

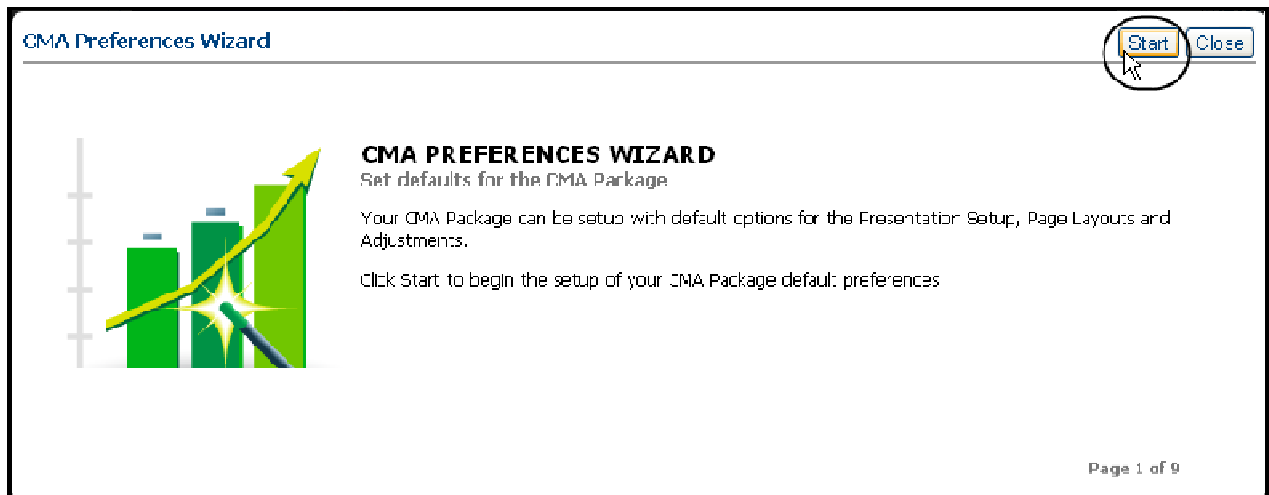
### CMA Preferences Wizard

The CMA Preferences Wizard walks you through the basic setup for your CMA. This set up includes adding documents, establishing default settings, adding agent image, office logo, etc.

To begin the CMA Preferences Wizard, click **Preferences** and click **CMA Preferences Wizard**. The beginning slide of the CMA Preferences Wizard displays.



Click **Start** to begin the wizard.



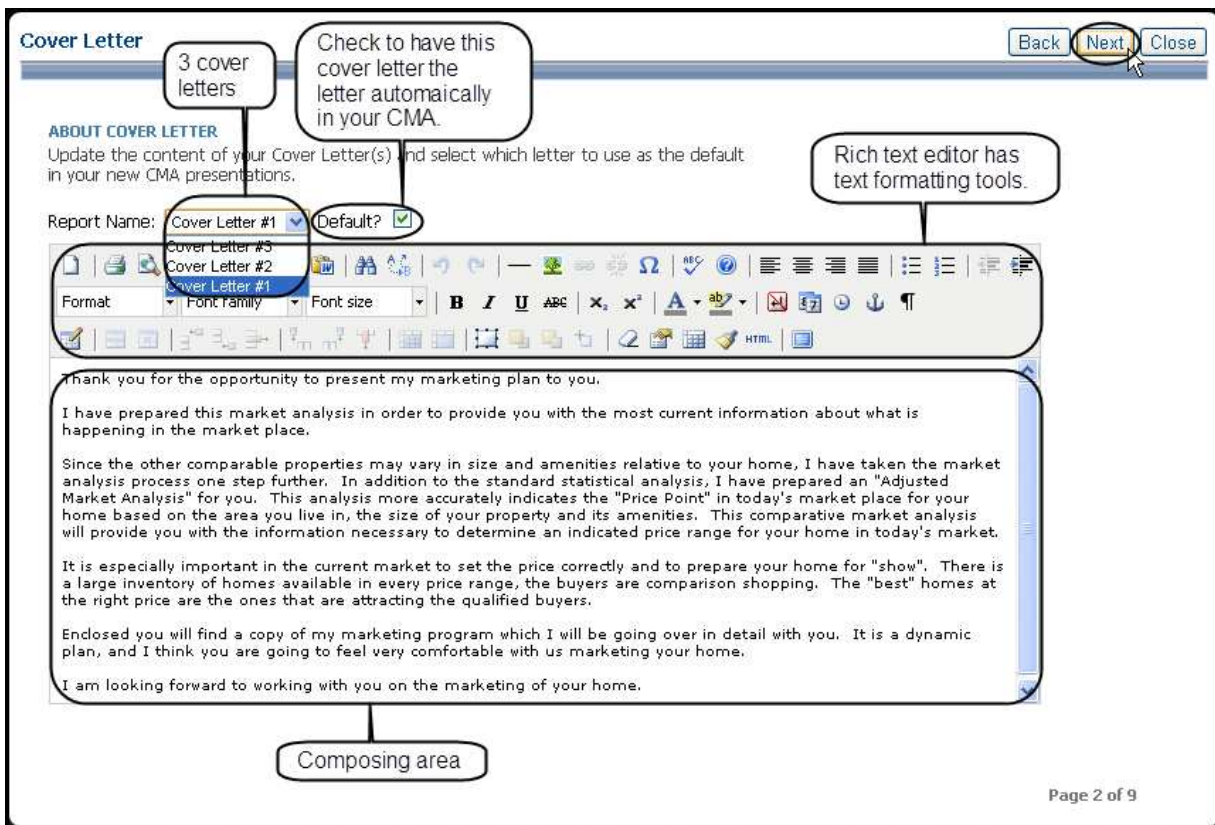
The first step in the CMA wizard is entering the Cover Letters. The CMA tool allows you to enter up to three (3) Cover Letters.

Using Paragon’s rich text editor, you can format your text similar to using your word processor. Some of the formatting you can do includes font type, size, color, emphasis and adding pictures, tables, bullet points, special characters and spell check.

You can also create your cover letters using your computer’s word processing program and then copy and paste them in as a CMA cover letter.

Because of existing formatting on the Cover Letter page, the space available for the body of the letter is limited. When using an average sentence length, use 3 to 4 sentences per paragraph, and have approximately 3 paragraphs in length for the cover letter.

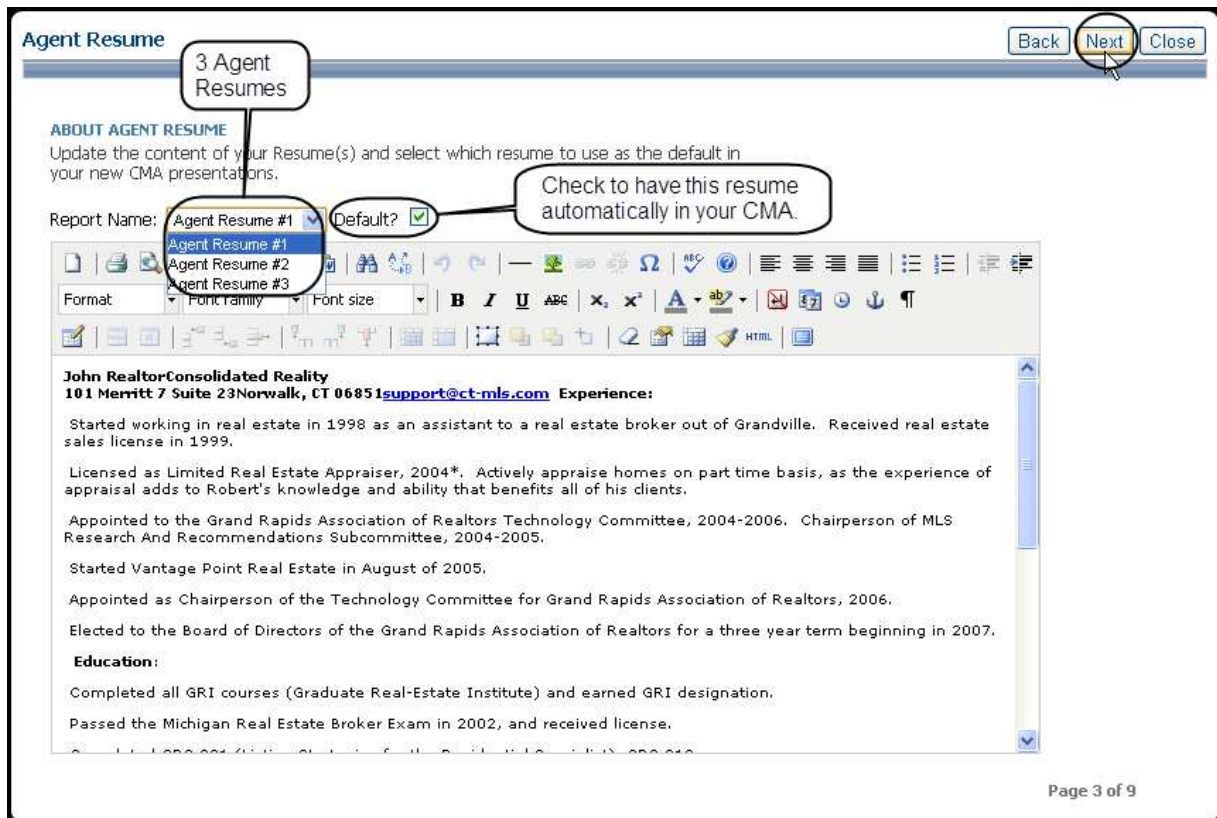
When you are finished composing your cover letter(s), click the CMA wizard’s **Next** button.



The next step in the CMA wizard is the Agent Resume. Just like the Cover Letter section, Paragon allows you to enter up to three (3) Agent Resumes.

Agent resume uses the same rich text editor as the cover letter. You can create your resume using the composition area in the CMA wizard or you can use your computer's word processor.

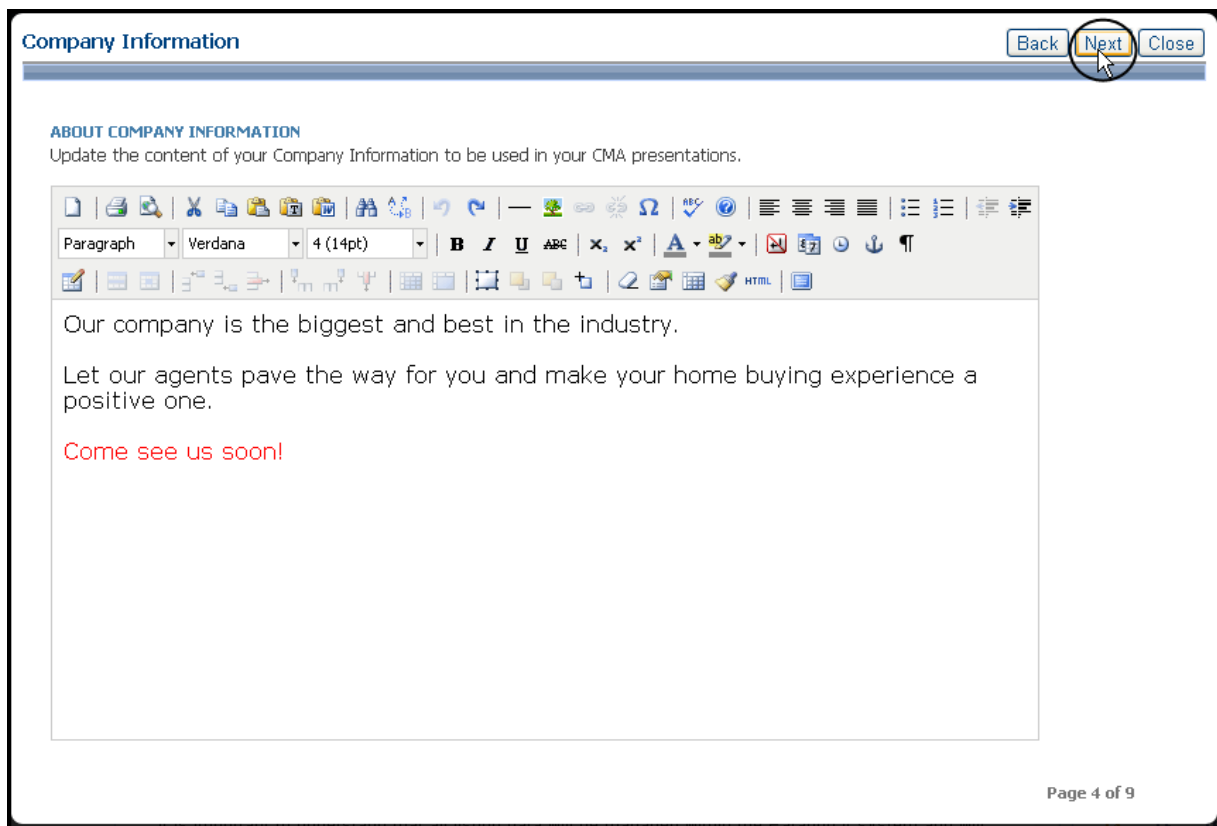
When you are finished composing your agent resume(s), click the CMA wizard's **Next** button.



Depending on your Paragon access level, entering Company Information will be your next step. The content you enter in this section populates to all of the agents in your office or multi-office firm, depending on your security level.

Company information uses the same rich text editor as the cover letter. You can create your office information using the compose area in the CMA wizard or you can use your computer's word processor.

When you are finished composing your office information, click the CMA wizard's **Next** button.

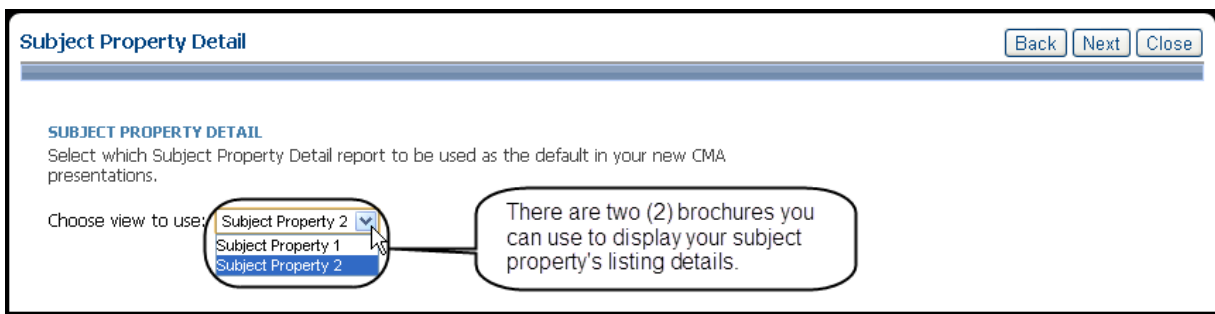


CMA wizard will now have you select the brochure you use to display the subject property's listing details. You have two (2) brochure options:

- Subject Property 1 – simple field layout – ideal when you have limited listing details
- Subject Property 2 – complex field layout – ideal when you have extensive listing details

Note: Customization of these reports is under **Preferences**, then **CMA, Subject Property Detail**, then click **Modify**. The white areas are customizable with a double click. Gray section is not customizable.

After you select a subject property brochure, click the CMA wizard's **Next** button.



Subject Property 1 brochure

**Subject Property Detail**



**This is your home!**

<p><b>Address</b> 1 Wanwick Road  <b>City</b> Villas  <b>State</b> NJ  <b>Area</b> Villas  <b>Bedrooms</b> 2  <b>Full Baths</b> 1  <b>Lavs</b> 0  <b>Lot Size</b> 6001-10000 SqFt  <b>Square Feet</b>  <b>Approx Year Built</b>  <b>New Construction Y/N</b> No  <b>Lot Size</b> 78 X104  <b>House Color</b> green  <b>Total Rooms</b>  <b>Near</b> Bayshore Road</p>	<p><b>LOCATION</b> Inside Lot  <b>CONSTRUCTION</b> Ranch  <b>EXTERIOR</b> Vinyl  <b>OUTSIDE</b> Storage Building,  <b>FEATURES</b> Cable TV  <b>PARKING/GARAGE</b> Garage, 1.5 Car,  <b>OTHER ROOMS</b> Detached, See  Remarks  Living Room, Kitchen,  Dining Area, Storage  Attic</p>
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Subject Property 2 brochure

**Subject Property Detail**

**LISTING DETAIL**



<p><b>Class</b> RESIDENTIAL  <b>Type</b> Single Family  <b>Address</b> 1 Wanwick Road  <b>Address 2</b>  <b>City</b> Villas  <b>State</b> NJ  <b>Zip</b> 08251  <b>Area</b> Villas</p>	<p><b>Bedrooms</b> 2  <b>Full Baths</b> 1  <b>Lavs</b> 0  <b>Lot Size</b> 6001-10000 SqFt  <b>House Color</b> green  <b>Total Rooms</b> 5</p>
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**GENERAL**

<p>Sq Feet  Apr/Yr Built  New Const  L1 Sz  Frtage  Zoned  Near</p>	<p>LOCATION  CONSTRUCTION  EXTERIOR  OUTSIDE  FEATURES  PARKING/GARAGE  OTHER ROOMS</p>	<p>Inside Lot  Ranch  Vinyl  Storage Building,  Cable TV  Garage, 1.5 Car,  Detached, See  Remarks  Living Room,  Kitchen, Dining  Area, Storage  Attic</p>
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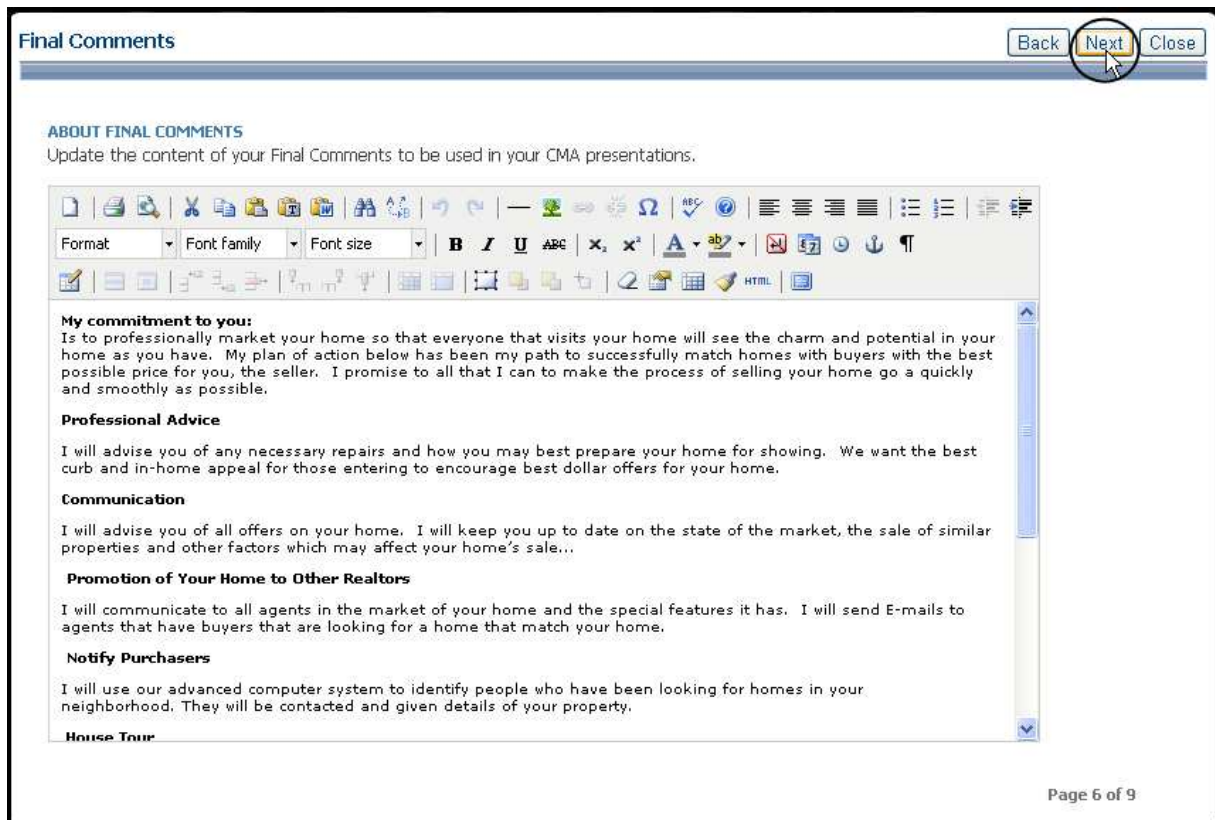
**REMARKS**

Great starter home, retirement home, or second home. This 2 bedroom 1 bath home is situated on a large lot, 78 X 104, and has a large 1 and 1/2 car garage that can double as a shop, property being sold in "As Is" condition.

Next in the CMA wizard is entering Final Comments.

Final comments use the same rich text editor as the cover letter. You can create your final comments using the compose area in the CMA wizard or you can use your computer's word processor.

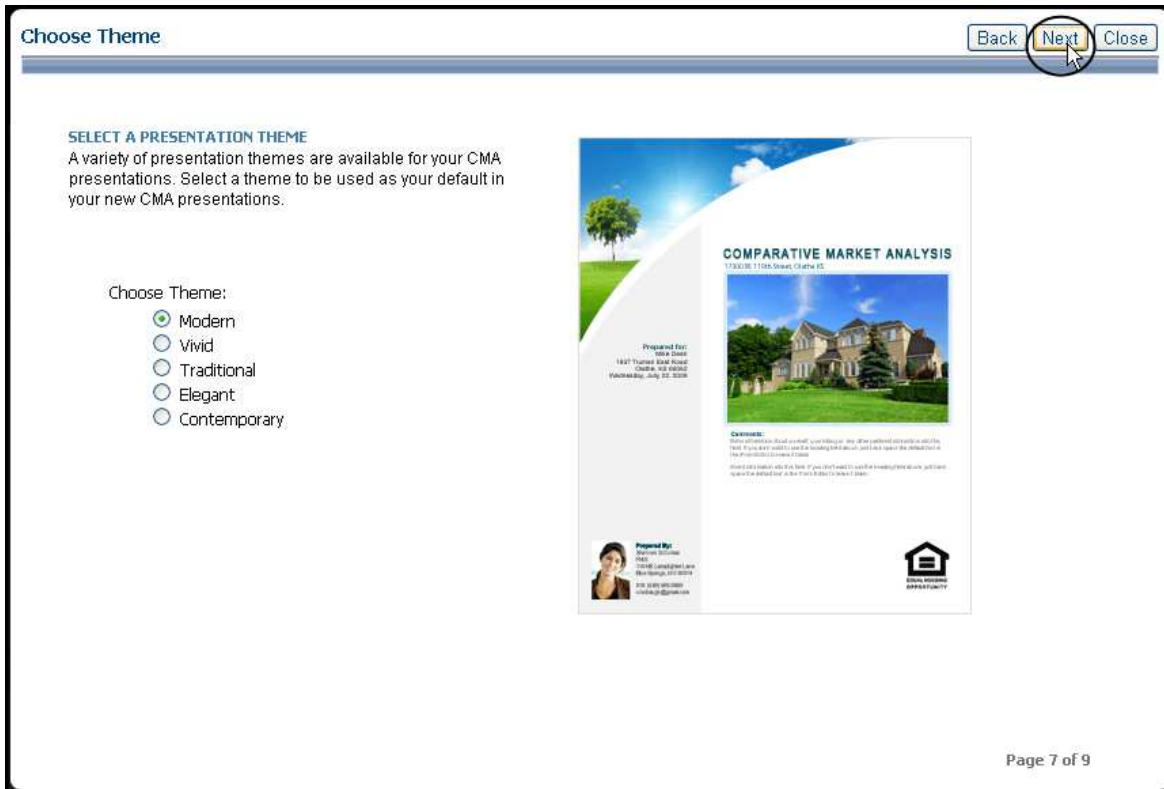
When you are finished composing your final comments, click the CMA wizard's **Next** button.



The next step in the CMA wizard is selecting the CMA Theme.

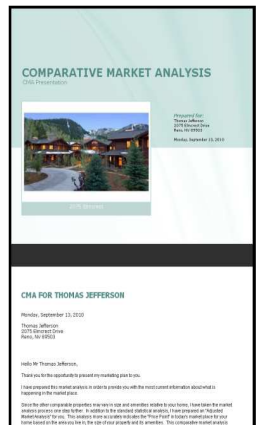
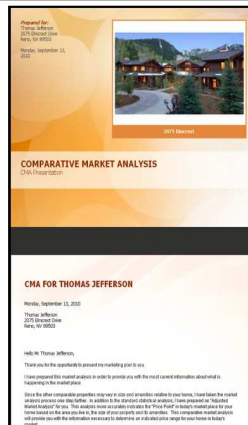
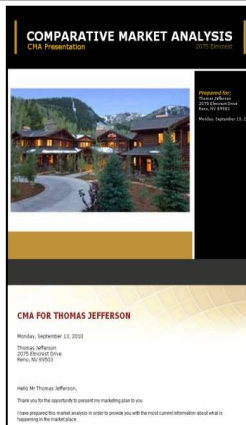
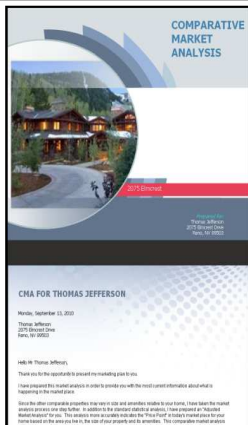
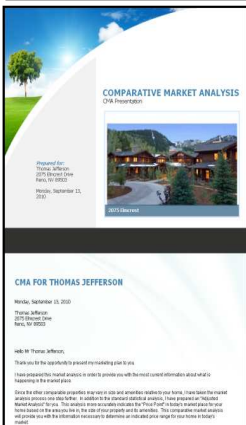
There are five (5) different themes from which to choose. Most of themes have subpage, color headers. The Contemporary theme does not have a color header to save on ink. See below for samples of the five (5) different themes and the subpages.

After you have selected your theme, click the CMA wizard's **Next** button.



Themes with subpage, watermark branding

Plain Subpages

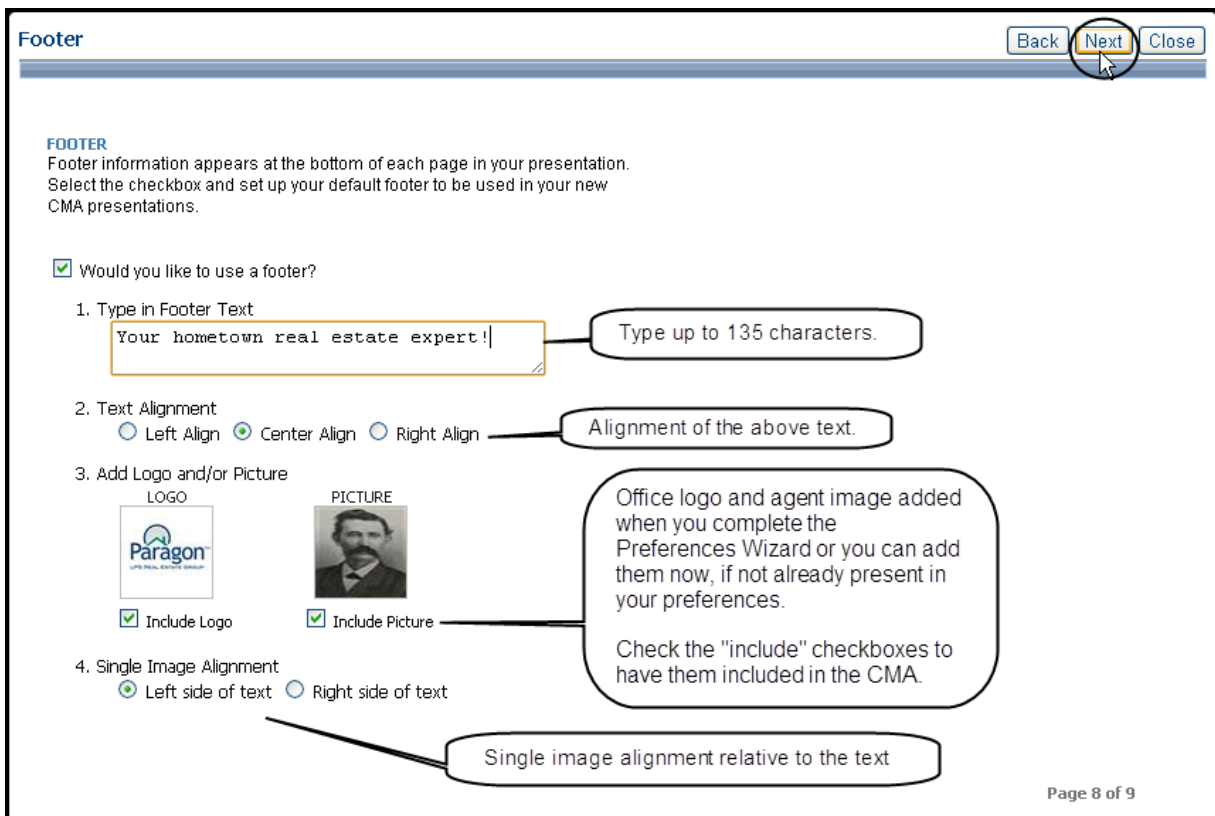
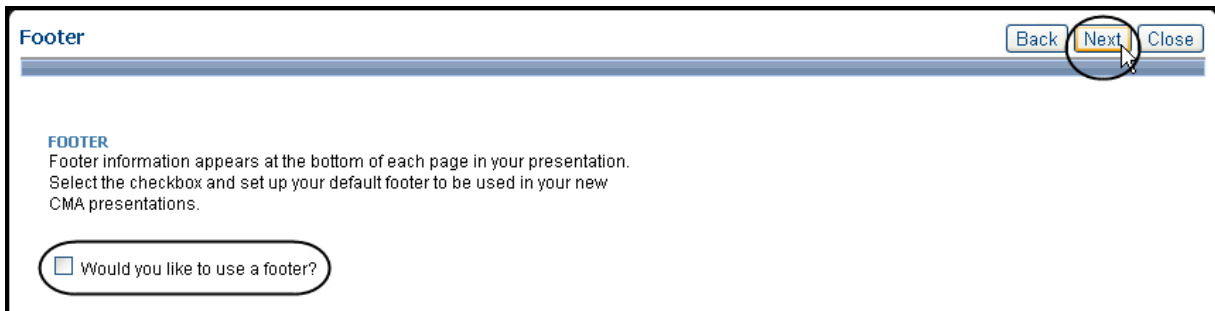


Next is setting up the Footer.

You can choose to use or not use the CMA footer option. By default, the footer option is unchecked. When you check the box, additional options are available, as shown below.

Options include adding a line of text, office logo and agent image to the footer on each page.

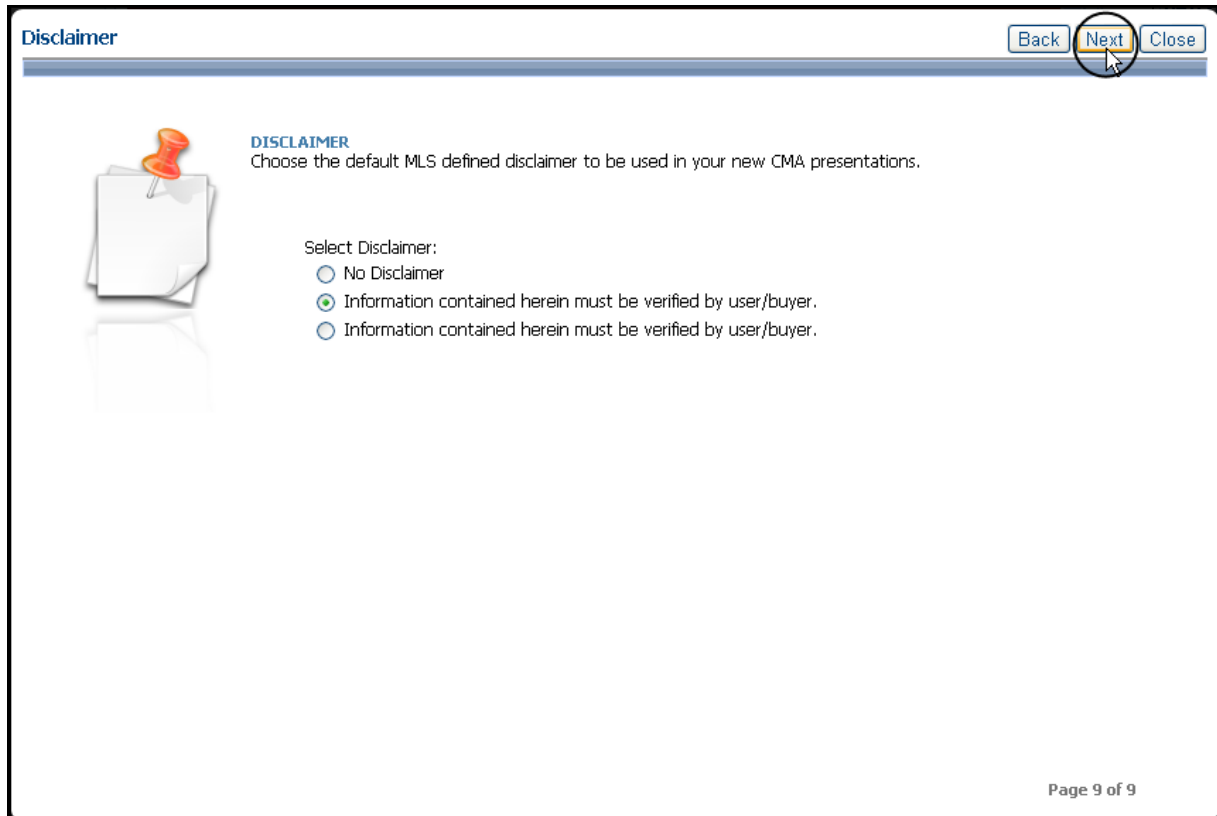
After you have made your footer selections, click the CMA wizard's **Next** button.





The final step is selecting the Disclaimer for your CMA. These are set up by your local association, usually a short disclaimer and a long disclaimer are available for you to choose from.

After you have made your disclaimer selection, click the CMA wizard's **Next** button.



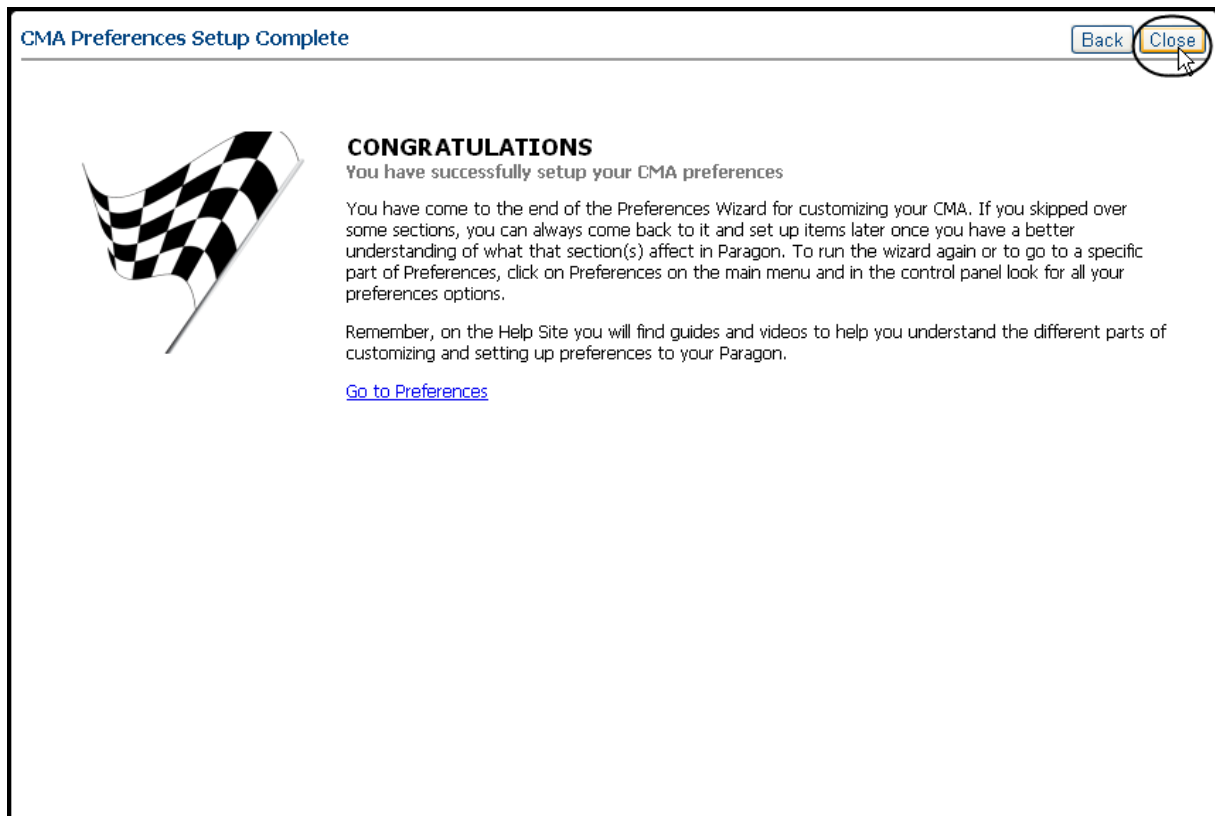
The screenshot shows a software window titled "Disclaimer". In the top right corner, there are three buttons: "Back", "Next", and "Close". The "Next" button is highlighted with a mouse cursor. On the left side of the window, there is an icon of a notepad with a red pushpin. To the right of the icon, the text reads "DISCLAIMER" in blue, followed by "Choose the default MLS defined disclaimer to be used in your new CMA presentations." Below this, there is a section titled "Select Disclaimer:" with three radio button options:

- No Disclaimer
- Information contained herein must be verified by user/buyer.
- Information contained herein must be verified by user/buyer.

In the bottom right corner of the window, it says "Page 9 of 9".

You have completed the CMA Preferences Wizard.

There are other steps for you to complete as you build each CMA. Those steps are CMA specific and not general in nature, as those just completed using the CMA Preferences Wizard.



Note: By going to **Preferences**, then **CMA, Presentation Setup**. You can choose the reports you wish to include in your CMA Presentation. By selecting the check boxes of the report you wish to include under Preferences, you will not have to select them again when creating your CMA. This will make using the CMA Wizard much easier and faster when creating a CMA.

Another area of input you may choose to complete is Saved Adjustments, which are used when adding adjustments to your Comparable Properties. See the Quick Start Guide in the CMA section titled **Step 3: Adjustments** for more details on creating saved adjustments.