

SKYVIEW STOCK

Most Skyview customers know what they want when they see it. They can choose from an MLS/AD Copy ready photo, get a photo for a postcard or make their own large print directly from downloaded files.

For the rest



For Those Who Want More

How-To Guide by Gary Palinkas

For most customers, they want to be able to quickly download a photo and insert it directly into the Mid-Florida Regional MLS system or send it off to the magazine editor for an ad. No muss, no fuss.

For others, they would like to use the photo in a small print ad but it is not quite what they want because it needs cropping.

Finding, resizing or cropping the photo, adding text and graphics is easy. In this newsletter, we will cover finding your photo. We show you how to purchase it, download it and get it on your computer.

OK, lets get started!

1 - Select your photo. The **SEARCH** field is the quickest way to find what you want. **Example:** enter "Midnight" to find photos of Midnight Pass rd. on Siesta Key. If you want to see all photos related to that area enter "Siesta" in the box.

2 - After you find the photo, select "**Add To Cart**" option for the size photo you want. (You must have a **FREE account** in order to purchase and download a photo)

3 - Once you purchase the photo through a credit card, we immediately send you an email link to download the photo. (The email address you used during the free sign-up) Enter the following coupon code for a 50% discount: **SKYVIEW50**

4 - Click the email link. You will be sent to the download page. Click "download" (Put it on your desktop for easy finding) Quick, easy and ready for use.

Cropping and Graphics- Let's say that the photo you purchased shows more than you want of the entire area. You can crop out the areas you don't want in the photo.

All graphics/photo editors allow you to do cropping/graphics relatively easily.

If you don't already have a graphic/photo editor, try the **FREE** web based version provided by Adobe (the makers of **Photoshop**). You can try it out at www.photoshop.com and **YES it is absolutely FREE to use online.**

Of course, you can also choose to add text and other graphics as you choose. Samples on the next page.

Another graphics editor that most **PC Windows users have is Paint**. It is located in your accessories folder (Start/All Programs/Accessories/Paint)

Paint provides most of the tools you need to do basic cropping and graphics but is limited. I recommend the free online Photoshop Express.

To the right is a sample photo downloaded directly from our stock website.

I want to showcase a unit on the top floor of the condo building to the left side of the photo.

First, I want to zoom in and crop the photo.

Second, I add text/arrow.

Done !!

Send it to the MLS.



If you chose to use the Adobe Photoshop.com web based editor you would load the photo to the site, chose edit from the menu and chose the crop tool. When you chose the crop tool handles appear on the photo so that you can just drag until you are at the photo composition you want. Most other graphic editors work the same.

The bottom line is that anything you want goes and all you have to do is make it happen. Take your marketing to the next level. The

“The results can be dramatic and make a real difference in marketing your property”...

**Jim Rightmyer,
REMAX Alliance Group**

results will be worth the extra effort. For those who don't have the time, we provide this service at minimal pricing.



This image can now be inserted into any magazine ad or sent directly to the MLS for your listing.

Anyone who has further questions or if there is anything else we can help with to make your job easier, please feel free to contact me.

Thanks for your interest,

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