketing tips. Our examples include many sample screens that have been taken directly from realIntroduction for Windows and Macintosh, so your screen may look slightly different; this is normal. If you are a registered user of realIntroduction and need additional help with our software, please refer to the chapter titled "Appendix: Technical Support Questions" to find out how to contact our support team.

# CHAPTER 2

## Getting Started

### System Requirements

realIntroduction is designed to work with a broad-range of computers and operating systems. This ensures that you will be able to create pristine, fully-customized presentations - without worrying about compatibility with your customer's computer.

realIntroduction runs on BOTH Windows and Macintosh computers (Which make up about 99% of all consumer computers). When building this software, we made sure to create a product that would be compatible with both the newest, best-of-breed computers - as well as older, slower computers. This is very important since you will not know the exact configuration of your client's computer. You can feel confident that your clients will be able to view your presentation on their own computer, without the frustrations of incompatible software.

To use realIntroduction, we recommend the following minimum computer requirements:

#### **For A Windows-Based Computer...**

Windows 98 or later

(This includes Windows 98, 98 SE, Me, NT, 2000, and XP)

#### **For A Macintosh-Based Computer...**

Macintosh OS X

## Installing realIntroduction

### For Windows Computers

Step 1) Goto the location where you downloaded realIntroduction onto your computer. You should see an icon similar to the this:



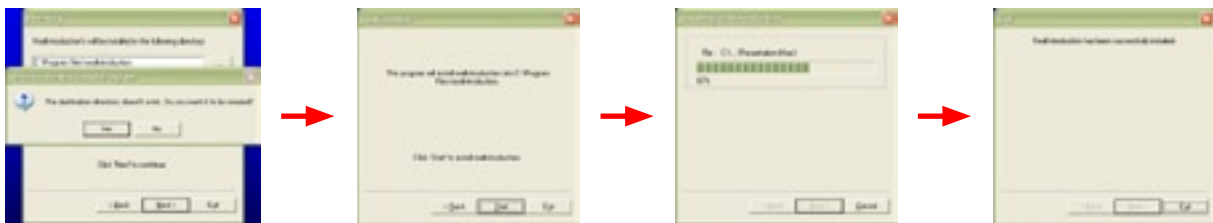
← *Open this program*

Step 2) This will start the simple installation process - you should now see a screen that looks like the following:



← *Click on the "Next" button to continue*

Step 3) Follow the instructions shown on your screen to go through the next few sections, which will install realIntroduction onto your computer.



Step 4) That's it, realIntroduction is now installed on your computer. To open it, you'll find it in your "Start" menu, just as every other program on your computer is...

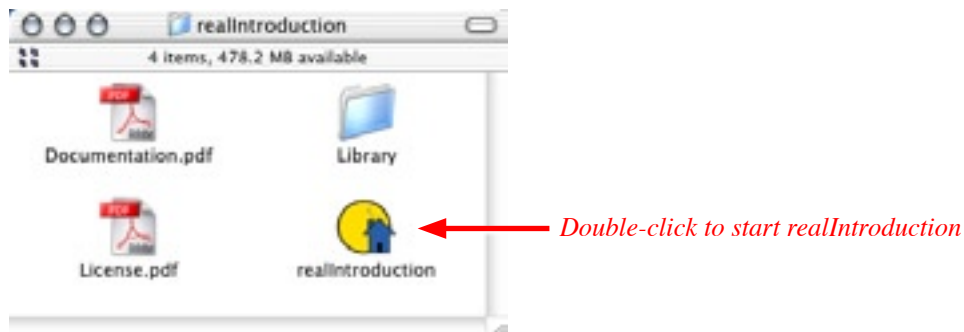


***For Macintosh Computers***

Step 1) Upon downloading realIntroduction, your computer should automatically copy the entire program onto your computer's desktop - making the installation process very simple. Just look for a folder similar to the one below:



Step 2) Open the program titled "realIntroduction" to get started.



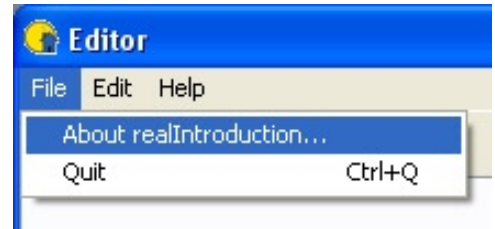
Note: Both versions of realIntroduction (For Windows and Macintosh) will create a presentation that is compatible with both computer types, so you are free to use whichever computer type you are most comfortable with. Please see "Chapter 5: The "Presentation"" for more information.

## How To Register Your Software

After you've purchased realIntroduction, follow the simple steps below to register your copy...

Step 1) Start realIntroduction.

Step 2) Go to the "File" menu, located in the upper-left section of the main realIntroduction window, and select "About realIntroduction..." (If you're using a Macintosh, this menu will appear in the main menubar instead).



Step 3) Click on the button "Enter Registration".

Step 4) Enter the registration information we sent you into the spaces provided, which includes your personal registration code. This information must be typed exactly as we sent it to you.



If all information was entered correctly, you will see a message stating that your registration was completed successfully. If not, please carefully check your spelling to ensure that there are no mistakes or typos. If you still are unable to register your copy of realIntroduction, please contact us at: support@Astoundit.com.



*Your copy of realIntroduction will always display if it is registered/unregistered on its main screen.*



**This copy of realIntroduction is UNLICENSED.**

*You can also check to see if your copy is registered/unregistered in the "About realIntroduction" box (Step 2 above).*



# CHAPTER 3

## realIntroduction's Introduction

### Learn The Relationship Between Editor & Presentation

realIntroduction is divided into 2 separate programs. The "Editor" and the "Presentation". Don't be confused, it is very easy; here's how it works...

#### *Editor*

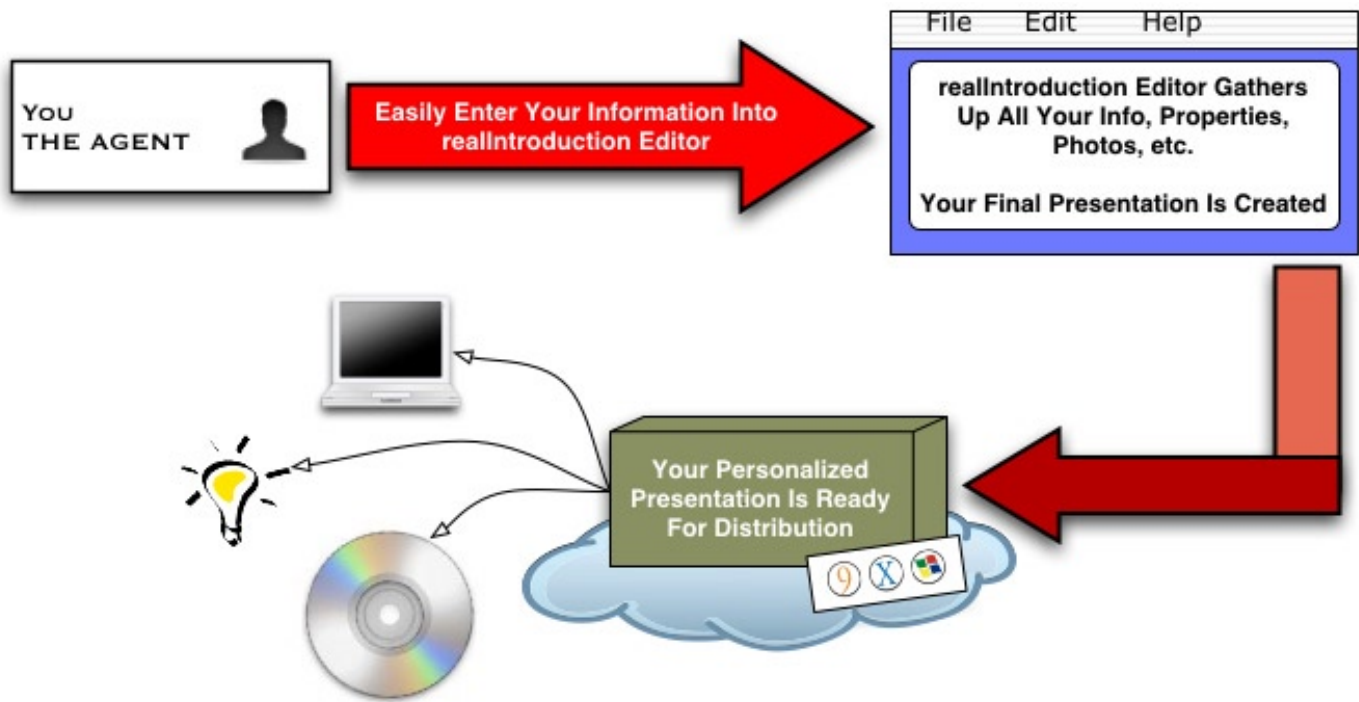
You, the real estate agent (And owner of this realIntroduction software package) first need to customize your personal realIntroduction. This includes information such as your biography, testimonials, photos, property listings, etc. All of this "editing" is done by you, in the realIntroduction "Editor". You are able to edit your realIntroduction at anytime, as many times as you would like, and as often as you'd like. Once you've customized your realIntroduction, you will then easily (and automatically) turn it into your "Presentation"...

#### *Presentation*

This is the program that is used to display your realIntroduction presentation to your clients - It can run in the form of a laptop presentation, a standalone open house presentation, an interactive CD-ROM, and much more. Your finished "Presentation" cannot be edited, which makes sure your clients see your information the way it was intended. You may distribute this "Presentation" as many times as you'd like, adding exceptional value to any marketing plan.

### How Everything Nicely Fits Together

By separating your presentation into the 2 separate parts (The "Editor" and the "Presentation"), we've created an extremely powerful, yet simple method of creating, editing, and distributing your realIntroduction. Your clients will appreciate the simplistic nature of your "Presentation", while you are free to add/delete/change your information at ANYTIME using the "Editor" - including your property listings.

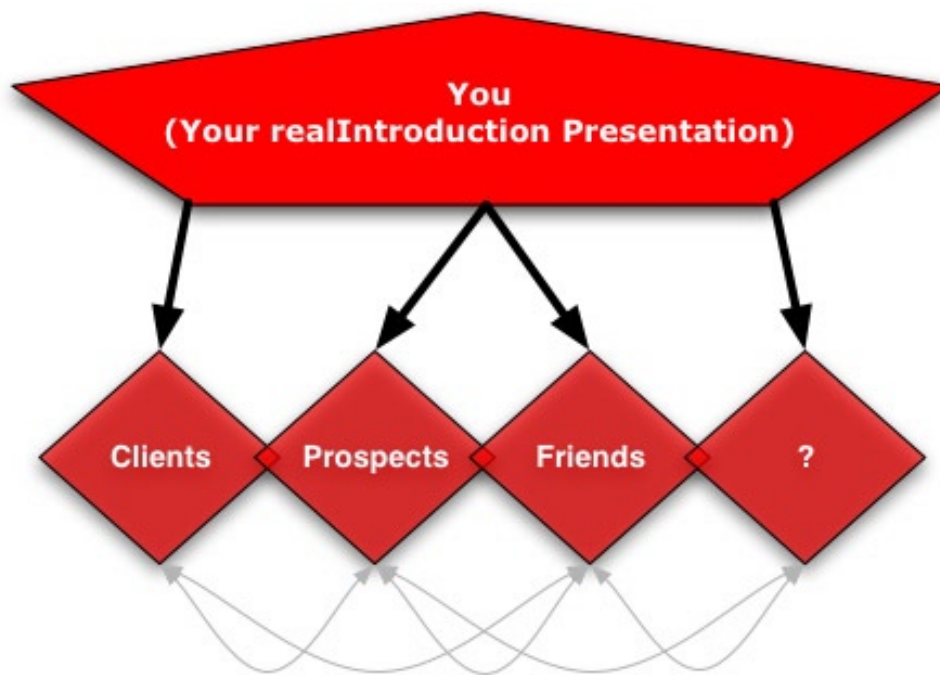


## Easy, Unlimited Distribution

As mentioned, you may distribute and copy your realIntroduction "Presentation" an unlimited number of times. Since the "Editor" is used only to create your customized realIntroduction, it may not be copied or distributed, it is for your own use only. Please do not share your realIntroduction registration code with anyone else, as your personal realIntroduction presentation includes a special registration code that is just for you.

After you've customized your own presentation via the realIntroduction Editor (As explained later in this documentation), you are free to copy and distribute this presentation as many times as you need - there are no limits! Unlike many other companies, we believe that you shouldn't be hindered by limited distribution licenses. The more copies you make, the more realIntroduction will help you...we surely don't want to prevent that. Go ahead and make as many copies of your presentation as you need, and distribute them to as many people as you need, realIntroduction just makes sense.

In the following chapters, you will discover the many powerful and easy-to-use features realIntroduction offers. In about 15 minutes, you can learn how to leverage this exciting new software package, inform your clients (and potential clients and prospects), and start employing new marketing techniques that are otherwise impossible. Let's get started...



*When you distribute your presentation (Typically on CD-ROM), there's a strong chance that it will get passed on to their friends, co-workers, etc. This offers even more completely free promotion for you! It's easy with realIntroduction.*

# CHAPTER 4

## The “Editor”

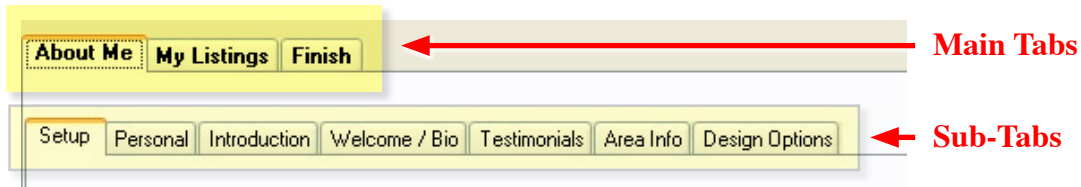
As previously mentioned, the realIntroduction “Editor” is where you’ll be creating and editing your personalized presentations. This chapter assumes that you have already installed and registered realIntroduction (See Chapter 2 for more information) on your Windows or Macintosh computer; and that you have started it up.



When you first start realIntroduction, you will see the very simple organization that makes using it such a breeze.

*TIP: In the bottom section of realIntroduction, you’ll find helpful instructions and tips about whatever section your mouse is over. Just move your mouse around to see more about any section or topic.*

To make things easy, we’ve divided up the main sections of realIntroduction into separate tabs. We’ll refer to these sections by name from now on...



## About Me (Main Tab : Section 1)

This main tab panel includes the majority of your personalized information including the following sub-sections (Sub-Tabs); “Setup”, “Personal”, “Introduction”, “Welcome / Bio”, “Testimonials”, “Area Info”, and “Design Options” which we’ll discuss more in-depth below.

### Setup (Sub-Tab)

When you start up realIntroduction, this is the first screen you’ll be shown. On this screen, you can choose to either make your presentation customized for a specific person - someone you know that you are giving the presentation directly to; or create your presentation without any specific marketing target.

Would you like to personalize this presentation for a specific client?

No. I want to make a generic presentation.

Yes. I will be giving this presentation to a specific client. Type his/her name below...

Linda Stensfeld

### Options

To make a personalized presentation, such as if you will be giving this presentation to “Jason Livermoore”, you can add his name into the welcome message; which adds a personal touch, and a well-polished presentation feeling. To do this, select the “Yes” button, and type his/her name in the space provided below.

If you **do** select to make this a personalize presentation, when it is run by the user, it will mention his/her name; making this a very powerful option to extend your personal services to a specific client. If you intend to distribute this presentation to multiple clients, do not choose to personalize your realIntroduction.

### Personal (Sub-Tab)

The Personal tab contains very important information all about YOU. Make sure to include as much information as possible to ensure your clients are well-informed about your services. You also have the opportunity to include a photo of yourself, and a logo.

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Pager: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_

Address: \_\_\_\_\_

Add Profile Save Profile

### Options

The more information you can provide here, the more information your clients will have; which definitely helps you get the most out of your realIntroduction. Type your information in the spaces provided.

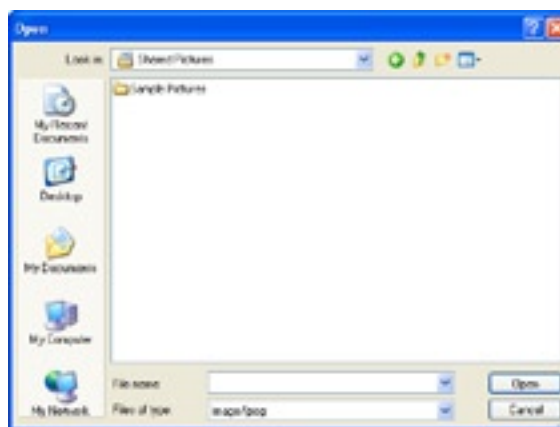
If you have an e-mail address, put it in the “E-Mail” field. This will allow users of your presentation to click on it, and have an e-mail message automatically addressed to you. Format it as a standard e-mail address. Example: john@smith.com.



The screenshot shows a form with two input fields. The first field is labeled "E-Mail:" and contains the text "john@smith.com". The second field is labeled "Website:" and contains the text "www.JohnSmith.com". Below the second field, there is a sample text "Sample: www.MyWebsite.com".

If you have a website, enter the address (URL) in the “Website” field. This will allow a user of your presentation to easily visit your website, without having to memorize your website address - they only need to click a single button. Do not include “http://” when typing in your website address, enter it in the following format. Example: www.JohnSmith.com.

To add your photo, click on the “Add My Photo” button. Then, find your photo on your computer. If you wish to add your logo, click on the “Add My Logo” button, and find your logo on your computer. realIntroduction supports a wide-variety of photo/image formats, so most likely it will be able to open your photo or logo. Upon saving your presentation, realIntroduction will automatically convert your image to a compatible format.

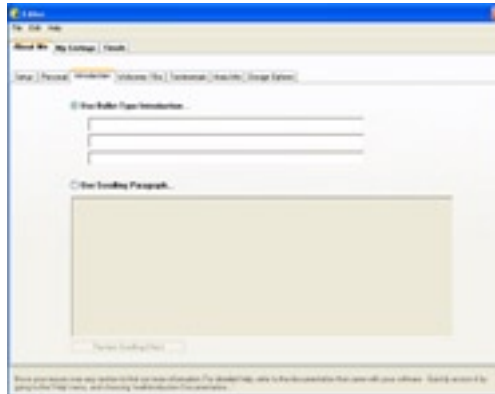


*Tip: If your photo is not recognized, try selecting a different option next to “Files of Type”. This is any easy way to use your images if they’re in the “.BMP” or “.GIF” format...*



## Introduction (Sub-Tab)

The Introduction tab allows you to enter any text that you’d like the user to see first, in your introduction. This is the very first text that your users will see.



### Options

There are 2 different options to choose from for your introduction. Select which type you would like to use by clicking in the small circle to the left of your choice. The options are:

#### “Use Bullet-Type Introduction...”

You should choose this type of introduction if you wish to use only a few sentences. Your introduction will be shown in the form of a list, which is why it should not be used for longer paragraphs (Use the second option for this instead). For best results, enter only one sentence in each field, and keep your sentence to the length of the field (Not any longer).

#### Examples:

“Top Sales Producer”

“Active In Local Community and Church”

“Dedicated To Making My Clients Feel Like They Are #1”



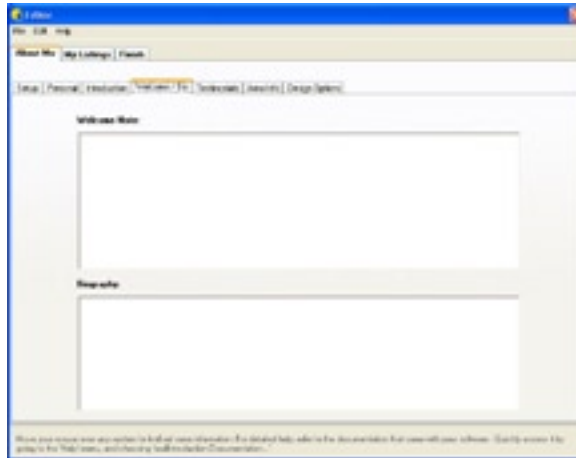
#### “Use Scrolling Paragraph...”

If you would like to use a more detailed introduction, and provide the user with more information upfront, use this type of introduction. When the user views your presentation, this type of introduction will be scrolled vertically (Much like movie credits are shown, moving from the bottom to the top). Type in the text you would like to use in the larger field. For best results, we would recommend not using more than 2-3 paragraphs of text. To preview this effect, click on the “Preview Scrolling Effect” button (Note: The preview will scroll your text slightly faster than in your final presentation).



### Welcome / Bio (Sub-Tab)

This tab is where you can enter any information about yourself, your biography, education, history, etc., as well as a Welcome Note (Which is different from your Introduction as explained below).



#### Options

##### “Welcome Note”

To best explain the difference between your Introduction and Welcome Note, think of your presentation as being 2 separate parts; your Introduction (Which introduces the user when your presentation has started); and your Main Presentation (Which contains all other information such as your biography, property listings, testimonials, etc.). Your Welcome Note is always available to the user when they click on the “Welcome” button.

##### Example:

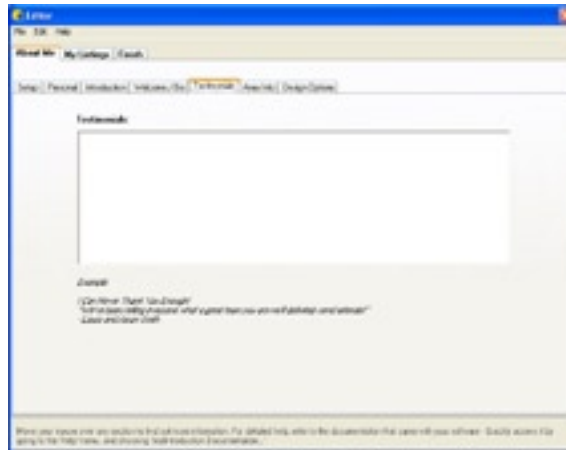
“Thank you for taking the time to view my interactive presentation. It will help guide you through the various aspects of the real estate process, as well as tell you about my experience and the services that I offer.” (Continue to talk briefly about your services)

##### “Biography”

This is where you get to showcase your services, talents, education, history, and anything else you think your clients should know about you. Many agents like to include their professional resumé, while others prefer to write out their experience, education, and credentials in paragraph form - it’s completely up to you.

### Testimonials (Sub-Tab)

Your past client history can have a dramatic effect on your future prospects. If you have any client testimonials, comments, or referrals, add them into this section.



#### *Options*

Enter any testimonials you would like to include in the field provided. You may format them anyway you'd like, the following is only used for an example.

#### Example:

I Can Never Thank You Enough!

“We’ve been telling everyone what a great team you are - we’ll definitely send referrals!”

- Laura and Jason Smith

### Area Info (Sub-Tab)

Your overall location and area information are obviously a very important and deciding factor in any homebuyer’s decision. For families with school-age children, the local educational system is also very important.



*Options*

## “Area Information”

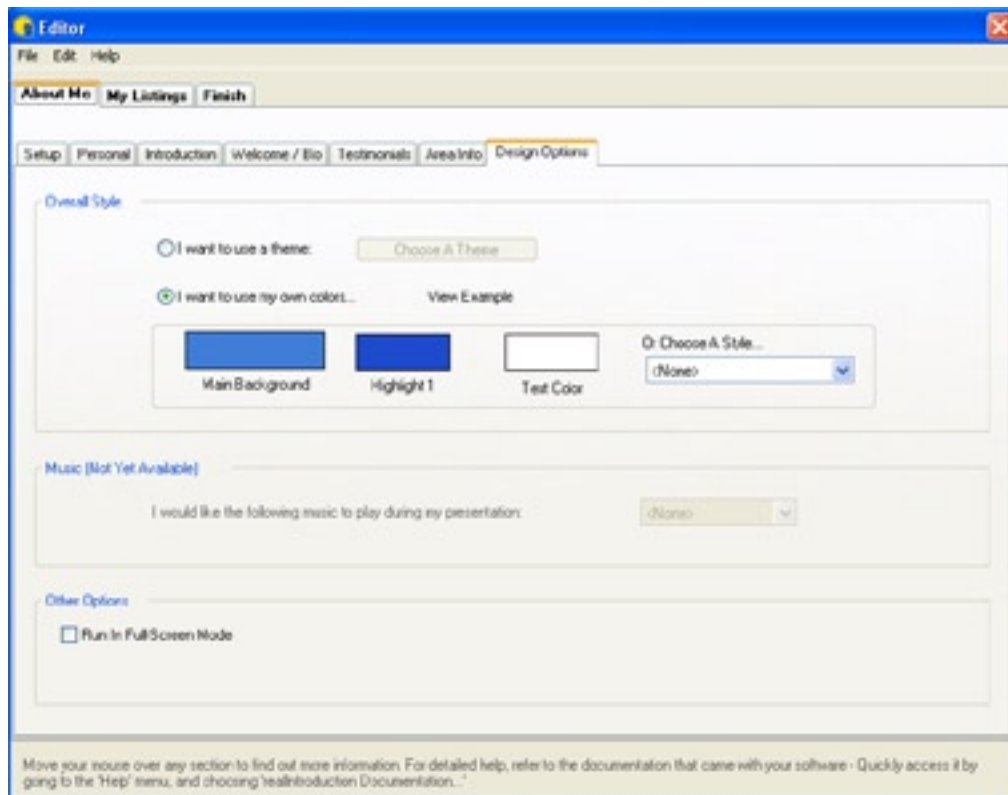
In this section, feel free to include anything about your local community and the areas you provide service in (And possibly even the surrounding areas). Topics can include local attractions, public services, entertainment, historical facts, landmarks, etc.

## “Local Education Information”

Provide details about the local educational system. Topics can include district info, school sizes, ranking, and anything else you feel would help your users.

**Design Options (Sub-Tab)**

To ensure your realIntroduction presentation is unique, and to help it stand out, you are in complete control over its look and style. You can easily choose from one of our pre-designed themes (That are available in many flavors to fit anyone’s taste), or choose your own colors - the possibilities are truly endless. Your realIntroduction will blend perfectly with your own unique style and color-scheme.



## Options

### “Overall Style” Section

This is where you choose to either use a pre-designed Theme, or to choose your own colors. Here are the differences:



#### Themes (Pre-Designed)

If you would like to use a pre-designed theme, click on the small circle next to “I want to use a theme”. This will automatically open the Themes Window, and allow you to choose a theme. Once you’ve chosen your theme, just click on the small circle below the theme you’d like to use and click the “Use Theme” button.



#### Your Own Colors

You can set the overall color-scheme to use any 3 different colors you want. To use your own colors, click in the small circle next to “I want to use my own colors...” You’ll then see 3 different colored squares appear below. Click on a color to change it. If you are an agent of a major company, we’ve built-in the exact colors of major agencies to make things easy for you. On the right (Next to the colors) you’ll see a popup menu with the caption “Or choose a style...”. Choose your agency, and the colors will be automatically set to the main colors your company uses. You can then use that color-scheme as-is, or edit the colors further.



*If you choose, ready-made color-schemes are included for most major agencies.*

*Tip: For best results, choose 3 colors that contrast each other. This ensures that your text will be readable, while still looking great. If you were to choose the same color for the text and the background, your text would be invisible! (Not Recommended)*

#### “Music” Section (This feature is not yet available)

If you choose, you can add background music that will play during your presentation. We’ve provided many different styles, just choose the one you would like to use in the popup menu.

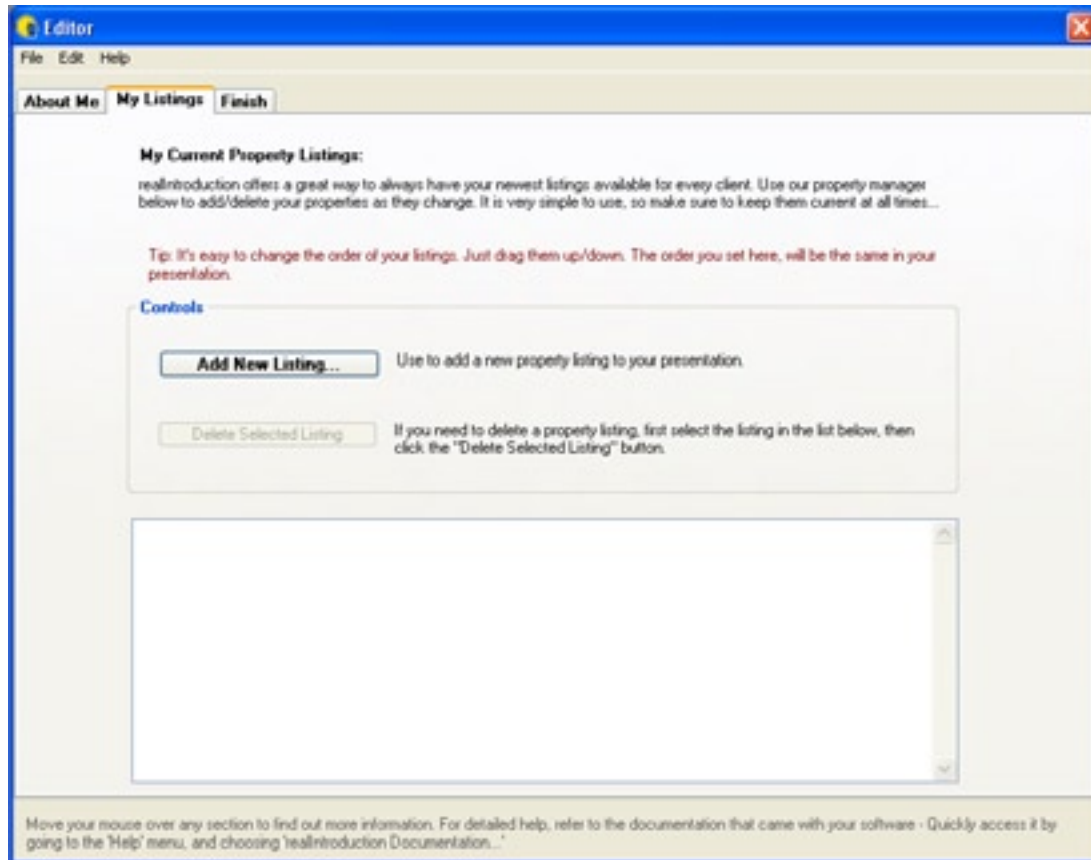
#### “Other Options” Section

##### Run In Full-Screen Mode

If you choose this option, your realIntroduction presentation will cover the user’s computer screen completely. This option provides you with complete attention, since the user’s computer screen will only show your presentation. If you do not choose this option, your presentation will run in a standard window - just like any other program (The user will still be able to see other programs that are running, and see the computer desktop in the background).

## My Listings (Main Tab : Section 2)

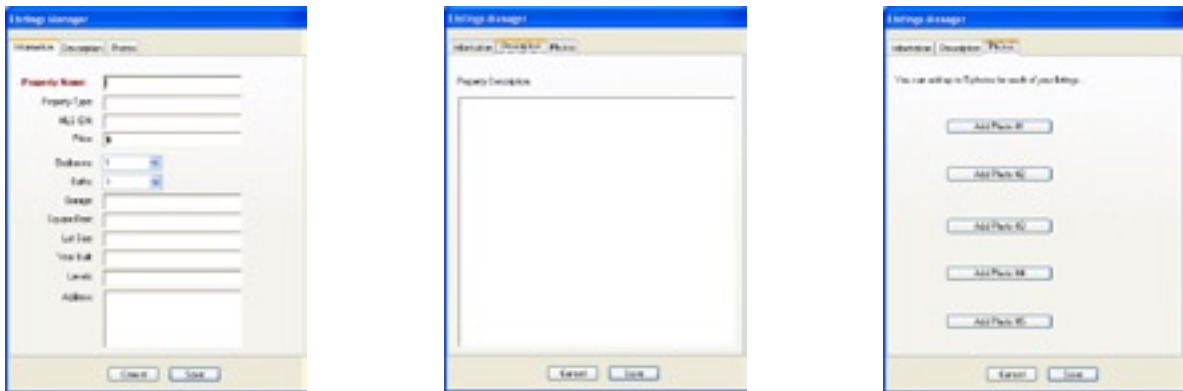
If you have property listings available, you will most likely want to include them in your realIntroduction presentation. If you are giving this presentation to a client looking to purchase property, they will definitely appreciate seeing your available listings; which are nicely integrated into your personalized realIntroduction. You can easily add or delete listings at anytime, making this an extraordinary marketing tool unparalleled to any other promotional method.



*Tip: If you plan to use photos with your listings, we would recommend that they are not extremely hi-resolution photos - which can take longer to load (Since they contain much more data about the image). If you only have hi-resolution photos (As from some higher-end digital cameras), we would recommend that you decrease their size before using them in your realIntroduction presentation.*

### To Add A Property Listing

Click on the button titled “Add New Listing...”. A new window will appear that allows you to quickly and efficiently enter detailed information about each of your listings. There are 3 tabs to help guide you through the easy process (“Information”, “Description”, and “Photos”).



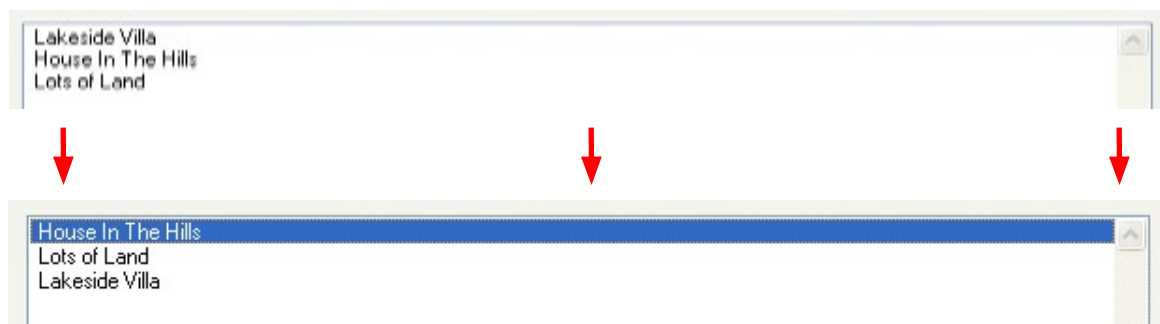
We recommend filling out as much information as you have available. You must name each property with a unique name (Enter this in the “Property Name” field).

If you wish to add photos of your property, click on the “Photos” tab, and click the button titled “Add Photo #1”. Browse your computer to find the photo you would like to use. You are able to add up to 5 different photos for each property, just click on the next button to add each consecutive photo.

**Note:** realIntroduction supports a wide-variety of image formats. If for some reason, realIntroduction is not able to open your photo, try using a JPEG image.

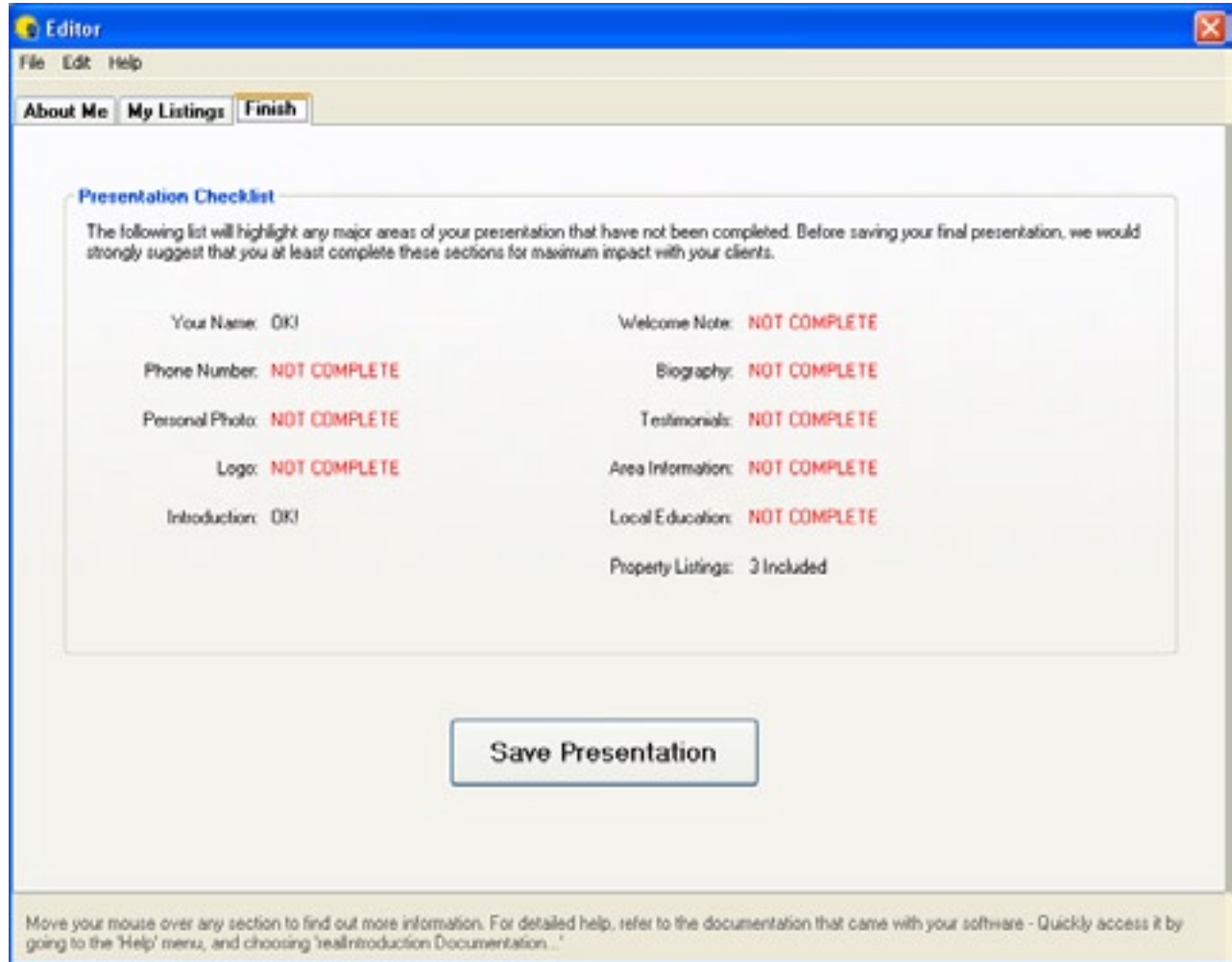
When you’re done adding all of your property listing’s information, description, and photos, click on the “Save” button. You will then notice that each of your properties are listed in the box, by name, on the main “My Listings” tab. If needed, you can easily re-arrange the order your listings will appear in your final presentation by dragging (Click and hold your mouse down on a property name) them into the correct order.

If you need to delete any property listing, just select its name in the box, and click on the “Delete Selected Listing” button. This will permanently remove the selected listing from your realIntroduction presentation.



### Presentation (Main Tab : Section 3)

This is the last step needed to create your realIntroduction presentation. This will create your final presentation that can be easily distributed, shown, or copied. Please read “Chapter 6: How To Distribute” to make sure you get the most out of your presentation; including the easy process of creating a fully-interactive CD-ROM presentation.

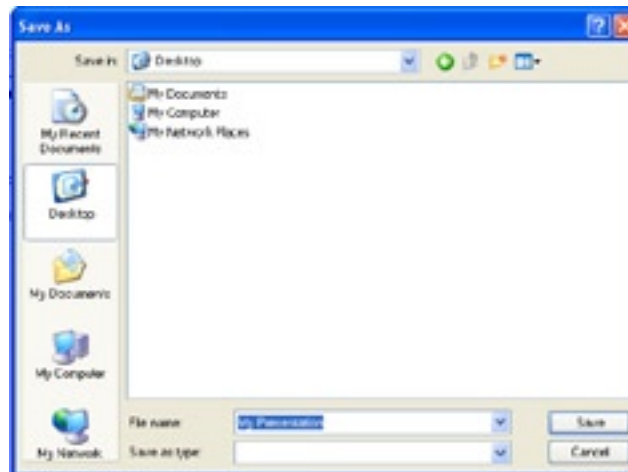


### *Presentation Checklist*

If you have not completed an essential (Though no sections are actually required) section, you will see a “NOT COMPLETE” alert in red text next to each section that is incomplete. Again, no section is *required*, though we highly recommend at least including this basic information. This handy checklist will help remind you of any sections you may have forgotten.

### *Save Presentation*

Ready to finish things up? Just click on the button titled “Save Presentation” to save your final realIntroduction presentation. After you click this button, you will need to choose a location on your computer to save your presentation. You may also give it a unique name, such as “John Smith’s Presentation”.



You’ll then see a small window that says “Saving Presentation, Please Wait”. It may take a few seconds to complete saving your presentation. When it is finished, you will see a message that says “Congratulations! Your presentation was saved successfully.”

realIntroduction will automatically create a folder (Called whatever you just named your presentation). You can find it in the location that you just chose to save it in.



That’s it! You now have a completed, standalone, interactive presentation that can be used to show at open houses, laptop presentations, interactive CD-ROMs, and much more. Please refer to the next chapter to see how you can easily use your presentations in many forms, for tons of purposes.

# CHAPTER 5

## The “Presentation”

Congratulations! Now that you’ve created your personalized presentation, you’re ready to use it! In this chapter, we’ll discuss how your presentation works, and what it consists of.

First, navigate to the location that you saved your presentation in. For example, if you saved your presentation on your computer’s Desktop and named it “Kevin’s Presentation”, you will see this folder on your computer’s Desktop. In the rest of this documentation, we’ll refer to this folder (Your presentation’s folder - whatever you chose to name it) as the “Presentation Folder”.

*On Windows Computers...*

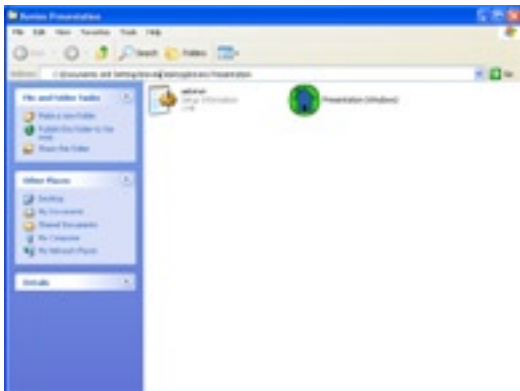


*On Macintosh Computers...*



Your Presentation Folder contains everything your presentation needs to run. If you’d like to distribute your presentation on CD-ROM or diskette, just copy this folder onto it. This folder also contains a special file that will automatically startup your presentation when a CD-ROM or diskette containing it is inserted into your client’s computer (Will automatically startup on Windows computers only, the Macintosh does not support this). For more information and examples, please refer to “Chapter 6: How To Distribute”.

When you open your Presentation Folder, you may see a few different files and folders. To start your presentation, just open the program titled “Presentation (Windows).exe” (It may just be called “Presentation (Windows)” on your computer). Since the majority of your clients will be using Windows-based computers, the realIntroduction Editor will automatically create a Windows-compatible presentation. If you would like to add Macintosh compatibility, it only takes one simple extra step; please refer to the next section for easy instructions.



*Your Presentation Folder should look similar to this sample. (On Windows XP)*

***Note:** Make sure that you don’t edit, remove, or add to your Presentation Folder by hand - as it may make your presentation unreadable. This is very important, since the realIntroduction Editor has created special files in your Presentation Folder that if changed, may result in your presentation not working correctly. If you need to change your presentation, just use the simple realIntroduction Editor.*

## Creating A Macintosh-Compatible Presentation

The majority of your clients and prospects that will be using your presentation will likely be running a Windows-based computer, which is why realIntroduction creates a Windows-compatible version of your presentation by default. This does not mean however, that our software is incompatible with the Macintosh platform - realIntroduction is completely compatible with Macintosh computers, and is just as feature-complete as the Windows version. We value our Macintosh customers very much, and would highly recommend that you do this extra simple step to add Macintosh compatibility into your realIntroduction presentation, it only takes a few seconds.

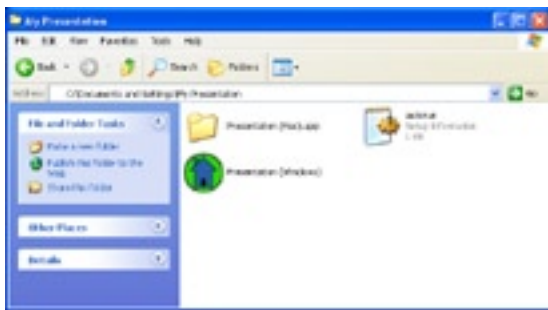
If you do not complete the following simple few steps, your presentation will only run on Windows-based computers (For example, Windows 98 or Windows XP). By completing the following instructions, you’ll have a cross-platform presentation (Works with both Windows and Macintosh computers)...

### Instructions:

Step 1) On your computer, go to the location where you installed realIntroduction. Inside that folder, open the folder called “Library”, you’ll then see a folder called “Presentation (Mac).app”.

Step 2) Just copy that folder (named “Presentation (Mac).app”) into your Presentation Folder. That’s it - you’re presentation will now be compatible with both Windows and Macintosh computers.

*Note: If you are creating your presentation using Macintosh OS X, you will see an icon titled “Presentation (Mac)” instead of a folder - just copy that file to your project folder instead.*



*If you include the Macintosh version of your presentation, you’ll need to move it into your Presentation Folder manually. It should look similar to this if you’re using Windows.*



*Your Presentation Folder should look similar to this on the Macintosh.*

# CHAPTER 6

## How To Distribute

So, you have your final realIntroduction presentation...now what? You can easily use your same presentation for many uses, without doing any additional editing. The following topics describe many different uses that you can use with your realIntroduction presentation - but there are so many more. Our customers are always finding new ways to promote their services using their realIntroduction presentation. If you have a new idea - let us know!



### Laptop Presentations

This type of presentation is used when you would like to show your presentation to your clients directly (In person). You can easily load your realIntroduction presentation onto your laptop computer, and bring it anywhere to show them - it's so easy!

#### Instructions:

Just copy your Presentation Folder onto your laptop computer. Start your presentation by opening the Presentation file for your laptop computer type - For Windows laptops, startup the program called "Presentation (Windows).exe"; for Macintosh laptops, startup the program called "Presentation (Mac)". Let the presentation begin.



### Open House Presentation

This type of presentation is typically used on a computer inside of an open house property; it could be run on your own laptop, or a computer that is already in the property. It is available to any and all potential clients that visit your open house; an always-available source of information and photos. These types of presentations can have a dramatic effect on visitors, and can attract a lot of attention to your listings and services.

*Tip: If you will be leaving your own laptop or computer at a property location to be used for an Open House Presentation by visitors, you can easily secure it so that it cannot be stolen or moved using a special laptop/computer security cable. Almost every laptop computer (And most desktop computers) have a special slot on them somewhere that is made specifically to attach a security cable to. This ensures that your computer will stay safe - just in case. These cables are manufactured by many different companies, and can be purchased for under \$50. If you're interested, try doing a web-search for "Laptop Security Cable" on any major search engine.*

#### Instructions:

Copy your Presentation Folder onto the computer that you'd like to use at the open house. Follow the same instructions as the "Laptop Presentation" above. All visitors to your open house will now have immediate access to information about your property(s), and your services.



### CD-ROM Presentations

This is by far one of the most popular uses of our realIntroduction presentations. If you've never seen one before, a CD-ROM presentation is basically a presentation that is distributed to clients on a CD-ROM. This can be a standard size CD-ROM, or a mini-size (Sometimes called "Business Card CD-ROM"). You can make as many CDs as you need, and also personalize them for a specific client for an added special touch (See "Chapter 4 : The "Editor"" for more information about personalizing your presentation).

Whenever your listing inventory changes, you can quickly (And affordably) make new CD-ROMs to distribute, without investing hundreds of dollars on CDs that contain outdated listings like you would from a normal CD-ROM design company. Using realIntroduction, you are free to update your information at anytime, and create as many (Or as few) CD-ROMs as needed.

#### *Instructions:*

To create an interactive CD-ROM presentation, your computer will need to have a CD Recorder (Also called a CD-R drive) installed. Most computers that were purchased in the past few years already have a CD Recorder built-in. However, if your computer does not have one, you can buy one for less than \$150. You can even just copy your presentation onto a friend's computer, and use it to make a few CDs.

To create your realIntroduction presentation on CD-ROM, just copy your Presentation Folder onto a blank CD-R disc (Also called a Recordable CD). As mentioned earlier in this documentation, realIntroduction automatically places a special file into your presentation folder that enables your presentation to startup automatically when the client puts your CD-ROM into their computer.

There are many different software programs that are available to help you record files onto CD-ROM, you probably received one with your computer or CD Recorder. Since there are so many programs available to accomplish this task, it would be impossible for us to discuss the exact process of copying your Presentation Folder onto CD-ROM using your specific computer. Please refer to the documentation you should have received with your CD Recorder drive - it is usually very easy.

If you wish to create a CD-ROM that is compatible with both Windows and Macintosh computers, make sure to copy the Macintosh Presentation program onto your CD-ROM as well (Refer to "Chapter 5 : Creating A Macintosh-Compatible Presentation" for more information). We would always recommend making a CD-ROM that is compatible with both computer types because you never know which kind of computer your client will have when viewing your presentation - this way, you'll be covered eitherway.

For Windows users, you can find out how to easily create your own CD-ROMs at the Microsoft® support website:  
<http://www.microsoft.com/windowsxp/pro/using/howto/gettingstarted/copytocds.asp>

For Macintosh users, visit the Apple® support website:  
<http://docs.info.apple.com/article.html?artnum=61339>



*Smaller "Business Card" sized CD-ROMs are very affordable, and add a nice touch to your presentation's physical appearance.*

# CHAPTER 7

## Marketing Ideas

realIntroduction offers real estate agents many different ways of communicating, presenting, and displaying your services. Our customers have used this software to distribute their completely interactive presentation in many different formats, and across many different advertising mediums. Clients and prospects are instantly impressed that you have “your own personalized software”.

You’ll find just a few of these exciting ideas below...

### *On The Go Presentations*

As we’ve already mentioned many times in this documentation, your realIntroduction presentation is perfect for displaying information to your clients, used as a kiosk all by itself (A standalone presentation such as at an open house), a direct-presentation such as an initial meeting with a client, listing presentations, and much more. Your realIntroduction presentation can quickly and easily be copied onto your laptop computer and taken on the go, or shown on a desktop computer that’s already setup at the location. Versatility is key in this business, take your realIntroduction presentation with you everywhere.

### *Give Away On CD-ROMs*

With a few simple clicks, you can easily copy your realIntroduction presentation onto CD-ROMs using your own computer. These CDs can then be given to clients, and even personalized for an individual client to maximize your personal service. Since recordable CD-ROMs (Also called CD-R discs) are so cheap - there’s no reason to hold back. You can purchase CD-R discs in bulk packages of 100 or more for under \$15! Put them in brochure boxes, leave them in retail stores, give them to local agents to distribute (and vice versa), distribute at open houses and seminars, refer to your software in advertisements, tell clients to make a copy and pass it on - CD-R discs are actually cheaper than a color laser copy.

For an added sense of value and “wow factor”, you can also copy them onto smaller sized CD-R discs (Also called “Business Card CDs”), which are about the size and shape of a standard business card. These discs can be purchased at any major electronic store, and don’t cost much more than a standard-size CD-R disc. These smaller CD-R discs offer a lasting impression, while their small size makes them ideal for carrying in your pocket. With CD-R discs costing just pennies, there’s no excuse for not mass distributing your software presentation.

CD-ROM presentations offer your clients and prospects an easy way to view your services, information, and properties. They do not need an Internet connection, or a fast “top-of-the-line” computer. Since your presentation is compatible with both Windows and Macintosh computers, they’ll be viewing it easily, and without difficult installations. Impress your users with a completely personalized CD - just for them.

### *Use The Internet*

If you have a website, it’s easy to add your realIntroduction presentation on the Internet for your clients to download. If you have a website designer, they should be able to easily do it for you; or if you do your own website design, put your presentation online and link to it. It really is *that* easy. There’s nothing a potential client would be more impressed with than your own software to download onto their computer.

*Tip: For the easiest (And fastest) possible way to provide your presentation on your website, you should first ZIP it (Compress your presentation into a smaller, easily downloadable file). If you are unfamiliar with this simple process, ask your website designer for details. You can also find utilities that do this compression for free, try a web-search for “Zip utility” using your favorite search engine.*

### *Send Via E-Mail*

E-Mail provides a very powerful, easy way to distribute your presentation to clients. You can easily attach your presentation in an e-mail message, and instantly send it to a specific client. But, be careful to obtain direct permission from your client or prospect before sending them your presentation via e-mail attachment. In recent years, the rise of SPAM e-mail (Unsolicited e-mail messages) has made it necessary to ask first, then send. Otherwise, your e-mail message may get automatically filtered by the recipients Internet Service Provider (Also called ISP), and never arrive at all. Many ISPs also limit the file size of e-mails, which is another reason to ask first; not to mention good marketing practice.

An even better approach to sending your presentation to users via e-mail is to provide your presentation on your website, and only send them a link to it in your e-mail message. This method works much better, and is the preferred way of having your realIntroduction presentation e-mailed to anyone.

Example: “Check out my latest listing presentation” (Just link that text to your actual presentation on your website for them to download).



### *Postal Mail Isn't Dead Yet*

For many clients, postal mail is the preferred way of distributing their presentation. You can easily copy your realIntroduction presentation onto a CD-ROM, and mail it to your client or prospect for under \$2.00. You can even purchase specially-sized cardboard mailing envelopes that perfectly fit your CD-ROM at any post office or mailing supply store. Just toss in a business card with your CD-ROM, and mail it away.

# APPENDIX

## About Astoundit Software

### How To Contact Astoundit Software

Please use the following information to contact us. To keep our retail product prices as low as possible, we do not provide phone support; for fastest service please contact us via e-mail. We can usually respond to you within 24 - 48 hours during normal business hours. Our website also offers technical support for many of your most common questions.

Business Hours: Monday - Friday  
9:00am - 5:00pm PST

Website: [www.Astoundit.com](http://www.Astoundit.com)

Technical Support Website: [www.Astoundit.com/subs/support](http://www.Astoundit.com/subs/support)

E-Mail: [support@Astoundit.com](mailto:support@Astoundit.com)

Mailing Address: Astoundit Software  
2060-D Avenida de los Arboles, #362  
Thousand Oaks, CA 91362

### Technical Support Questions

*I have a question or problem with my software, how do I get help?*

The easiest way to get immediate help with the most common issues is to visit our support website, which can provide you with immediate answers 24 hours a day, 7 days a week ([www.Astoundit.com/subs/support](http://www.Astoundit.com/subs/support)). If you have an issue that is not answered on our website, please contact our support team by sending a detailed e-mail to them at: [support@Astoundit.com](mailto:support@Astoundit.com). In your e-mail, please provide the following information:

- 1) Your unique registration code
- 2) Your name
- 3) A detailed explanation of your problem or question. Please also tell us if you are using the Windows or Macintosh version of realIntroduction. The more details you can provide about your issue, the quicker and easier we will be able to help you find a solution.

*Do I qualify for technical support? How long do I receive technical support for?*

When you purchase realIntroduction, you will automatically receive 1-year of technical support from the date of purchase. You will also receive lifetime technical support on our website.

*Does realIntroduction really run on BOTH Windows and Macintosh computers?*

Yes! realIntroduction has been designed from the ground up to be COMPLETELY compatible with both major computer platforms (Windows and Macintosh). You are free to create your presentation, via the realIntroduction “Editor” using a Windows or Macintosh computer; as well as present your realIntroduction on any Windows or Macintosh computer that has the basic minimum system requirements as listed in this documentation (See “Chapter 2: Getting Started” for more information).

*I'm using Windows XP, does realIntroduction work on this?*

Yes, our software is fully compatible with Windows XP (And many earlier versions). When you start realIntroduction, it will appear as a standard program running in your Windows Taskbar...



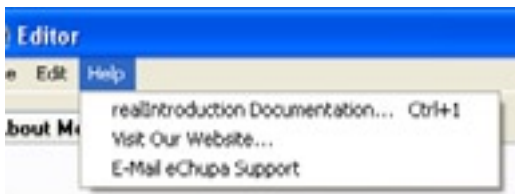
*What about Macintosh OS X?*

Yes, realIntroduction also works great with Mac OS X. On Mac OS X, you'll see realIntroduction in your Dock when running, just as any other program...



*How do I access extra help while running realIntroduction?*

While using realIntroduction, you can easily view this documentation, visit our website, or directly e-mail our support team by choosing an option in the "Help" menu at anytime...



*Can my realIntroduction presentation include my listings with photos?*

Yes! You can easily add an unlimited number of listings to your presentation - each with five separate photos. For detailed instructions, please see "Chapter 4: The "Editor"". You can also add a photo of yourself, and your logo. We would highly recommend that you take advantage of this, and enhance your presentations with photos.



*My realIntroduction Presentation isn't working...is there something wrong?*

The most likely cause that would make your Presentation not work would be that you may have accidentally moved or edited something in your Presentation folder by hand. You should never try to edit any of the files in your Presentation Folder by hand - that's what the realIntroduction Editor is for. If you are transferring your Presentation onto a CD-ROM, you should make sure that the CD-ROM software you are using copies all data onto the CD-ROM; including all "invisible" files/folders. If you are unsure how to do this, refer to the documentation that was included with your CD-ROM software; there will usually be an option to "Copy invisible files/folders".

*Do you need a website or e-mail address to use realIntroduction?*

No, the beauty of realIntroduction is that you don't need to have a website. This software works all by itself, and does not require that you have a website so you can easily and affordably have a professional presentation without the extra costs of a website. However, if you do have one, you can use it alongside realIntroduction for an even greater impact, this includes direct linking to your website via your realIntroduction presentation - making them a perfect match. If you have an e-mail address, the user of your presentation can easily send you an e-mail message with a single mouse-click.

## **realIntroduction**

### **Astoundit Software**

1534 N. Moorpark Rd., #134  
Thousand Oaks, CA 91360

Find us on the World Wide Web at: <http://www.astoundit.com>

To report errors, please send a note to [info@astoundit.com](mailto:info@astoundit.com)

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The logo for Astoundit Software, featuring the word "astoundit" in a bold, blue, lowercase sans-serif font. The letter "i" is stylized with a white outline and a small square dot above it. A registered trademark symbol (®) is located to the right of the "t".