

# Creating a Property Brochure or Window Card - Sales and Lettings



This guide provides a straightforward process for creating a professional property brochure, which is essential for effectively marketing real estate.

By following the steps outlined, users can quickly generate a visually appealing document, from documents that have been pre selected, that showcases property details, enhancing visibility to potential buyers or renters.

Utilising this guide can save time and ensure that all necessary information is presented clearly and attractively.



## Alert!

You will need to have selected the brochures from our catalogue, or sent your CRM Onboarding Specialist your current documents.

1

Navigate to <https://crm.iamproperty.com/MyDay>

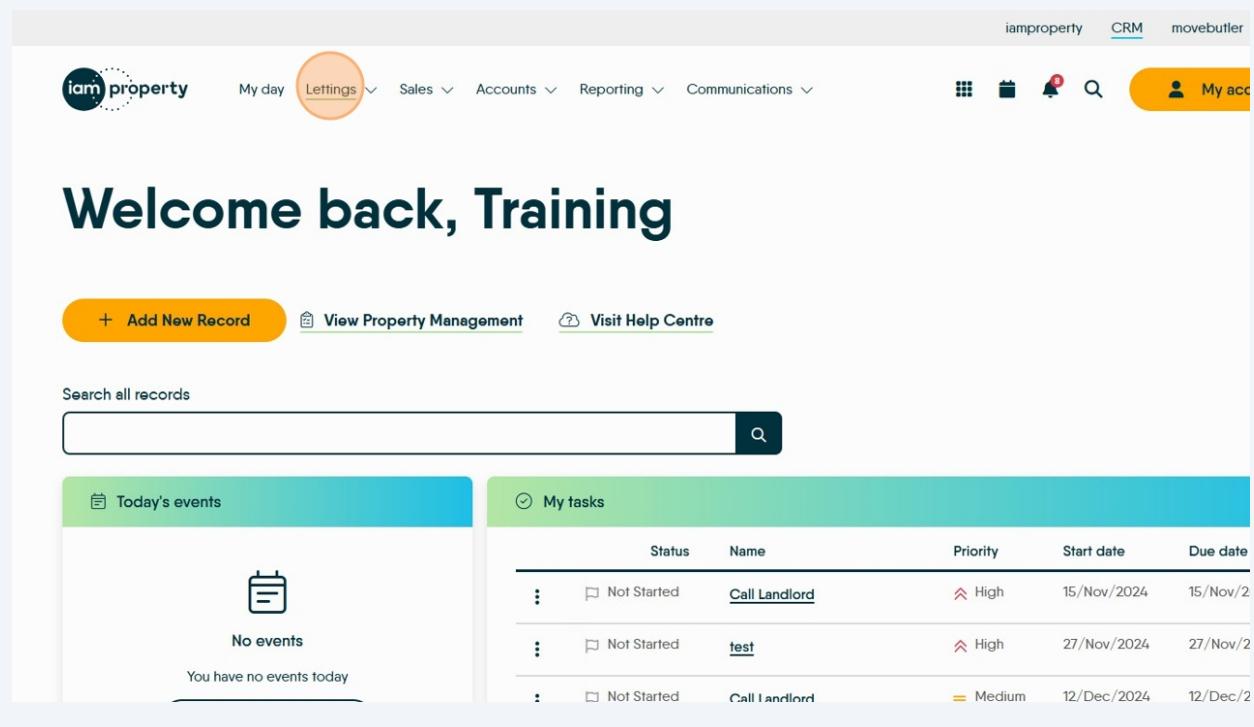
## To create a Brochure, Window Card etc.



Tip! We show a Lettings property here, however the process is the same if creating a brochure for a sales property.

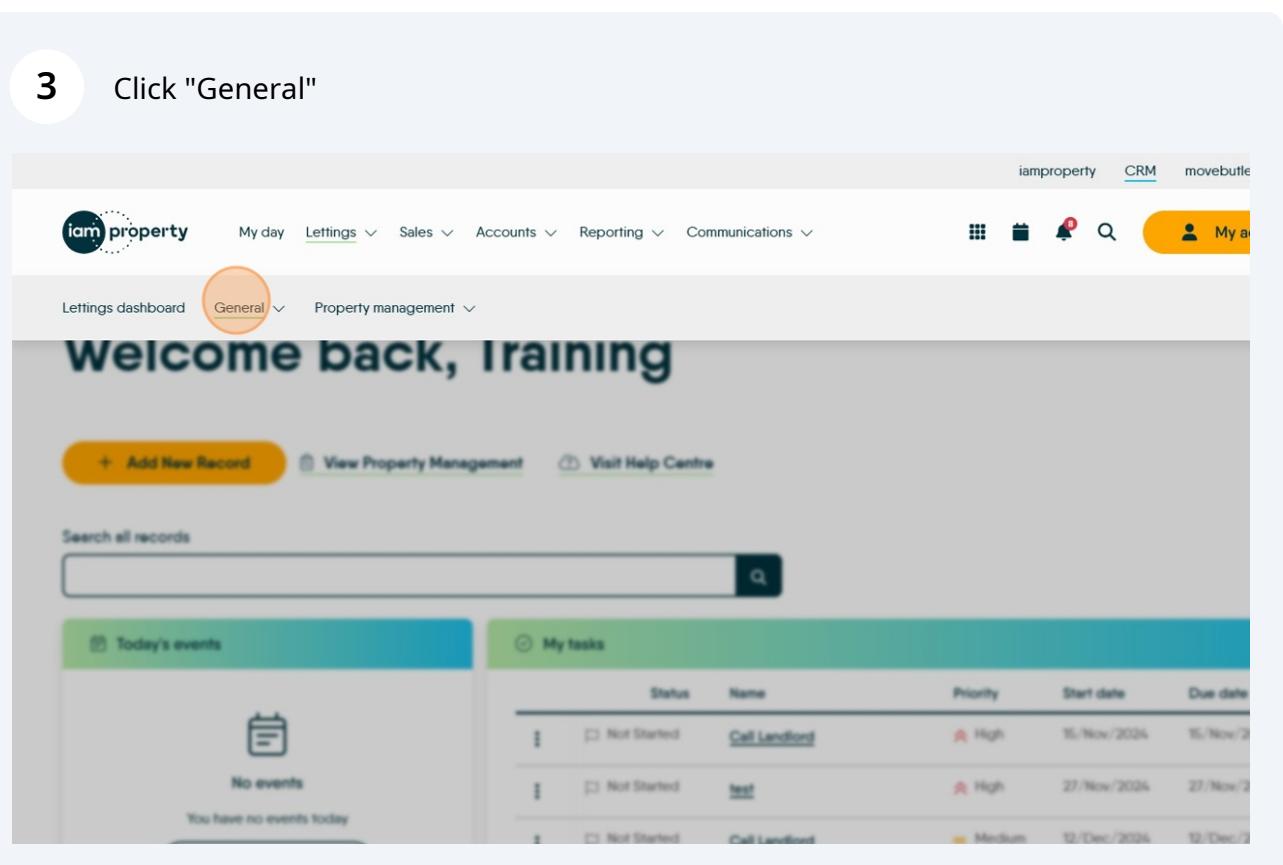
Brochures and Window Cards are created in the same way, you select the appropriate document to create.

2 Click "Lettings" (or Sales)



The screenshot shows the iamproperty software interface. At the top, there is a navigation bar with links: 'My day', 'Lettings' (which is highlighted with an orange circle), 'Sales', 'Accounts', 'Reporting', and 'Communications'. On the far right of the top bar are icons for 'CRM' and 'movebutler', and a 'My account' button. Below the navigation bar, the main title 'Welcome back, Training' is displayed in a large, bold, dark blue font. Underneath the title are three buttons: '+ Add New Record', 'View Property Management', and 'Visit Help Centre'. A search bar with the placeholder 'Search all records' and a magnifying glass icon is located below these buttons. The main content area is divided into two sections: 'Today's events' (which shows 'No events' and the message 'You have no events today') and 'My tasks' (which lists three tasks: 'Call Landlord' (High priority, due 15/Nov/24), 'test' (High priority, due 27/Nov/24), and 'Call Landlord' (Medium priority, due 12/Dec/24)).

3 Click "General"



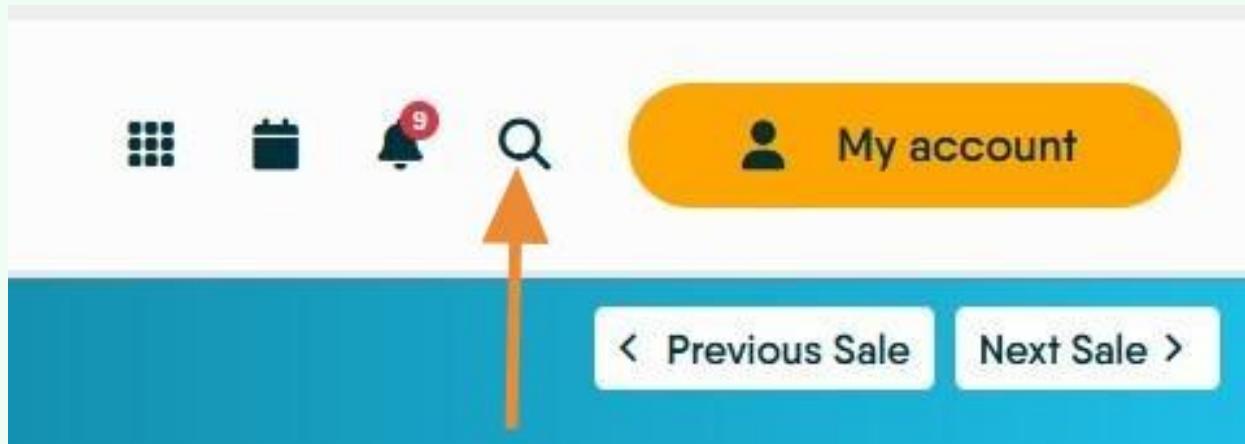
The screenshot shows the iamproperty software interface, similar to the previous one but with a different tab selected. The 'General' tab is highlighted with an orange circle in the top navigation bar, which also includes 'My day', 'Lettings', 'Sales', 'Accounts', 'Reporting', and 'Communications'. The main title 'Welcome back, Training' is displayed in a large, bold, dark blue font. Below the title are three buttons: '+ Add New Record', 'View Property Management', and 'Visit Help Centre'. A search bar with the placeholder 'Search all records' and a magnifying glass icon is located below these buttons. The main content area is divided into two sections: 'Today's events' (which shows 'No events' and the message 'You have no events today') and 'My tasks' (which lists three tasks: 'Call Landlord' (High priority, due 15/Nov/24), 'test' (High priority, due 27/Nov/24), and 'Call Landlord' (Medium priority, due 12/Dec/24)).

4 Click "Properties"

5 Search for and select the property you want to create the brochure for. To display all the properties, click the "#All" option on the screen or type "#All" into the search bar.



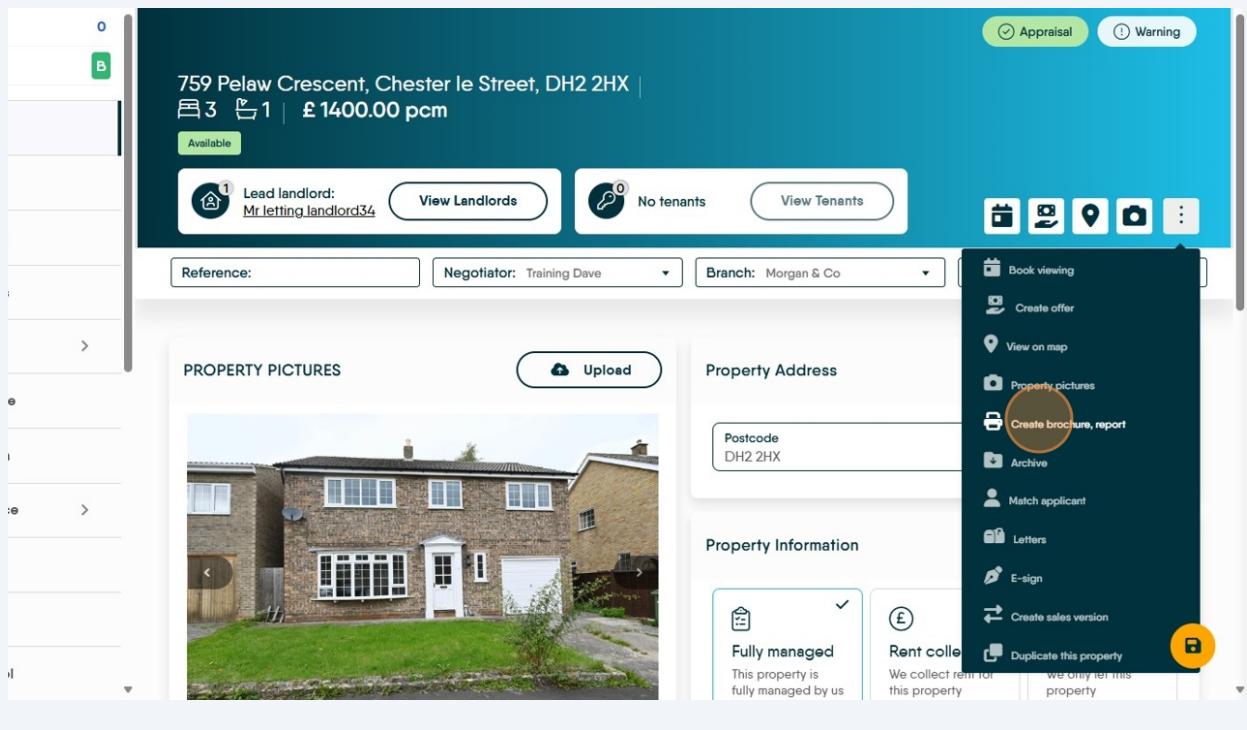
Tip! If you know the Property you want to create the Brochure for then use the search tool



6

Click here.

7 Click "Create Brochure, Report"



759 Pelaw Crescent, Chester le Street, DH2 2HX |  
3 Bed 1 Bath | £1400.00 pcm  
Available

Lead landlord: Mr.letting.landlord34 | View Landlords | No tenants | View Tenants

Reference: Negotiator: Training Dave | Branch: Morgan & Co

PROPERTY PICTURES | Upload

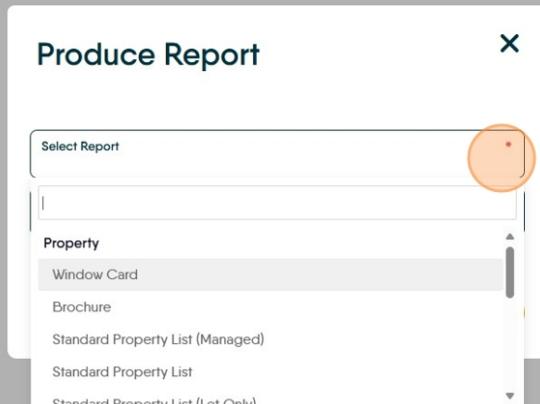
Property Address  
Postcode: DH2 2HX

Property Information  
Fully managed: This property is fully managed by us

Book viewing | Create offer | View on map | Property pictures | **Create brochure, report** | Archive | Match applicant | Letters | E-sign | Create sales version | Duplicate this property | Lock

8 Click here to show the list of documents available. As previously mentioned this list is based on what has been supplied to iamproperty CRM or selected from our standard documents list.

Click on your chosen brochure/window card

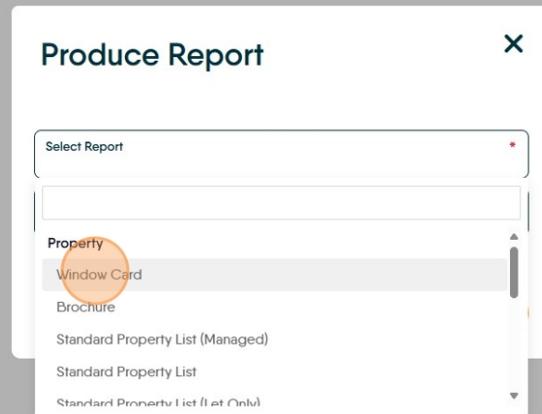


Produce Report

Select Report

Property

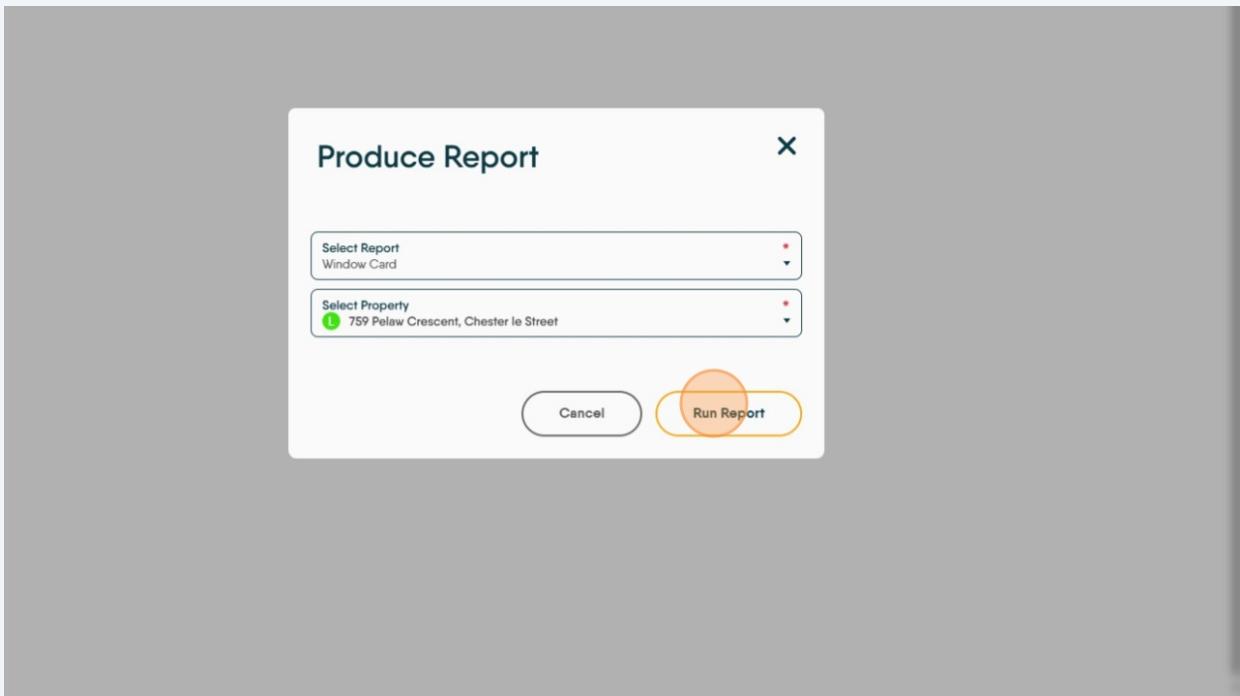
- Window Card
- Brochure
- Standard Property List (Managed)
- Standard Property List
- Standard Property List (Let Only)



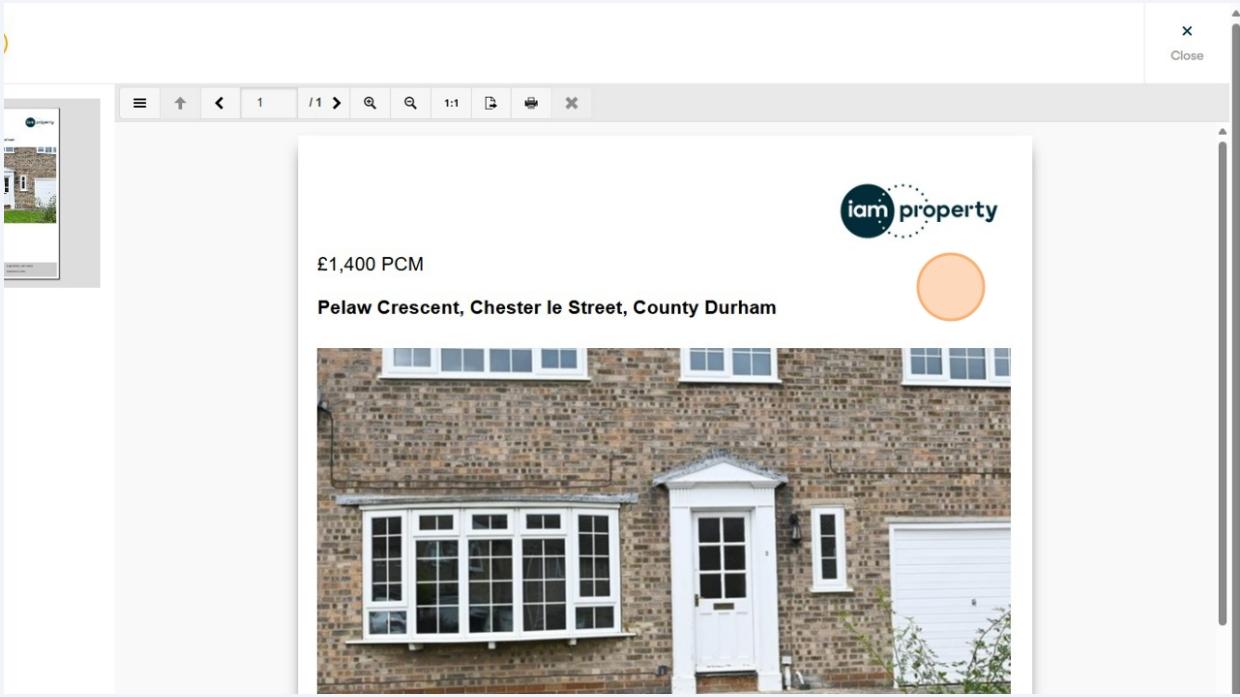
9 Check the Property address is correct.



10 Click "Run Report"



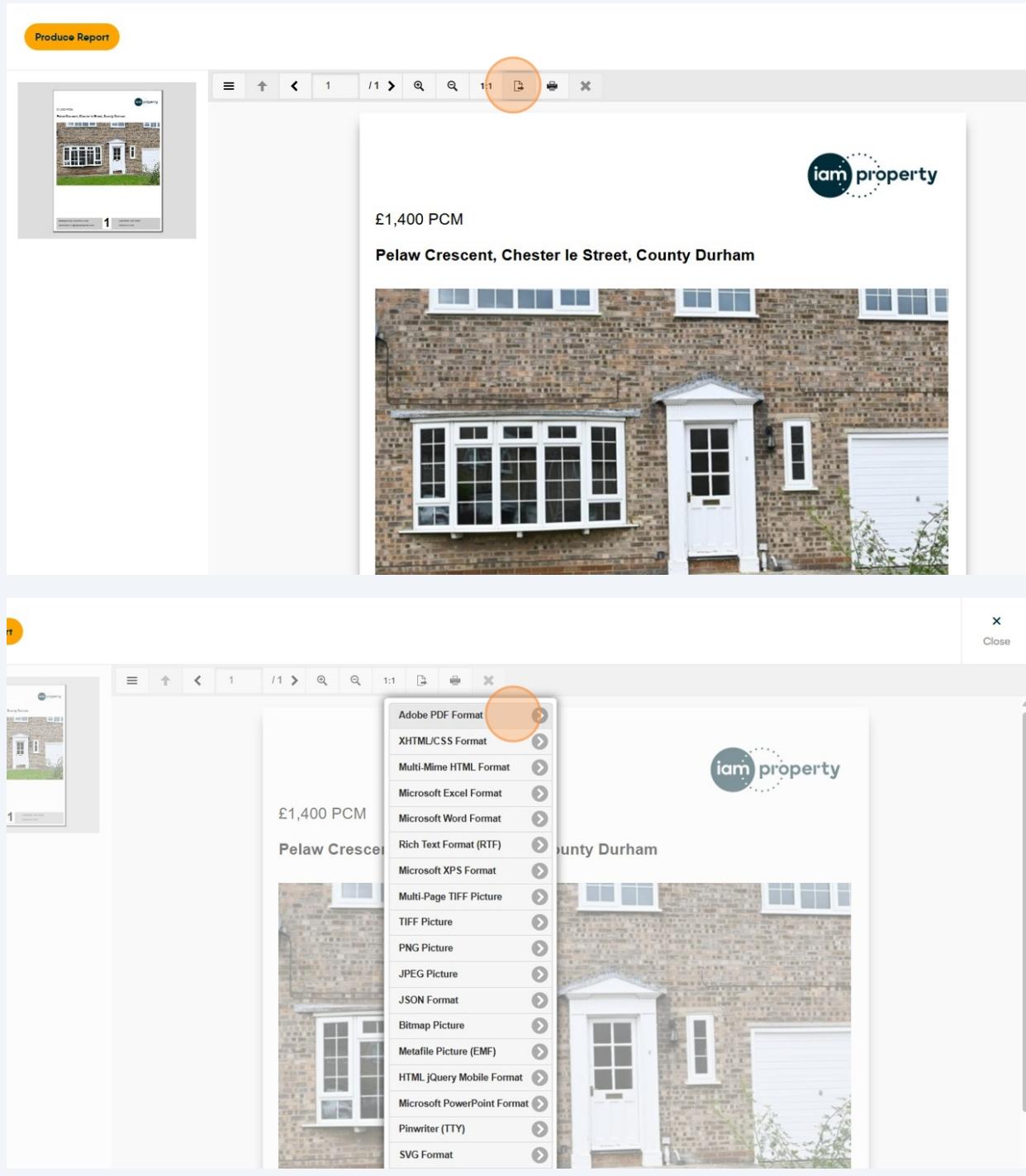
11 A proof of your Brochure will show, this will be a representation of what will be produced. *N.B. this is a proof screen and may not display perfectly.*

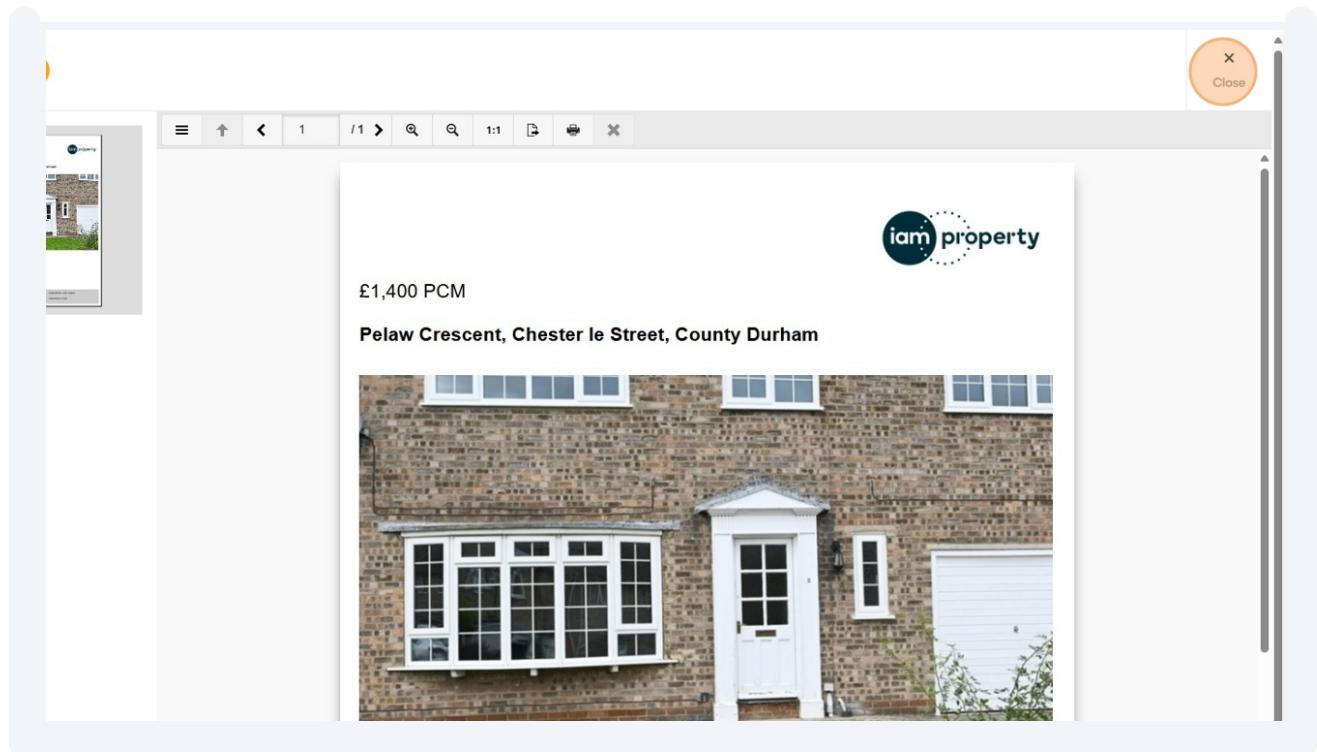


12

Click "Export"

Click "Adobe PDF Format" (this is the best format to export a brochure or window card), the file will be saved to the downloads folder of your computer. This document can then be printed or emailed as required.  
Click "Close" to exit the screen.





If you want any edits to your brochure, window cards etc. please contact CRM support on [crm-support@iamproperty.com](mailto:crm-support@iamproperty.com) or 01865 860870