

HOW TO CREATE EFFECTIVE LISTING BROCHURES

How Mouse On House Printing Works:

1. Place a print order by email or phone with the following information handy:
 - a. Brochure type - 1(front only), 2(front and back), or 4-page brochure
 - b. No. of copies
 - c. Paper weight - Gloss Text (similar to magazine paper) or Gloss Cover (card stock)
 - d. UV coating? Yes or no (recommended)
 - e. Shipping address
2. After your credit card is charged, you will receive a email confirmation with a link to our Print Wizard (you can also get there from your Mouse On House account logon).
3. Choose your template, select your photos, and enter your text online via our Print Wizard.
4. We will align your photos and text, create the proof(s), and notify you via email.
5. You can accept or reject the proof online.
6. If you accept the proof(s) by 1:00 PM (M-F), you will have your print material the very next business day (Saturday delivery is available for an additional \$20).



Design Tips:

1. **Choose a simple template**— If the layout is too busy or has too many colors, it could be hard on the eyes and appear unprofessional.
2. **Choose the right photos**—The images you choose **MUST** grab peoples attention and leave a lasting impression.
3. **Get rid of the clutter**—Pick the images that best showcase the key features of your listing. Do not fill up pages with unnecessary pictures and text.
4. **Keep it realistic** — Images must be realistic so that clients will not be disappointed when they visit your listing.
5. **Be consistent**— Choose colors and designs that are consistent with your other marketing materials and website.
6. **Include your picture** – This comes standard with Mouse On House and will help people connect with you as a person.

Tips for Writing Text:

1. **Come up with a teaser** — Or a good headline to entice prospects to read further.
2. **Know your audience** — Highlight features that appeal to your audience. Buyers want to know what your listing has to offer them.
3. **Do not over write** – Quality is far more important than quantity. You want to convince people that THIS home is the home for them and you can't do that by losing their interest with excessive text.
4. **Keep it simple** — Use brief and easy to understand words so that your brochure is easily read by all demographics.
5. **Make it easy to contact you**— Include all of your contact information: phone, address, email, website.