

Better Building Showcase™

User Guide

The Best Way To Market
Commercial Real Estate
On The Internet



Revised August, 2016

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Market Your Commercial Real Estate At The Top Of The Internet

A *Better Building Showcase*™ will take your commercial property to the top of the Internet. And, you can create it in as little as 15 to 30 minutes.

This guide is a fast read. It walks you through six simple steps that will present your property to buyers and tenants at the top of the Internet:

- 1. Create an account**
- 2. Enter your account information**
- 3. Enter your property information**
- 4. Add property features**
- 5. Subscribe and go live**
- 6. Link it!**

You will find building your Better Building Showcase to be fast and easy. The software is highly intuitive. It will guide you every step of the way.

Or, if you prefer, we will build it for you. Just contact us and let us know.

For more information visit www.BetterBuildingShowcase.com

Or contact Support@BetterBuildingshowcase.com

Build Your Better Building Showcase

Step 1 – Create Your Account

Follow [this link](#) to create your Better Building Showcase account.

Enter your information and then click the **Create Account** button at the bottom of the page.

The showcase will complete your registration and take you to your Account Information page.

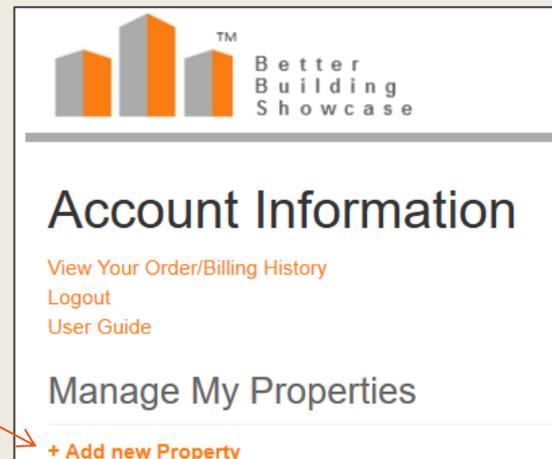
Step 2 – Enter Your Account Information

After your account is set up, you can login to your **Account Information** page, either directly by using [this link](#) or by clicking on the Better Building Showcase LOGIN link on the home page at BetterBuildingShowcase.com.

Create Your Property Showcase

To create your first property showcase, click the **+ Add new Property** link.

This link will take you to the page where you enter and **Manage Property Information**.



Step 3 – Enter Your Property Information

On this page, enter your property information:

Name:

If your property has a well-known or unusual name, be sure to list it. If not, consider naming your building by type and location (examples: North Phoenix Office Center, Los Angeles Retail Center, North Boise Medical). A memorable name that incorporates the search terms submitted by potential tenants can be an advantage for taking your property to the top of the Internet

Address:

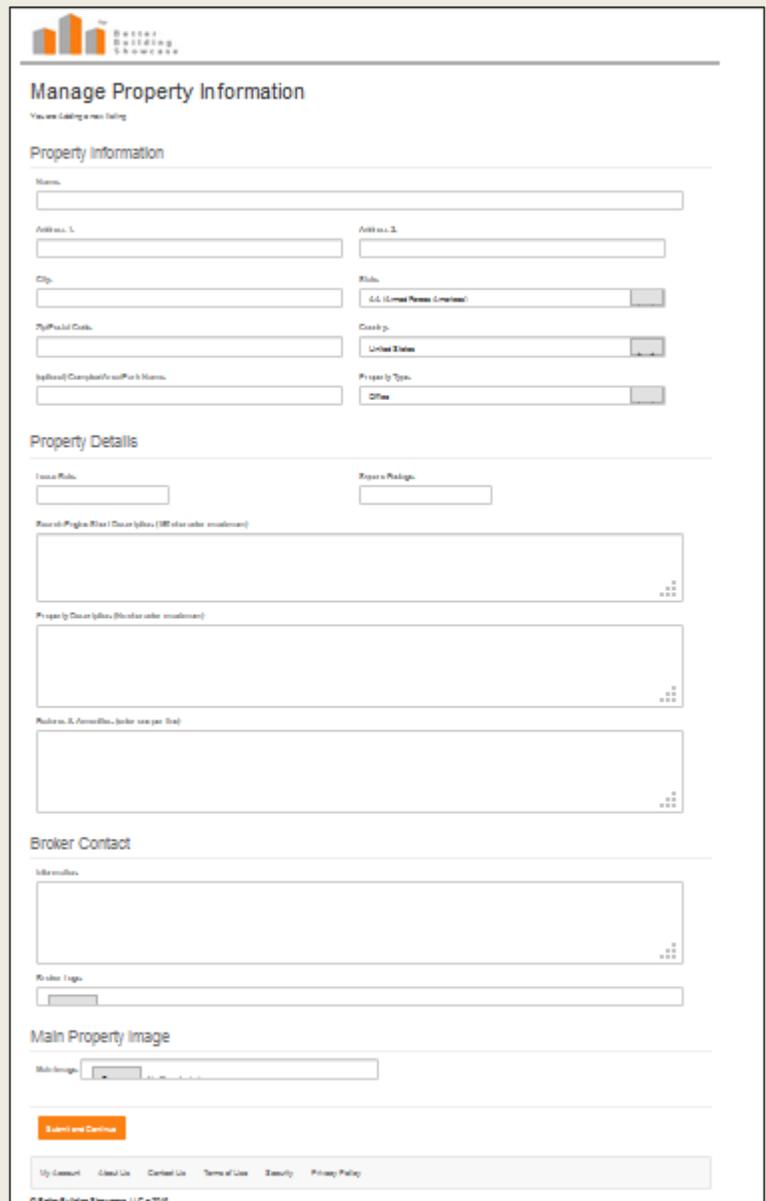
Your address is an important search factor.

Complex/Area/Park Name:

If your property is located in a well-known area that prospective tenants may be searching for, enter it.

Property Type:

Indicating your type of property is very important. Select your property type from the drop-down menu.



The screenshot shows a web form titled "Manage Property Information" with the following sections:

- Property Information:** Includes fields for Name, Address 1, Address 2, City, State (dropdown), Zip/Postal Code, Country (dropdown), and Property Type (dropdown).
- Property Details:** Includes fields for Lease Rate, Square Footage, and Property Description (with a rich text editor).
- Broker Contact:** Includes a field for the broker's name.
- Main Property Image:** Includes a field for the main image.

At the bottom of the form, there is an orange "Submit and Continue" button and a footer with links for "My Account", "About Us", "Contact Us", "Terms of Use", "Security", and "Privacy Policy".

Property Details

Enter your **Lease Rates** or range of rates, and the range of available space sizes.

Property Details

Lease Rate: Square Footage:

Search Engine Short Description: (150 character maximum)

In the **Search Engine Short Description** field think about the words that tenants will use when they are searching the Internet for a building similar to yours. What are the words that they will use to describe their ideal building? Write a short description of your property that includes these critically important search words.

Search engines will capture your short description and present it in a search result that looks similar to this:

Better Building Directory - North Village Office Center
www.betterbuildingshowcases.com/p-15-office-phoenix-arizona-85028-... ▼
The office space for rent at North Village Office Center is an extremely good value. ...
Street, Shea Blvd. and Highway 51 . . . ample parking and extensive neighborhood retail
and services. ... Address: 10210 N. 32nd Street Phoenix AZ, 85028.

In the **Property Description** field tell your prospective buyer or tenant more about the attractive features of your property. What makes your property the best building in the neighborhood?

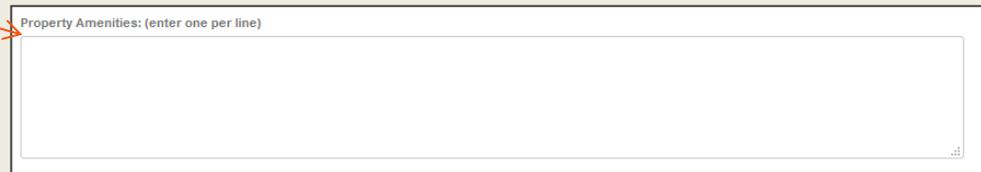
In this field, you can describe your property any way you like.

Property Description: (No character maximum)

What makes your building special? Consider features such as extremely competitive rental rates, flexible lease terms, generous tenant improvement allowances, high retail traffic counts, convenient highway access, extensive free parking, attractive retail stores, security services and systems, entertainment or professional services nearby, responsive management (particularly if management is onsite), completed and planned property and neighborhood improvements, etc.

In the **Property Description** field, it is also a good idea to repeat the type of building, the words “rent” or “lease” and the geographic area.

In the **Property Amenities** field tell your future tenants about the amenities they will enjoy at your property and in the surrounding neighborhood.



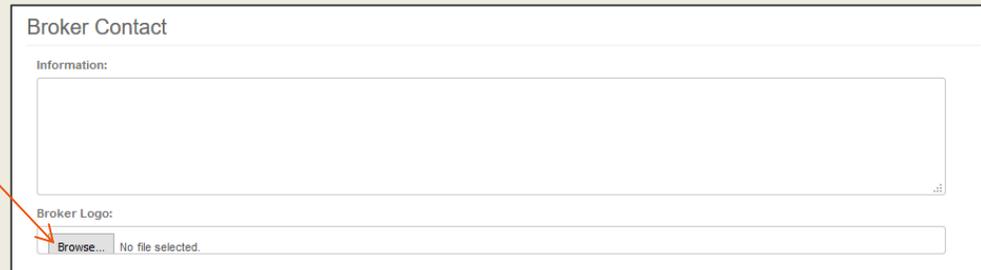
Property Amenities: (enter one per line)

A screenshot of a text input field with a placeholder text "Property Amenities: (enter one per line)". An orange arrow points from the text "Property Amenities" in the preceding paragraph to the top-left corner of the field.

Broker Contact

In the **Broker Contact** field provide the listing broker’s name, names of any additional brokers or agents and their phone numbers and email addresses. Then, add your company logo.

Add your logo.



Broker Contact

Information:

Broker Logo:

No file selected.

A screenshot of the "Broker Contact" form. It has a section for "Information" with a large text area. Below it is a "Broker Logo" section with a "Browse..." button and the text "No file selected.". An orange arrow points from the text "Add your logo." to the "Browse..." button.

Main Property Image

When it comes to marketing commercial real estate . . . a picture is worth 1,000 words.

Upload an attractive picture of your building as the **Main Image**.

Next, click **Submit and Continue**.



Property Images

Main Image: No file selected.

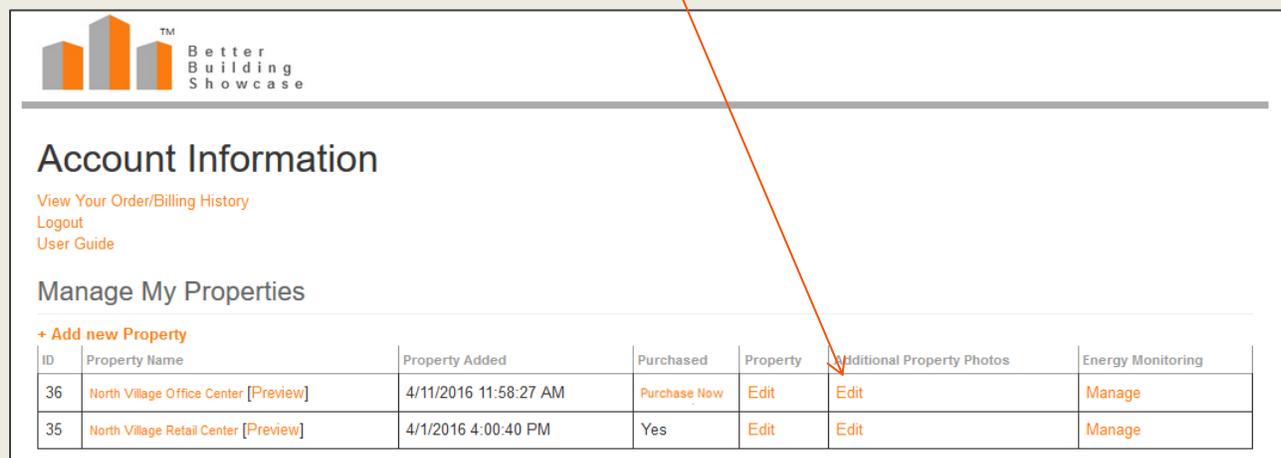
A screenshot of the "Property Images" form. It has a "Main Image" section with a "Browse..." button and the text "No file selected.". Below it is a "Submit and Continue" button. Two orange arrows point from the text in the preceding paragraph to the "Browse..." button and the "Submit and Continue" button.

The Submit and Continue button will return you to your **Account Information** page.

Step 4 – Enter Property Features

On your Account Information page, add feature descriptions and photos. Go to the **Better Building Features** column and click on the **Edit** link.

The **Edit** link will take you to the **Manage Property Features** page where you can describe the features and amenities and also add corresponding photos.



The screenshot shows the 'Account Information' page with a 'Manage My Properties' section. A table lists two properties, and an orange arrow points from the 'Edit' link in the 'Additional Property Photos' column of the first row to the text in the previous paragraph.

ID	Property Name	Property Added	Purchased	Property	Additional Property Photos	Energy Monitoring
36	North Village Office Center [Preview]	4/11/2016 11:58:27 AM	Purchase Now	Edit	Edit	Manage
35	North Village Retail Center [Preview]	4/1/2016 4:00:40 PM	Yes	Edit	Edit	Manage

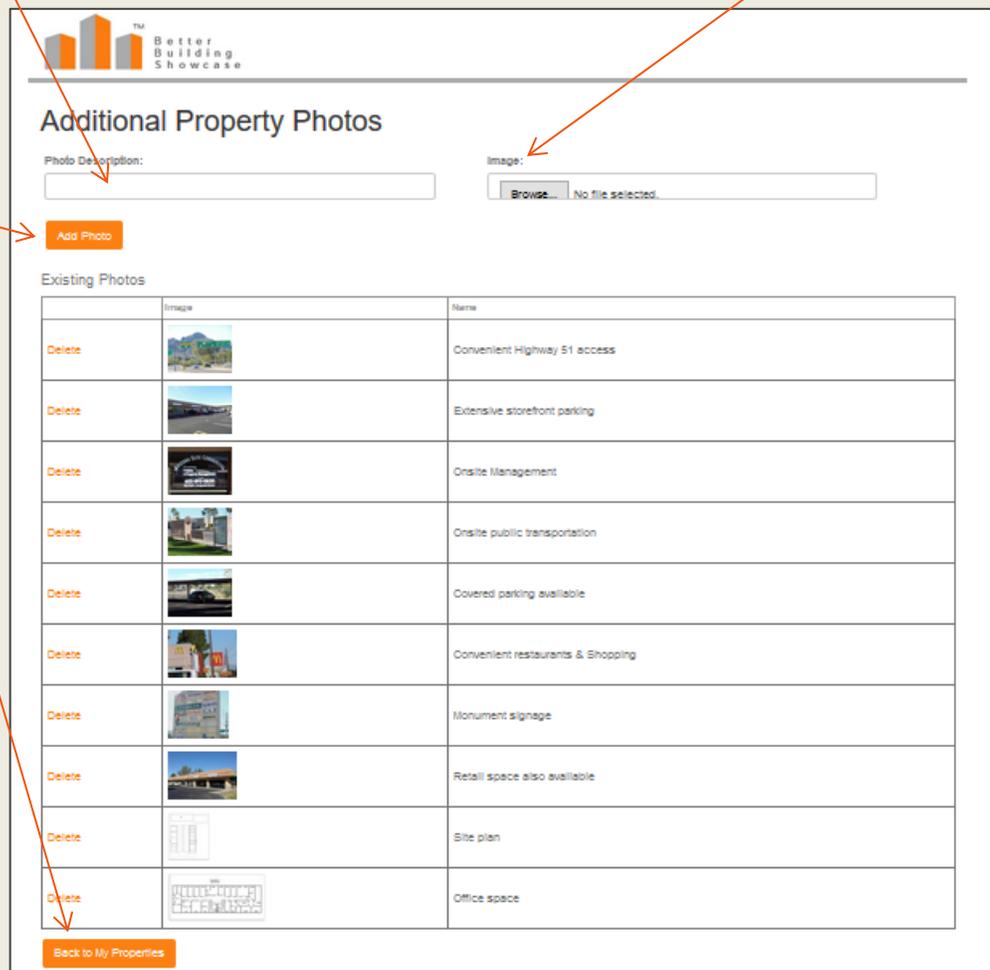
Manage Property Features

Add a brief **Description** for each feature you want to include. Next, upload an **Image** (photos are optional but highly recommended).

Each time you add a Photo Description and corresponding photo, click the **Add Photo** button.

After you have added all of your photo descriptions and photos, click the **Back to my Properties** button.

The **Back to my Properties** button will return you to the **Account Information** page and the **Manage My Properties** panel where you can preview your work and make additional changes.



Additional Property Photos

Photo Description:

Image: No file selected.

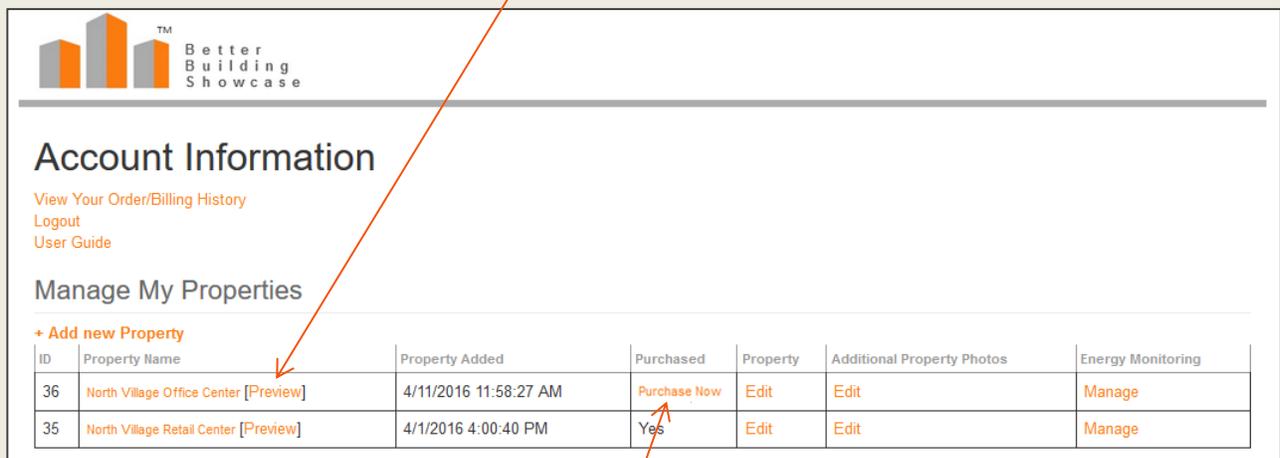
Existing Photos

	Image	Name
Delete		Convenient Highway 51 access
Delete		Extensive storefront parking
Delete		Onsite Management
Delete		Onsite public transportation
Delete		Covered parking available
Delete		Convenient restaurants & Shopping
Delete		Monument signage
Delete		Retail space also available
Delete		Site plan
Delete		Office space

Step 5 – Subscribe and Go Live!

On the **Account Information** page, beneath your **Manage My Properties** panel you can preview the information that you have entered before your showcase goes live (or, you can just go live and then continue editing whenever you like).

To preview your information, click the **Preview** link.



Account Information

[View Your Order/Billing History](#)
[Logout](#)
[User Guide](#)

Manage My Properties

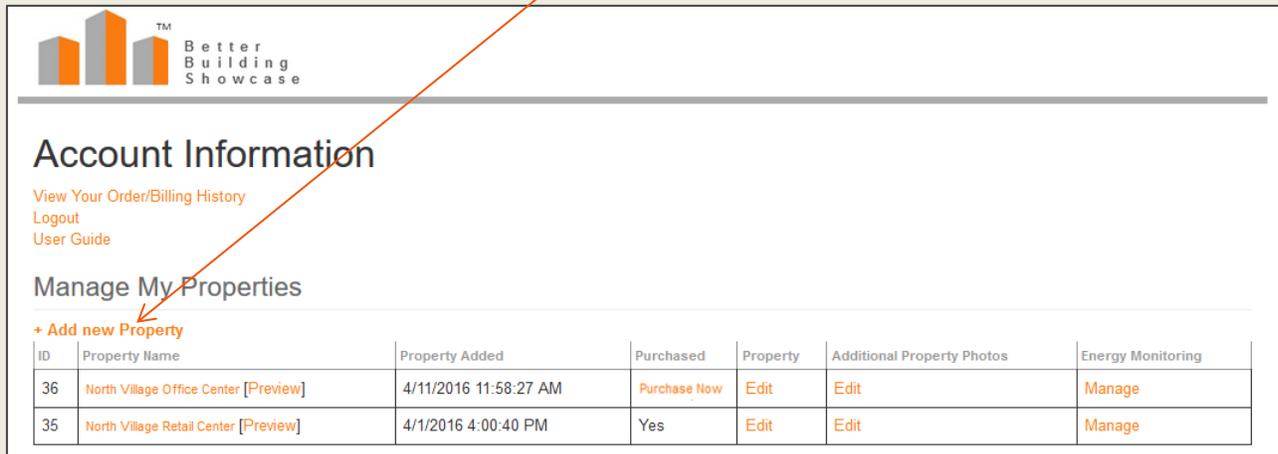
[+ Add new Property](#)

ID	Property Name	Property Added	Purchased	Property	Additional Property Photos	Energy Monitoring
36	North Village Office Center [Preview]	4/11/2016 11:58:27 AM	Purchase Now	Edit	Edit	Manage
35	North Village Retail Center [Preview]	4/1/2016 4:00:40 PM	Yes	Edit	Edit	Manage

When you are ready to go live, click the **Purchase Now** link to subscribe. After you purchase your subscription, your property's Better Building Showcase will be live across the Internet.

Add More Properties

Your **Account Information** panel makes it fast and very simple to create as many property showcases as you like. Just click on the **Add New Property** button.



Better Building Showcase

Account Information

[View Your Order/Billing History](#)
[Logout](#)
[User Guide](#)

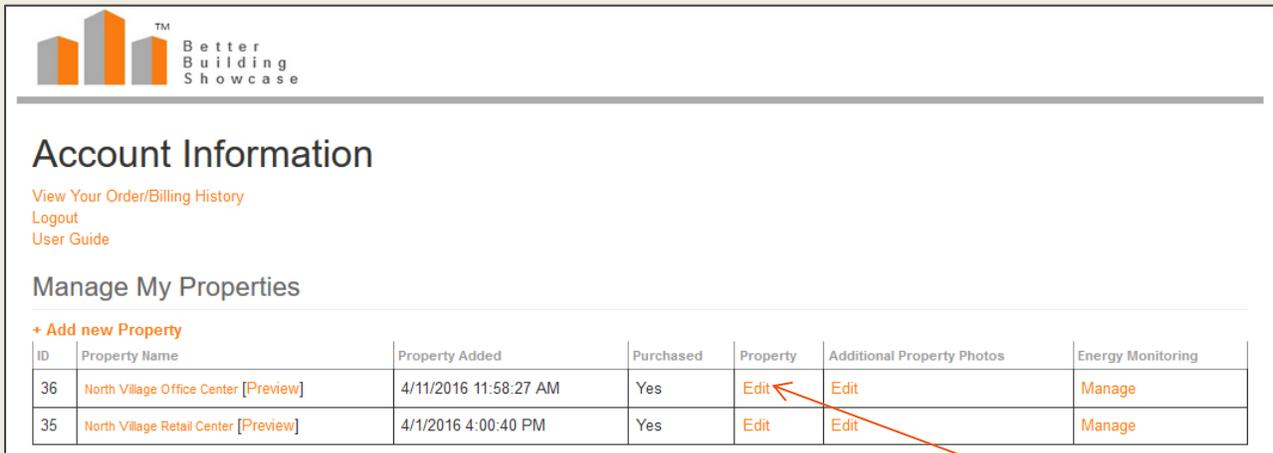
Manage My Properties

[+ Add new Property](#)

ID	Property Name	Property Added	Purchased	Property	Additional Property Photos	Energy Monitoring
36	North Village Office Center [Preview]	4/11/2016 11:58:27 AM	Purchase Now	Edit	Edit	Manage
35	North Village Retail Center [Preview]	4/1/2016 4:00:40 PM	Yes	Edit	Edit	Manage

Editing And Updating Properties

Your **Manage My Properties** panel also makes it easy to take three more important actions, Edit or Update a Property, Edit or Update features, or Delete a property.



The screenshot shows the 'Account Information' page with a 'Manage My Properties' table. The table has columns for ID, Property Name, Property Added, Purchased, Property, Additional Property Photos, and Energy Monitoring. Two properties are listed: ID 36 (North Village Office Center) and ID 35 (North Village Retail Center). Red arrows point from the 'Edit' links in the 'Property' column of the table to the 'Submit Updates' button shown in the next block.

ID	Property Name	Property Added	Purchased	Property	Additional Property Photos	Energy Monitoring
36	North Village Office Center [Preview]	4/11/2016 11:58:27 AM	Yes	Edit	Edit	Manage
35	North Village Retail Center [Preview]	4/1/2016 4:00:40 PM	Yes	Edit	Edit	Manage

1. Update property information on the **Account Information** page by clicking the **Edit** link in the **Property** column.

Make your changes and, when you are done, ***be sure to save your work*** by clicking the **Submit Updates** button.

2. You can also edit and add to your property's features and photos. Just click the **Edit** button in the **Additional Property Photos** column.

When you are done, be sure to save your changes by clicking the **Submit Updates** button.

3. If you wish, you can delete a property showcase by going to your **Account Information** page and then, in the **Property** column, click the **Edit** button.

The **Edit** button will take you to the **Manage Property Information** page where you can scroll to the bottom and then click the **Delete** → **Delete Property** button (in the lower right corner).

CAUTION . . . A deleted property *cannot be recovered! Ever!*

When you are finished editing information, or adding features, click the **Back to My Properties** button, at the bottom of the page, and it will return you to your **Account Information** page.

[Back to My Properties](#)

Step 6 – Link it!

The **Link it!** feature makes it easy to link every one of your Better Building Showcases in your website listings, emails, press releases, proposals and digital flyers.

To link a Better Building Showcase, first **Purchase** it on your Account Information panel.

Account Information				
View Your Order/Billing History				
Logout				
User Guide				
Manage My Properties				
+ Add new Property				
ID	Property Name	Property Added	Purchased	Pro
46	North Phoenix Office Space For Rent [Preview]	6/21/2016 2:06:36 PM	Purchase Now	Ed
44	North Phoenix Retail Space For Rent [Preview]	6/15/2016 12:04:33 PM	Yes	Ed

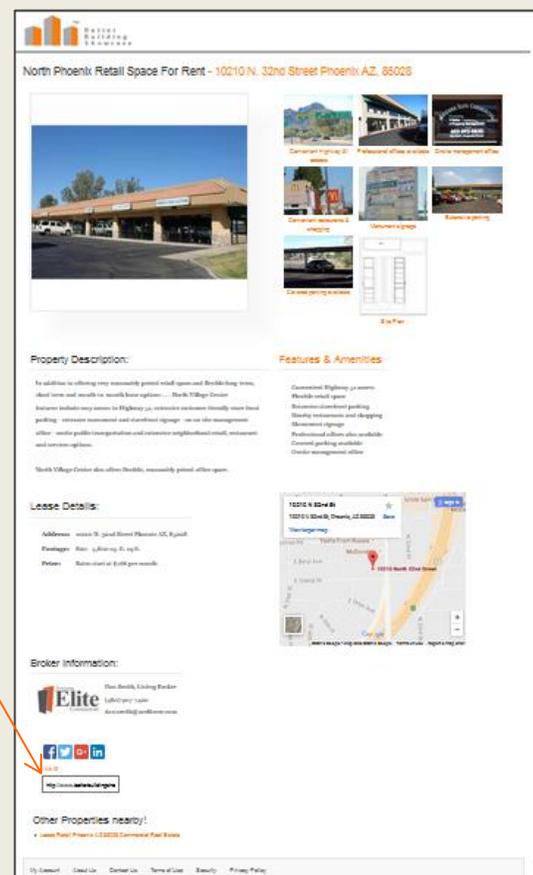
Next, view your published Better Building Showcase on the Internet, and copy the address in the **Link it!** box.

Then, paste or hyperlink it into your emails, proposals, digital brochures . . . anywhere you like.

Link it!

<http://www.betterbuilding.com>

You can link a Better Building Showcase in every listing on your website and embed it in all of your marketing presentations.



North Phoenix Retail Space For Rent - 10210 N. 32nd Street Phoenix, AZ, 85026

Property Description:

Features & Amenities:

Lease Details:

Broker Information:

Other Properties nearby!

Frequently Asked Questions

What is the Better Building Showcase?

The *Better Building Showcase*™ is the fastest and least expensive way to create an attractive presentation and top level internet visibility for a commercial real estate property. It is an inexpensive do-it-yourself alternative to costly custom websites and massive, expensive online listing services.

Brokers and agents can typically create a showcase in as little as 15 to 30 minutes.

Do I need any special computer skills to create a showcase?

No. If you are comfortable cruising the Internet, and writing Word documents and emails, you will find building a Better Building Showcase simple.

How do I set up an account and login?

The login screen for the Better Building Showcase is located at this Internet address:

<http://betterbuildingshowcases.com/signin.aspx?returnurl=account.aspx%3F>

You can copy and paste this link wherever you like. For greater convenience you may wish to create a desktop shortcut.

How do I create a Better Building Showcase?

After you set up an account you will be able to create as many individual property Better Building Showcases as you like. The software is highly intuitive and will guide you through every step. The software will also automatically optimize your showcase for top-level search engine visibility.

What does a Better Building Showcase cost?

There is no cost or obligation for creating and previewing a Better Building Showcase. You will not pay anything until you decide to purchase your showcase and go live across the Internet.

The annual subscription cost for a Better Building Showcase is currently \$29 per property, per year. Future changes in pricing will be posted on BetterBuildingShowcase.com and will be reflected on the credit card Subscription page.

Why do credit card charges reoccur automatically?

In order for a web page to maintain a top level search engine position, the search engines need to find it consistently, month after month. That is why the credit card charge for a Better Building Showcase reoccurs automatically. The reoccurring charge assures a continuous online presence.

For most leased commercial properties, the financial trade-off between maintaining top-level Internet visibility that prevents (or shortens the duration of) just one vacancy returns the cost of a Better Building Showcase subscription many times over.

How can I cancel a recurring credit card charge?

If you wish to cancel a reoccurring credit card charge, login to your Better Building Showcase account. On your **Account Information** page, at the bottom, click the **Stop Future Billing** link.

If you wish to unsubscribe multiple properties **you must unsubscribe each property individually.**

What are Better Building Showcase Terms and Conditions?

Your use of the Better Building Showcase and related websites and products is subject to the Terms and Conditions posted at <http://betterbuildingshowcase.com/terms-and-conditions/>.

Still Have Questions?

The Better Building Showcase team is here to help.

Email us at Support@BetterBuildingShowcase.com. We will be pleased to share more information via email. Or, if you prefer, let's schedule a phone call.

We look forward to supporting you as you take your commercial real estate property to the top of the Internet.