



**CASSINA**  
THE CASSINA GROUP, LLC  
REAL ESTATE

## How to Use Our New Features

### Utilizing the Full Potential on Our New Website

To further help you realize the potential of our new website, [TheCassinaGroup.com](http://TheCassinaGroup.com), we've created a helpful How-To document showcasing our new features. In this edition, you'll learn what search tools are being offered and how they can be used to find your dream home.



## The 3 Views

Below the search toolbar, you'll notice 3 different options for viewing property listings in the circles. Each mode offers a unique viewing perspective, depending on what you're looking for and how you'd like to look for it. Here are some details about each viewpoint:

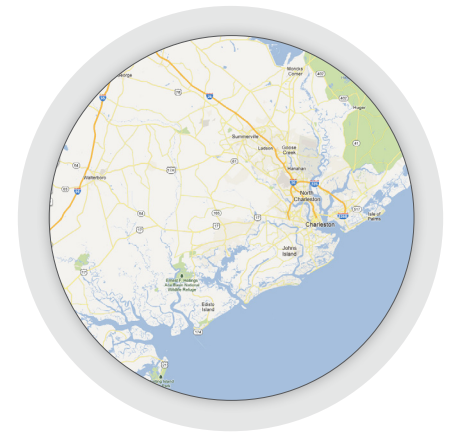


### Gallery View

Clicking on the Gallery View will format your search results into a visual list, where you can scroll through home listings at a quicker pace than the other viewing modes. Within this mode, you'll receive the listing's price, location, and a snapshot of property information. At anytime, you can click one of the results and view the full details of the listing. If you want to come back at another time and view the full details, you can favorite the property listing by clicking the small heart that appears in the upper right-hand corner of the image.

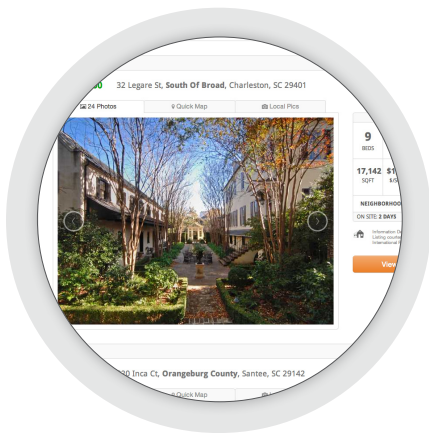
### Map View

Viewing listings through the map selection will display results within the area you're searching for. It's a great choice if you don't know which type of house you're looking for, but have an idea of where you want to live. By clicking on any of the orange "pins," you can narrow your search even further or simply zoom in using the zoom in/out tool. To the left of the map, you'll also see a scroll-through bar where you can view the actual homes on the map. Each offers a snapshot of information and you can learn more details by clicking on either the listing or the orange pin.



### Hero View

The Hero View is our special take on searching real estate. In this mode, the individual listing is placed as the highest priority, where you'll receive in-depth information from the beginning. Large, high quality photos offer more than a glimpse at the property. They offer a unique perspective that the other modes don't provide. Again, the emphasis is on the individual listing, not multiple properties at one time. In addition to the visual experience, you can view property details to the right of the pictures. These include number of bedrooms, baths, square footage, and type of property. For more information about the listing, you can click the "View Full Details" button, or if you want to change to another listing, you can use the search scroll tab to the left of the screen.



## Viewing the Full Details

When you narrow down your search results to a single listing, you'll find a number of tools and resources at your disposal. Each one was specifically designed to help you get a better picture of the property listing and to help you make a more informed decision. No one wants to waste their time looking at a house that doesn't live up to their expectations, right? So, here are a few features you can utilize when viewing the full details of a listing:



Figure 1 – Favorite Tool

### Save It & View It Later

Searching for the right home can be a long and daunting process, and we know that you might not be entirely sure this home is the right one just yet. This is why we've enabled a feature that allows you to bookmark, or save the listing as a favorite. To do so, simply click the "Favorite" button in the upper right-hand corner of the details page (See Figure 1 on the left).

If you have an account on our site, the listing will automatically save and be easily accessible when you decide to come back to it later. The purpose of this function is to allow you to keep searching for other homes while managing all the ones you like (which can be very many). Come back anytime and find the houses you loved, without going through the hassle of searching for them again.

## The Map Function

Telling is boring. Showing is ten times better, and that's what the map function does for you. It geographically places your search result on a map and shows you where it's located in relation to the surrounding area. But that's only the beginning. While viewing the map, you'll notice a toolbar on the bottom right corner (See Figure 2 on the right). Here, you can click specific tabs that show you where restaurants, stores, or even parks are located. So, if you're searching for a home near a grocery store, you can use this function to find how far away and where the property is in relation to your specifications.

In addition, you can use the "Distance & Driving Directions" toolbar below to receive directions to any specified address. This function will do more than provide you with easy driving instructions to your Figure 2 – Map Function home listing, but to other locations as well. Maybe you'll be interested in finding out how far away it is from your office, or from the beach. That way, you'll have a good grasp of the area before you move in.



Figure 2 – Map Function

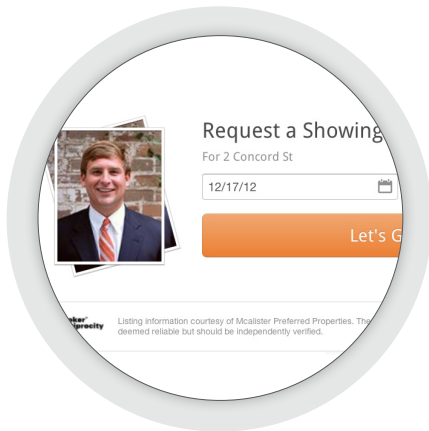


Figure 3 – Request a Showing Tool

## Request A Showing

Sometimes people don't want to go through the hassle of finding a contact page or calling a real estate agent to request a showing of the house they like. They just want to request an appointment there and now, which is what we're allowing you to do with our "Request a Showing" feature. Below the listing photos, you'll see the option allowing you to request a showing. Fill out a date and time you'd like to see the house, and an agent will get back to you shortly, confirming the meeting. Simple and easy -- that's how we like it!

## Additional Search Tools

### The Microphone Feature

Over the years, the Cassina Group realized people get tired of typing in search queries and looking around endlessly for homes for sale. They would much rather tell someone what they're looking for and get an answer immediately. This is why we're introducing a speech-responsive tool called the Microphone Feature. On the homepage, inside the search toolbar, you can click on the small microphone image to initiate the voice recognition program (See Figure 4 on the right).

Simply tell your computer what you're looking for and watch the search toolbar provide you with a list of suggested answers in the dropdown menu. From there, you can click on the results to receive further information. This tool can be really handy when you've mistakenly forgotten how to spell a certain address or city name. So go ahead and give it a try ... and let your hands rest for a bit.

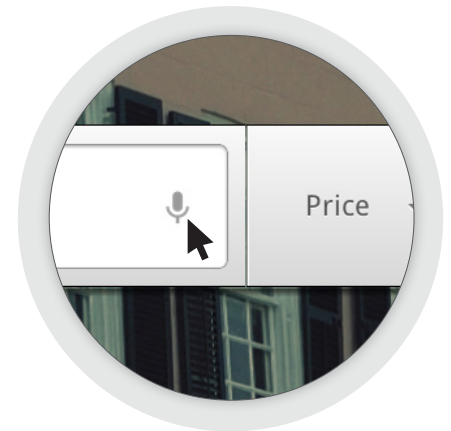


Figure 4 – Microphone Feature

\*Note: Your computer must have a microphone installed for this feature to work.

## Conclusion

If you have anymore questions about our new site, or would like to know more, please don't hesitate to contact one of our agents. And don't forget to look over our blog for up-to-date real estate news and local information!