

# ful.crum

THE NEWSLETTER FOR **AAXSYS Technology** USERS

**JULY 2009**



Hello,

In this July issue you can,

**DISCOVER** the importance of photography in the housing market - to stand out from the crowd

**LEARN** to take good pictures cost-effectively

**LISTEN** to what "Mike Benson" of TDY Housing - provider of military and corporate housing through out the United States has to say about AAXSYS

**AND BENEFIT** by "Workin' It" User tips for this month.....How to enhance your web site by uploading and re-ordering 'great' pictures for guests through your Aaxsys System Search Availability Link!

Sincerely,

Barbara Diril  
Marketing Aaxsys Technology

## The Importance of Photography in the Housing Market

By Barbara Diril

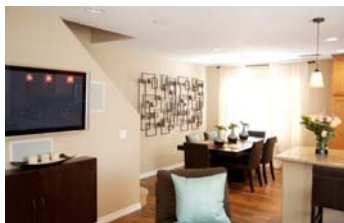
"A picture is worth a thousand words" is an adage from an old Chinese proverb, 1927. Can a picture really be equivalent to a thousand words?

More than **80% of people use the internet to find accommodations** these days and the most useful tool for them to search online is **pictures**. It is these that capture their attention. You never have a second chance to make a first impression, and it is a fact that this first impression is made within the first 5 seconds. Pictures are the same as offering a handshake!

Standing out from the competition in a down housing market doesn't always mean lower price. The importance of pictures in the property market is increasing & using the right technology in today's visual market is imperative!

**What can you do to stand out from the crowd** by the presentation of your pictures?

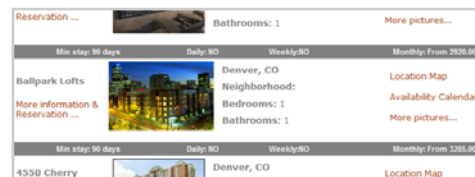
- Never use pictures that are blurry, poorly exposed, too light or dark
- Always use the largest size and highest quality possible, this way you can use the pictures for print and web marketing as well
- Use large images on your web site, e.g. enlarge by clicking
- Take as many pictures as possible and sort out the best shots
- Take pictures from different angles of a room, - remember - you are not trying to sell the furniture
- Put your best shot first. This photo has to have the power to draw (hook) the viewer into looking at more pictures.
- A stunning exterior picture is a must have
- Upload the maximum number of strong images, the more pictures your listing has the better - a single photo or poor quality will cause visitors to search elsewhere



## IN THIS ISSUE

- The importance of photography in the housing market
- Taking great interior and exterior photos
- Mike Benson with TDY Housing about Aaxsys Technology programming
- Aaxsys 'working it' user tips: *uploading and re-ordering pictures*

**A thousand words doesn't help if pictures are non-existent or of poor quality!** Keep your content informative. Don't overwhelm your web visitors with text. The people don't have the time to read anymore. Coordinate your pictures and words to make your first impression your best!



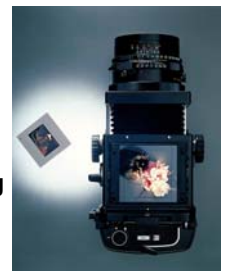
The decision is made within seconds of viewing your pictures

## Take great Interior and Exterior Shots

Getting great property photos doesn't mean spending thousands on a digital camera, or hours in front of your computer doctoring photos. Here are a few simple tips to help you get the most of your digital camera.....

**To read more about tips taking interior photos click here:**  
<http://www.wda.com.au/pages/real-estate-photography-tips-interiors.php>

**To read more about tips taking exterior photos click here:**  
<http://www.wda.com.au/pages/real-estate-photography-tips-exteriors.php>



## Mike Benson with TDY Housing about Aaxsys Technology Programming

TDY Housing, LLC is a corporate housing provider headquartered in Sierra Vista, Arizona. Providing accommodations to military service members, government civilians, defense contractors, and private citizens near military installations throughout the country.

Mike has been a member of Aaxsys Technology for 3 years now, and takes advantage of every marketing and operating feature constantly being added to his system. Their properties are also listed on The Global Logging Network which provides corporate housing solutions global [www.thegln.com](http://www.thegln.com). He says: "Really special and something no other company does is the quick response to member requests for programming features and applications. Mike says "At 7:40 Sunday morning, I e-mailed the Aaxsys IT division that it would be a good idea to have my reservation guidelines display with my "on-line" booking engine directly on my website. At 9:20 the response came: "This was a good idea"! At 11:00 I clicked on my Web Site. The 'View Reservation Rate Rules" template I sent was up and operating!!

Even more exciting this new 'rate rule' template was made available for ALL Aaxsys Members to edit for their own system needs!.....and this happened on Sunday morning! I know of no other software service that performs in this manner to satisfy its users.....and at no extra charge!!"

Aaxsys always accepts feedback and suggestions to build out more Technology and remain on the 'cutting edge' for its member's needs. Please contact us at [aaxsys.sales@aaxsys.com](mailto:aaxsys.sales@aaxsys.com)

### RESOURCES

- [Learn about Aaxsys](#)
- [Learn about The GLN](#)
- [Click here to request a free Aaxsys/The GLN demo](#)
- [Click here to request more information](#)

## Aaxsys 'Workin it' User Tips

### Uploading and Re-ordering pictures

1. Click on View & Edit Unit Information under your Main Aaxsys Menu. (fig. 1)

fig. 1

Reservations	Clients	Units	Administration
Reservation Board	View and Edit Client Information	View and Edit Unit Information	List users
Reservation List (all for			Add users

2. Now click on Upload new picture and upload your strongest pictures (fig. 2) There is no limit to the number of pictures. Upload same size pictures. The size of each jpeg picture should be less than 200 KB, where possible the system will re-size.

fig. 2

View This Unit	Copy to a new unit	Manage unit pictures
Additional rate details	Recurrent expenses	Upload new picture
Copy pictures from another unit	Provider list	Open documents
Client listing	Expenses	Financial statement (balance)
Alerts		

3. After uploading the pictures go to Manage unit pictures (fig 2)

3. 1. Delete instantly by 'Check-marking' next to the picture then 'Submit' at the bottom (fig. 3)

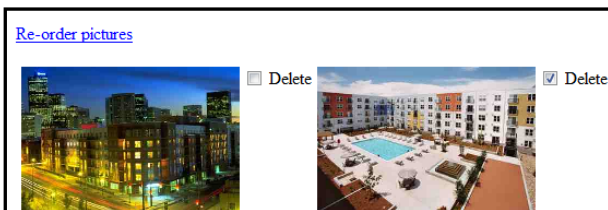


fig. 3

3. 2. Reorder for Web-site viewing by Clicking on Re-order Pictures on the Manage Page.

Type in the ordered number you wish to see (put your strongest picture at first) and 'Submit' at the bottom (fig. 4)

Picture	Current index	New index
	1	<input type="text"/>
	2	10

fig. 4

Min stay: 90 days    Daily: NO    Weekly: NO    Monthly: From 3498.00

Bring it home to Ballpark Lofts! Indulge in the urban lifestyle -- walk everywhere from our LoDo neighborhood, just two blocks from Coors Field. Each innovative loft apartment includes a washer/dryer, 9 foot ceilings, granite countertops and hardwood floors. Relax in the courtyard gardens or in the hot tub. Play some of beer ball.

[VIEW MORE PICTURES...](#)

**LIVING FEATURES**

- Non-smoking
- Pet-friendly
- Maid service: Yes

**AVAILABLE AMENITIES**

- Oven
- Microwave

fig. 5

4. The length of the of the property description determines the number of pictures showing on the front page. Pictures display standard (200 pixels) and Enlarge by Clicking on them! (fig. 5)

**Book globally in real time. Network with no strings, wires, or gimmicks.**

[www.aaxsys.com](http://www.aaxsys.com)