

Building a Real Estate Floor Plan Photo Tour Using SellFolio 4.0 Complete

Introduction

Before starting, it's helpful to view the Free Tutorials, which are available for download at www.sellfolio.com. The Free Tutorials provide a brief introduction to using SellFolio 4.0 Complete.

Your Floor Plan Photo Tour can be burned to CD's, uploaded to the web, or put on a Flash drive for portability.

In general terms, this is how we did it in our online sample: the floor plan graphic is actually a .SWF graphic that we designed using Corel Draw. We drew it and then exported it as a .SWF file, and then we imported that .SWF file into Slide 1 of a Slide Module. We added Slides after Slide 1, each Slide containing its own image and audio narration file. Back in Slide 1, we placed small thumbnail images over the floor plan, and then we placed Hotspot objects over the images. Each Hotspot was programmed with an Action of "Go To Slide 2," "Go To Slide 3," etc. If you don't have graphics skills or graphics software, there are two options: 1) We can perform the work for you. If you can email us the floor plan, we can draw a "general" floor plan from that design, similar to the one in our sample project, for a fee of \$75 per floor plan design. We'll provide you with a .SWF file that you can import in your project. 2) You can use the Rectangle Object while in Live Layout mode to "mock-up" a floor plan that is similar to the property's actual floor plan.

Let's get started

- 1) Decide how you'll divide the major sections of your project. For instance, you might want separate Slide Modules for First Floor, Second Floor, Basement, Back Yard, Neighborhood, etc.
- 2) Add a new project in Step 1-A. Provide a project name at the top, such as "123 Anystreet." Under "Choose from an existing template," browse the available SellFolio style templates. Choose **OK**.
- 3) Click **Next Design Step**. SellFolio saves your projects continuously. There's no need to save the project.
- 4) You can click **Step 9: Test-Drive** (on the left-side of the screen) at any time to preview your project. Click it now.
- 5) Step 2 contains optional project settings. You don't need to do these Steps at this time. And, you can come back to any Step at any time. Take a moment to browse through Steps 2-A through 2-F. For example, most users change fonts in Step 2-B, because that's one of the special characteristics of using Flash-based SellFolio. Click **Next Design Step**.

- 6) If you choose to do so, Step 3 lets you build an Intro Animation. It's a great way to position your property in the mind of your viewer. In Step 3-A, choose **Add Image** to browse for the .JPG file you want. (.JPG or .JPEG files are the only graphics you can put in the intro. If necessary, convert your files from .BMP or whatever file type to a .JPG). Choose **Import**. Or, if you don't want an Intro Animation, don't import any images.
- 7) Choose Step 3B to **Edit Animation Taglines**. Note that the font and size are all preset, but you can edit them in Step 3-D.
- 8) In Step 3-C, choose a visual style for your Intro Animation. There are five prebuilt styles to choose from, and you can preview them by selecting Style 1 through Style 5, and then click **Step 9 Test-Drive** on the left side of the screen.
- 9) Browse Steps 3-D through 3-H to see additional settings for your Intro Animation. You can come back to them at any time.
- 10) In Step 3-I, you can choose an overall structure of your project. Most users choose a full SellFolio project with a Flash Intro, Main Menu, Modules, Slideshows, Quick Info Pages, and Contact page. Or, you can choose just a Intro Animation-only project that simply launches a file (as in a CD-deployed project) or a website. Choose the option to make a full SellFolio project.
- 11) In Step 4, you'll create and edit Modules. A Module is a major section of your project that contains multiple Slides of information (later, you'll see that a Quick Info page is a one-page section that gives immediate info to your viewer). Create a new Slide Module in Step 4-A, and add a new Module name, such as "First Floor." As you can see, a Module lets you create a series of slides, launch a weblink, email, or file.
- 12) Edit your Module by clicking Step 4-B, **Edit Slides in Live Layout** mode.
- 13) In Live Layout mode, you're prompted to add a new Slide. Just click **OK** to add a blank Slide (we'll come back to this first Slide later, to add our floor plan).
- 14) Click **Add New Slide** to add a 2nd Slide. On the left side of the screen, you'll see that you're now in Slide 2.
- 15) Let's add a title to this Slide, such as "Living Room." Choose **Add An Object > Add Text**. To edit it, move your mouse over that Text Object until you see a dashed outline. Click it to select it, and **Edit** button and resizing arrow appears. Click the **Edit** button to see the editing options. You can copy text from your Clipboard as well. Review the effects and drop shadow/glows to select ones you like. Click **OK** when you're done. Click the new Text Object and drag it to a new location up and to the left. You can move any object in Live Layout this way.
- 16) Remember, you can view your entire project, including the effects you choose, at any time by clicking **Save And Return** and clicking **Step 9 Test-Drive**.
- 17) Let's add an image to this Slide (you can add additional content, such as text, SWF's, buttons, hotspots [invisible buttons], rectangles, videos, sound by choosing **Add an Object** on the left side of the screen). Choose **Add An Object > Add Image**. Browse for your image. Notice that the image will appear on top of your title. Near the object list (bottom right side of the screen), you can use the **Move Up** and **Move Down** buttons to place the text on top of the image. Size the image using the gray sizing button shown when you select the image.

- 18) Add more photos, each in their own Slide, by repeating Steps 14 through 17. In other words, Slides 2 and beyond will each have their own full-size image.
- 19) Go back to Slide 1, by clicking it in the Slide List (upper left side of the screen). This Slide will contain our interactive floor plan.
- 20) In Slide 1, add your floor plan graphic. In our sample project on our website, the floor plan graphic is actually a .SWF graphic that we designed using Corel Draw. We drew it and then exported it as a .SWF file, and then we imported that .SWF file into Slide 1. You can also use a .JPG image for your floor plan. If you don't have graphics skills or graphics software, there are two options: 1) We can perform the work for you. If you can email us the floor plan, we can draw a "general" floor plan from that design, similar to the one in our sample project, for a fee of \$75 per floor plan design. We'll provide you with a .SWF file that you can import in your project. 2) You can use the Rectangle Object while in Live Layout mode to "mock-up" a floor plan that is similar to the property's actual floor plan.
- 21) Still in Slide 1, place small thumbnail images over the floor plan, and then choose **Add An Object > Add Hotspot**. Drag the Hotspot over one of the thumbnails. Edit the Hotspot with an Action of "Go To Slide 2," or whatever Slide pertains to that thumbnail/Hotspot. Size the Hotspot to fit over the thumbnail. Add more Hotspots over the remaining thumbnails, each programmed to go to the appropriate Slide.
- 22) As a sidenote, you can add rich media like narrations and video any time you're in Live Layout Mode. Add a video by choosing **Add An Object > Add Video**. Videos must be .FLV Flash Video files. If you don't have an .FLV video, you can specify this web address:
http://www.sellfolio.com/gotime_presales_presentation/images/01.flv
- 23) Click **Save And Return**, followed by **Step 9 Test-Drive**. When you go to that Slide Module, you'll see your interactive floor plan on Slide 1, with its thumbnails that can be clicked.
- 24) Let's add buttons that return the user to the Floor Plan each time they view an image. Return to edit that Slide Module in Step 4-B, and go to Slide 2. Choose **Add An Object > Add Button**. Select the Button, and give it a label of "Return To Floor Plan," and an Action of "Go To Slide 1." You can then copy that Button to all subsequent Slides. Do a Test-Drive to see how it works.
- 25) In Step 4-D, click **Optional: Specify A Background Image**. Here, you can change the background image for the selected Module. Every major Step has a similar button, so that you can customize the background image for that section of your SellFolio project. Click **Next Design Step**.
- 26) In Step 5, you can add Quick Info Pages. These are one-page sections of your project that provide quick info to your user, such as driving directions, lists of PDF files, etc. You'll find that editing Quick Info Pages is similar to editing Modules. Click **Next Design Step**.
- 27) In Step 6, you can edit your Contact Page, similar to the other parts of your SellFolio project. Click **Next Design Step**.
- 28) Step 7 enables you to edit the look of your Main Menu. Again, it's similar to editing the other parts. Note that, each time you build a Module or a Quick Info Page, a button that launches that section is automatically built in your Main Menu. But, you can add other buttons, videos, etc., to your Main Menu. Click **Next Design Step**.

29) Step 8, File Cleanup, is used to remove any imported files that are no longer being used, to keep your project size to a minimum.

Uploading your project to the web

You can subscribe to our ViewWork hosting service (see www.sellfolio.com), or you can upload your project to your own website. Try uploading your project to our ViewWork webhosting, to see how easy it is (that's the big advantage—it's easy, handling all the technical details of uploading for you). Click **Step 10 Upload To ViewWork.Com**. You can use:

Account Name: **tryitfree**

Password: **tryitfree**

Please note that this is only a trial upload. You'll need to purchase your own ViewWork webhosting account, or use your own hosting. To use your own hosting, please see our Support page on our website for uploading instructions.