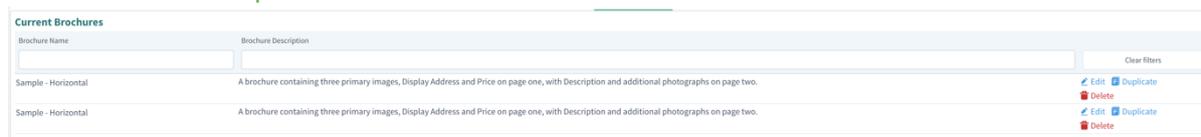


Standout Property Manager

Brochure Overview

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Brochure Templates



Brochure Name	Brochure Description	
Sample - Horizontal	A brochure containing three primary images, Display Address and Price on page one, with Description and additional photographs on page two.	Edit Duplicate
Sample - Horizontal	A brochure containing three primary images, Display Address and Price on page one, with Description and additional photographs on page two.	Delete Edit Duplicate

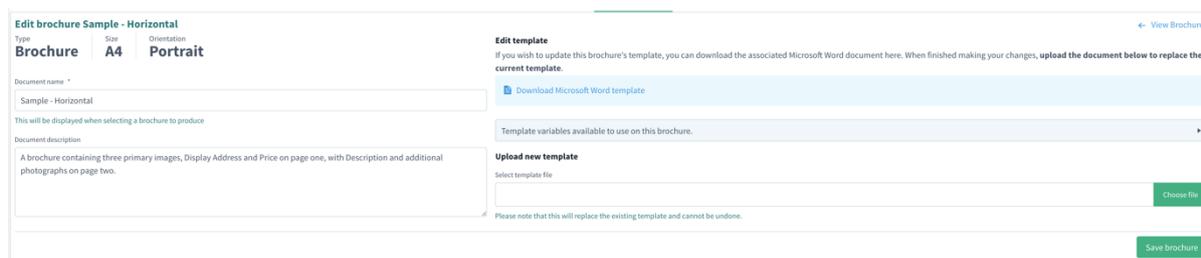
By default, two templates are provided, both brochures contain three primary images, Display Address and Price on page one, with Description and additional photographs on page two. One is formatted horizontally, one vertically.

Duplicate an existing Brochure

If you wish to customise a brochure, we would recommend that you duplicate the original brochure so that should you have any issues, you always have an original to fall back to.

Simply click Duplicate on one of the brochures – for the rest of this document, we are using the vertical brochure.

Editing a brochure



Edit brochure Sample - Horizontal ← View Brochures

Type: **Brochure** Size: **A4** Orientation: **Portrait**

Document name *
Sample - Horizontal

This will be displayed when selecting a brochure to produce

Document description
A brochure containing three primary images, Display Address and Price on page one, with Description and additional photographs on page two.

Edit template
If you wish to update this brochure's template, you can download the associated Microsoft Word document here. When finished making your changes, upload the document below to replace the current template.

[Download Microsoft Word template](#)

Template variables available to use on this brochure.

Upload new template
Select template file
 [Choose file](#)

Please note that this will replace the existing template and cannot be undone.

[Save brochure](#)

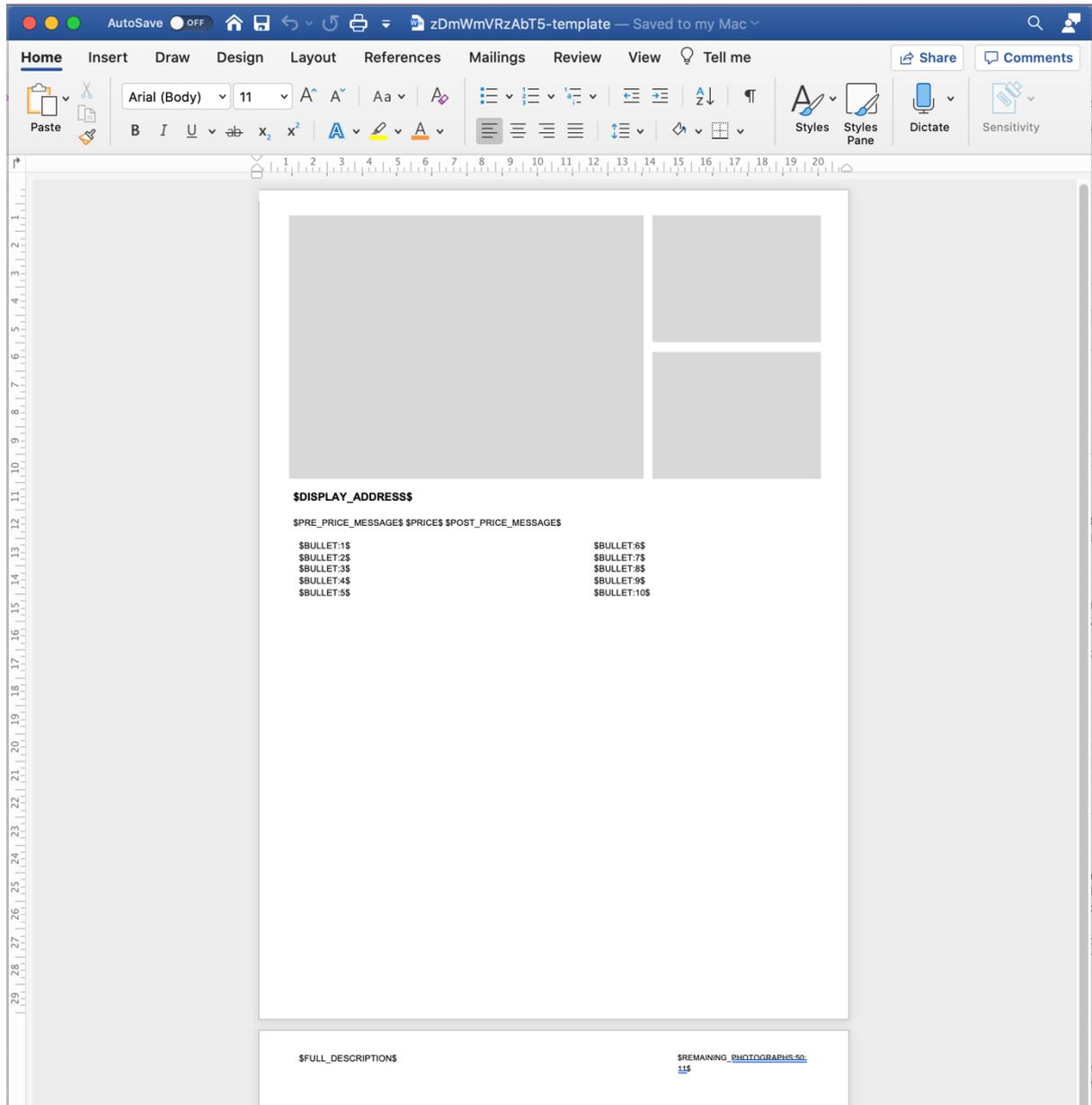
The screen options are as follows

<- View brochures	go back to the Brochure templates and don't save any changes
Document Name	a descriptive name of this brochure
Document description	a detailed description of this brochure

Download Microsoft Word Template – downloads a copy of this brochure to your local machine for editing. This document is normally downloaded to the “downloads” folder on your computer, unless the browser downloads to an alternative folder. If you have issues locating this file, please speak with your IT Support person or company.

Upload template	click the Choose file to select the amended brochure on your computer
-----------------	---

Save brochure	will upload and replace the brochure on the system with your Recently updated brochure, which will now be ready for testing
---------------	---



The actual editing of a brochure is normally undertaken in Microsoft Word. You may be able to use another application but we cannot guarantee that this will work the same. Again, you may need to speak with your IT Person or company for further help and assistance.

Explanation of the above

- | | |
|---|---|
| Large grey box | First Photo |
| Small top box | Second Photo |
| Small lower box | Third Photo |
| <code>\$DISPLAY_ADDRESS\$</code> | Normally shown on portals ie "Street Name, Town, Post Code" |
| <code>\$PRE_PRICE_MESSAGE\$</code> | The message prior to the price shown |
| <code>\$PRICE\$</code> | The price of the property (Sale or Let Price) |
| <code>\$POST_PRICE_MESSAGE\$</code> | The message after the price |
| <code>\$BULLET:1\$ - \$BULLET:10\$</code> | Bullet Points 1 to 10 |
| <code>\$FULL_DESCRIPTION\$</code> | The full description entered against this property |

\$REMAIN_PHOTOGRAPHS:50:11\$ Displays photos at 5cm wide and up to 11, but will not display photos 1/2/3

Comprehensive Variable List

Brochure template variables are delimited by dollar symbols (\$) to differentiate them from normal text, and are always written in uppercase. For example, the variable DISPLAY_ADDRESS would be written \$DISPLAY_ADDRESS\$.

Variables marked complex are not simple text replacements because of their complexity or because they contain code, and in some cases we can't make it honour the original text style of the variable in the template automatically.

ADDRESS

\$DISPLAY_ADDRESS\$

The display address of the property.

\$FULL_ADDRESS\$

The full address of the property, made up from the individual components.

\$ADDRESS_LINE_1\$

Property address line one.

\$ADDRESS_LINE_2\$

Property address line two.

\$ADDRESS_TOWN\$

The property town.

\$ADDRESS_POST_CODE\$

The property postcode.

\$ADDRESS_COUNTY\$

The property county.

\$ADDRESS_COUNTRY\$

The property country.

PRICE

\$FULL_PRICE\$

The property price, including Rental Period if appropriate.

\$POST_PRICE_MESSAGE\$

The post price message for the property.

\$PRE_PRICE_MESSAGE\$

The pre price message for the property, except where 'Asking Price' is selected.

\$PRICE\$

The property price.

\$RENTAL_PERIOD\$

The property rental period.

\$BOND\$

The bond for this property.

\$CONTRACT\$

The property's current contract.

FEATURES

\$BATHROOMS\$

The number of bathrooms.

\$BATHROOMS_WITH_LABEL\$

The number of bathrooms, with appropriate label.

e.g. 3 bathrooms

\$BEDROOMS\$

The number of bedrooms.

\$BEDROOMS_WITH_LABEL\$

The number of bedrooms, with appropriate label.

e.g. 3 bedrooms

\$RECEPTIONS\$

The number of reception rooms.

\$RECEPTIONS_WITH_LABEL\$

The number of reception rooms, with appropriate label.

e.g. 3 receptions

DESCRIPTIONS

\$BRIEF_DESCRIPTION\$

The brief description of the property.

\$BULLET:1\$

Bullet point one

Change the number to display different bullet points

`$REMAINING_BULLETS$`

complex

Remaining bullets (those not already added via `BULLET:1` etc)

`$BULLETS$`

complex

All available bullet points for the property.

`$BULLETS:10$`

complex

The first 10 bullet points for the property.

Change the number to customise how many bullet points appear.

`$BULLETS:10:2$`

complex

The first 10 bullet points for the property, displayed two per row.

Change the numbers to customise how many bullet points appear and how many are displayed in a row. Showing more than one bullet point per row outputs a table, so it is advised that each bullet point has a similar amount of text to avoid gaps.

`$FULL_DESCRIPTION$`

complex

The full description of the property.

`$FULL_DESCRIPTION_BLOCK$`

complex

The full description of the property.

The block variant changes how the variable is replaced by removing the surrounding paragraph. Which looks best may depend on how your template is set up. This may require experimentation.

`$DIRECTIONS$`

complex

Any general directions to the property entered.

`$DIRECTIONS_BLOCK$`

complex

Any general directions to the property entered.

The block variant changes how the variable is replaced by removing the surrounding paragraph. Which looks best may depend on how your template is set up. This may require experimentation.

ROOMS (PREFORMATTED)

\$ROOMS\$

complex

A preformatted display of the property's rooms (name, dimensions, description). Shown with each room's text, followed by its first photograph below.

\$ROOMS_PHOTO_RIGHT\$

complex

A preformatted display of the property's rooms (name, dimensions, description). Shown in a two column table with each room's text on the left, and its first photograph on the right.

\$ROOMS_PHOTO_LEFT\$

complex

A preformatted display of the property's rooms (name, dimensions, description). Shown in a two column table with each room's text on the left, and its first photograph on the left.

\$ROOMS_NO_PHOTO\$

complex

A preformatted display of the property's rooms (name, dimensions, description), disregarding photographs.

MEDIA

\$PHOTO:1\$

The first photograph for the property.

Photographs must use a placeholder image - this can be any image; but bear in mind that if the given photo does not exist, the placeholder may still be shown, so we recommend something neutral. To add the appropriate variable to the placeholder, edit it's Alt Text, which you should be able to find in the Picture Format ribbon, depending on your version of Microsoft Word. Change the number to display different photographs. The order and number of photographs is determined by the Brochure Media tab.

\$REMAINING_PHOTOGRAPHS:50:10\$

Add remaining photographs (those not already added via PHOTO:1 etc) to the property, with a width of 50mm, and a maximum of 10

Change the numbers to customise the width and how many photographs appear. The order and number of photographs is determined by the Brochure Media tab.

\$FLOORPLAN:1\$

The first floorplan for the property.

Floorplans must use a placeholder image - this can be any image; but bear in mind that if the given photo does not exist, the placeholder may still be shown, so we recommend something neutral. To add the appropriate variable to the placeholder, edit its Alt Text, which you should be able to find in the Picture Format ribbon, depending on your version of Microsoft Word. Change the number to display different floorplans.

\$EPC\$

The EPC image for the property.

An EPC image must use a placeholder image - this can be any image; but bear in mind that if the given photo does not exist, the placeholder may still be shown, so we recommend something neutral. To add the appropriate variable to the placeholder, edit its Alt Text, which you should be able to find in the Picture Format ribbon, depending on your version of Microsoft Word.

\$EEC\$

The EEC figure.

\$EEP\$

The EEP figure.

\$EPC_RATING\$

The EPC Rating (G-A or A+-G) based on the class of property and its EEC.

\$MAP\$

A location map for the property.

A location map must use a placeholder image - this can be any image; but bear in mind that if the given photo does not exist, the placeholder may still be shown, so we recommend something neutral. To add the appropriate variable to the placeholder, edit its Alt Text, which you should be able to find in the Picture Format ribbon, depending on your version of Microsoft Word.

MISC

\$CLASS\$

The class of the property.

\$DATE_AVAILABLE\$

The date available date entered for the property.

\$DATE_ENTERED\$

The date the property was created.

\$REFERENCE\$

The reference number for the property.

\$TENURE\$

The property tenure.

\$PROPERTY_TITLE\$

A full title for the property.

e.g. 5 bed detached house for sale in Bury.

\$ACCESSIBILITY\$

Accessibility information.

\$CONDITION\$

Condition information.

\$COUNCIL_TAX_BAND\$

The council tax band of the property.

\$FLOORS\$

The number of floors in the property.

\$ENTRANCE_FLOOR\$

The entrance floor of the property.

\$FLOOR_AREA\$

The floor area of the property.

\$LAND_AREA\$

The land area of the property.

\$LOCATION\$

Location information.

\$LOCAL_COUNCIL\$

The local council for the property.

\$HEATING\$

Heating information.

\$OUTSIDE_SPACE\$

Outside space information

\$PARKING\$

Parking information

\$RATES\$

Rates information.

AGENT

\$AGENT_NAME\$

Your company name as entered into Standout.

\$AGENT_WEBSITE\$

Your website address as entered into Standout.

OFFICE

\$OFFICE_ADDRESS\$

The full address of the owning office for the property.

\$OFFICE_EMAIL\$

The email address of the owning office for the property.

\$OFFICE_TEL\$

The telephone number of the owning office for the property.

\$OFFICE_RENTAL_FEE_TEXT\$

The rental fee text entered for the owning office for the property.

\$OFFICE_LEGAL_ENTITY_NAME\$

Any legal entity name entered for the owning office for the property.

\$OFFICE_VAT_NUMBER\$

The VAT number of the owning office for the property.

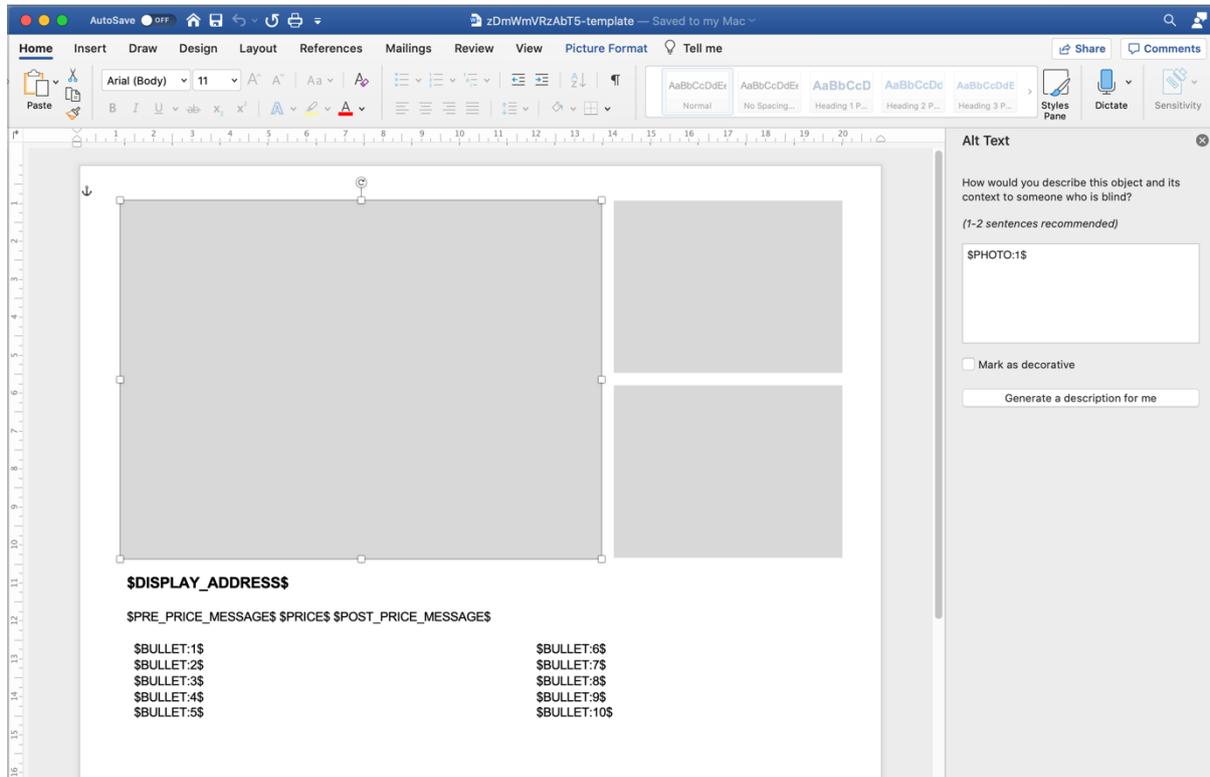
Modifiers

In addition to the variables above, some non-complex variables can be modified with modifiers. Modifiers are written using the pipe symbol (|). For example, a variable \$DISPLAY_ADDRESS\$ using the modifier U for uppercase would be written as \$DISPLAY_ADDRESS|U\$. Multiple modifiers may be chained together using multiple pipes, for example \$DISPLAY_ADDRESS|U|C\$

U	Uppercase
L	Lowercase
C	Centred
B	Bold
FS:16	Font size
	Update the number to set the font size (in points)

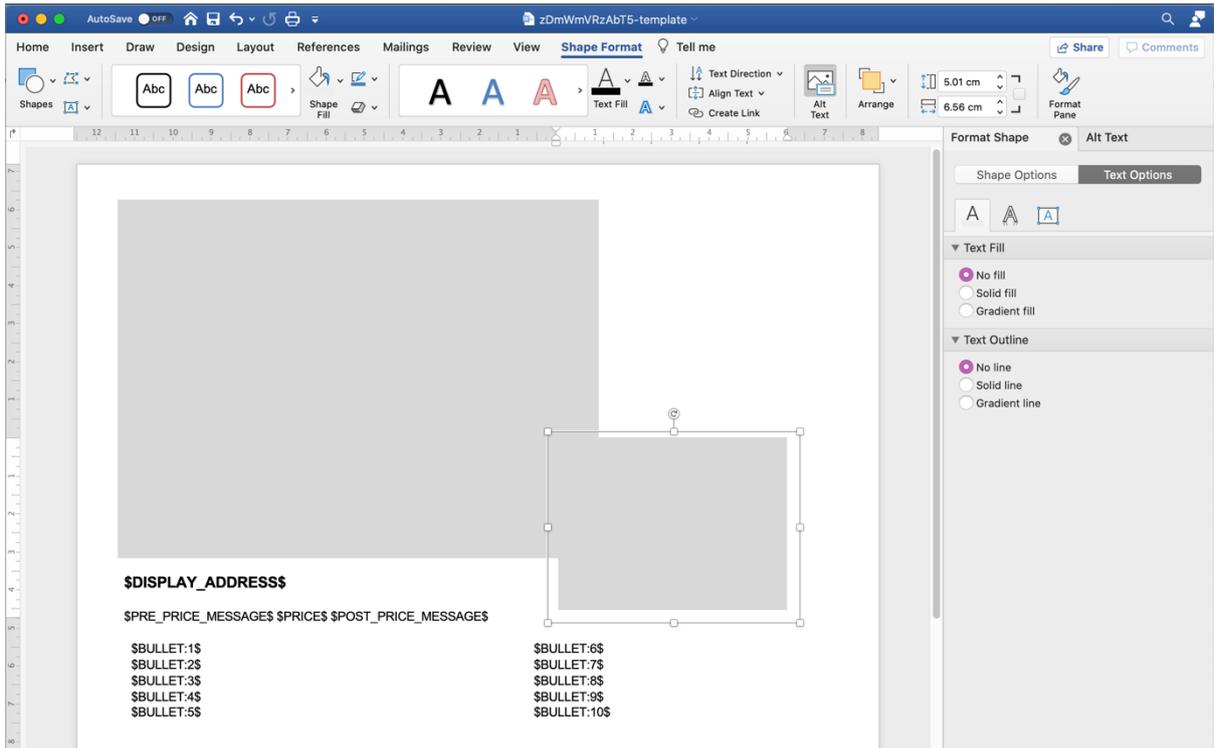
Working with Photographs and Text Boxes

When editing a photograph, you will need to amend the “Alt Text”, this is shown within Word as

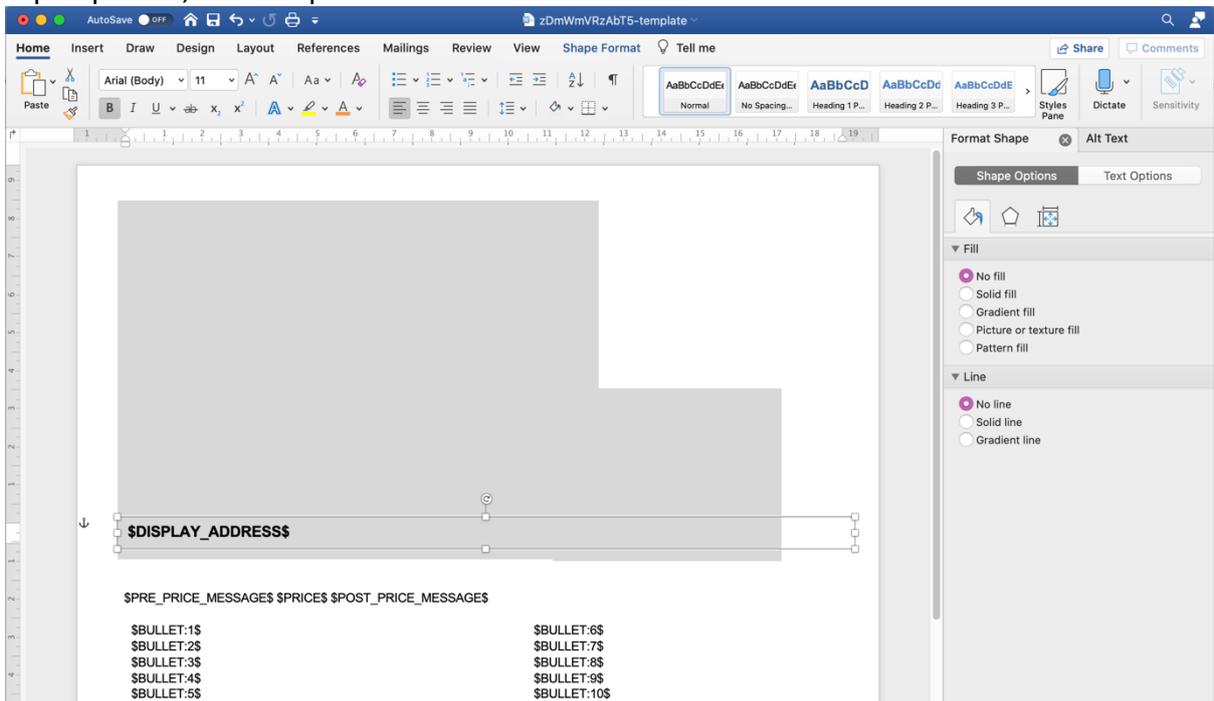


Notice that on the right side, the Alt Text is shown, by changing `$PHOTO:1$` to `$PHOTO:2$`. When adding additional photographs, we'd recommend copying (Ctrl+C) and pasting the new photo into the document (Ctrl+V) and then move the photograph to your chosen location.

Alternatively, if you want to place a photograph on top but to the size of another, insert a text box, copy and paste a photo into the text box, this will allow you to move the photo around. If you don't want to see the white space, change the text box to have a transparency of 100%, as an example



Text boxes can also contain other text variables so that you are able to display text over the top of photos, an example such as



Headers and Footers

These areas are ideal for including Agency and Office information, such as your website, email, address, telephone number, for example

\$AGENT_NAMES\$	\$AGENT_WEBSITES\$	\$OFFICE_TEL\$
		\$OFFICE_EMAIL\$

The above has been created by inserting into the footer area a table with 3 columns and 2 rows. To show the table, a border of dotted lines have been chosen but, removing all borders would be the best option as no lines are then displayed.