

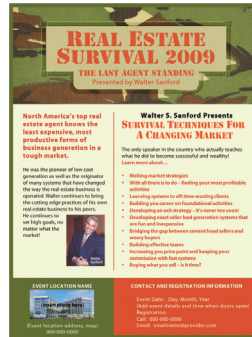
How to customize and print your Sanford Systems event flyer



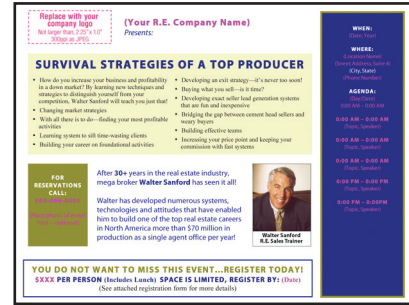
Exploping Your Real Estate Business in Changing Times



How To Excel in a Changing Market



Real Estate Survival 2009



Survival Strategies of a Top Producer

Production of your Sanford Systems Seminar flyer will require the following:

Software:

In order to customize and produce your flyer from Walter Sanford, you will need the following software:

- Microsoft Word 2004 – 2008 (Window or Mac)
- Acrobat Reader – native on nearly all PCs. ([Download Free](#))
- Any image editing software in order to size and crop JPEG image files (logo and/or photo)

Your Company Logo:

You will need a good quality, RGB version of your logo as a JPEG, with a minimum resolution of 240ppi. (300ppi is recommended). The logo should be no larger than the area specified on each flyer. If you wish to print your logo in reverse, the background fill should not exceed the area specified in the file.

File Preparation:

You will have to insert logo and/or image files where necessary, and be able to edit, fit and refine text in Microsoft Word.

Print Production:

You will need a quality desktop color printer device if you plan to produce you flyer in house. In addition, you can choose to have the flyer printed with your local print shop.

Approvals:

All produced flyers must be approved by Sanford Systems. Please send final PDFs to Cyndi:

cyndi@waltersanford.com

See page 2 for detailed directions on how to prepare and customized your DM/Flyer.

>>>>



1 Placing your logo, and editing text in Word

All items and text meant for customization will be marked in magenta color in the Word file provided by Sanford Systems. The example below provides step-by-step instruction on how to correctly import your logo, and points out the text areas requiring customization. Please note each file is different, but will have similar instructions and will specify the required size of the logo JPEG.

Importing Logo:

(You should have a correctly sized logo saved as an RGB JPEG, to a folder on your hard drive.)

1. Open the file and place the cursor by clicking in the upper left corner.
2. Select **Insert > Picture > From File** and locate the saved logo file.
3. After the logo is placed, double click the logo, and in the menu select the **Layout** tab, then select **In Front of Text**. Click the **Advanced** button and uncheck the box under Options named, **"Move object with text"**. Select **Okay**.
4. The placed logo will now be able to be positioned. Select the logo and drag to the correct position.

Replace with your company logo
Not larger than 3" x 1.5"
300ppi as JPEG (RGB)

EXPLODING YOUR REAL ESTATE BUSINESS IN CHANGING TIMES

PRESENTS:

You are invited to attend informative event featuring the real estate industry's most sought after speaker,
Walter Sanford
Walter has developed numerous systems, technologies and attitudes that have enabled him to build one of the top real estate careers in North America more than \$70 million in production as a single agent office per year

When:
(Day, Month, Year - add event details and time when doors open)

Where:
(Name of event location, City, State, Zip)

Register/Pre-register:
(For questions, or to pre-register, please contact NAME, PHONE, EMAIL)

EXPLODING YOUR REAL ESTATE IN CHANGING TIMES
Will help you discover:

- Lead Generation Systems that Provide Predictable Results - in spite of the new Do Not Call, Do Not Fax and Do Not Spam laws!
- How to Navigate Interest Rate Changes and Make More Money in a Cooling Market
- Systems and Checklists to Increase Speed, Keep You Focused on Productive Activities, and Provide Consistently High Levels of Client Service
- How to Distinguish Between Technology that Makes Money - Not Wastes Money
- Getting More Productivity Out of Your Team - Those You Pay and Those You Don't
- Secrets to Eliminating Unprofitable Buyers and Getting Price Reductions from Unrealistic Sellers
- Unique Referral Ideas to Make You More Money Faster and Easier
- How to Turn Your Real Estate Commissions into Real Estate Equity and Retire Wealthy!
- 25 Things You Can Do RIGHT NOW to Explode Your Business in Changing Times
- How To Quickly Gain Market Share...Even if You Are New!
- How to Defeat the Commission Discounters

Register NOW!
Seating is limited.

Don't miss this chance to hear from America's #1 Real Estate Marketing Strategist!

Call 800-800-0000
or email info@sanford.com

Customizable Text:

All customizable text will appear in magenta, and is meant to be replaced with event dates, registration information and your company contact information where designated.

NOTE: It is important to re-specify the color of the text, as it is not meant to print in magenta. In most cases the text will either be black or reverse (white) out of the background color.

Changing Text Color:

Select the text to be changed. In the **Formatting Palette**, under **Font**, select the drop down arrow (to the right of "Color:"). For black text, select Automatic or the black square. For reverse text, select the white square. For other colors choose **More Colors**.

2 Saving the file as a PDF

To make your Word file print ready, it will have to be saved as a PDF. With the final file open, from the top menu, select **File > Print**. Select the **PDF** button in the lower left corner of the Print Menu. Choose **Save as PDF** from the drop down selection. Name your document and save to a folder of your choosing.

3 Where to get help

If you do not have the ability to size and edit your company's logo file to the size requirements, contact any local print shop and they will be able to make all the necessary revises as specified. They will have staff desktop designers and the software necessary to finalize your project.

For questions and support on making your event a success, please contact Sanford Systems at **800-792-5837** or cyndi@waltersanford.com.

SANFORD
SYSTEMS & STRATEGIES