

Elevate Your MLS Subscription

Stellar MLS provides many tools to assist you in your business. Here is an example as to how many of the tools and products can become essential solutions to building and enhancing your real estate business. We will be discussing a few of these in more detail in a moment. ***The MLS and its resources is one of the best and most overlooked way to jumpstart your business and start working right away!***

Where to start? Your Business. When looking at all of the tools available, lets place them in categories of business to start.

Stellar MLS Education!!

Stellar MLS Coverage Area – Why is this important to know. Always turn a listing into a referral!

“Building Your Business” displays products that will assist you in generating and capturing leads. Many of these products have options for sharing information with potential customers through information/links that are branded to you, making you the expert contact for those potential customers. After all, getting customers is what it’s all about! We will be give you a few examples in a moment.

Searching Tax and Public Records is invaluable for listing and selling properties. Realist and iMapp both provide a wealth of information and reports with essential links to County appraiser sites, Tax Collector sites, deeds, and much more!

Connecting with Buyers allows you to keep the buyers informed with accurate and up-to-date information directly from your MLS products. These solutions allow you to target-market, provide general information, or become the real estate professional of choice by keeping the buyers “in the know.” about their preferred areas.

Once you have **Listings**, there are many ways to stay on top of what’s going on in the market in your local area. We have many reports that are very user friendly and easy to navigate when you need to educate yourself or provide information to your sellers. **“Marketing Your Listings”** provides resources for target marketing your listing to maximize its exposure, attract those buyers, and get your listing sold!

To **manage your transactions**, everyone has access to Transaction Desk for Listing, Contract, and MLS forms. Your broker may use another program, but Transaction Desk is here if you need it. For those of you using Transaction Desk, it provides a paperless system with unlimited document storage that is included with your Stellar subscription.

1. **Developing/Building Your Business**, go over products with hidden tools in them to help generate leads using social media or web marketing.

- a. Down Payment Resource – marketing tools, Lets See if your Eligible Lead Generation URL Link.
- b. Could CMA – Whats my home worth, CMA Live, Customizable CMA and Buyer Presentations. Flyers that are already set up to Florida Rules and Regulations.
- c. List Trac – Sellers Reports, Dashboard Property Views, track how listings are doing on third party site.
- d. Builder Update – new homes, register customers, Easy shareable lead capture URL link
- e. NHS Pro – new homes, register customers, and easy shareable lead capture URL link.

2. Farming & Prospecting – Using Tax & Public Records

- a. Matrix360
- b. Realist-
 - i. Great interactive Map, Foreclosure search with easily accessible Auction dates. Absentee Owners, Multiple Property Style Search capabilities.
- c. Remine-
 - i. Filters > Equity, Mortgage, Ownership time and Absentee. School Zone Searching and Associated Contacts Section
- d. IMapp-
 - i. Capability to Search Expired Not Relisted properties. Opportunity Zone Searching and Lis Penden Searching and auction dates.

3.

4. Connecting with Customers

- a. Matrix – auto-emails, what's happening in their neighborhood, one-a-month.
- b. ePropertyWatch – stay connected, when they relocate. Set their address up to receive monthly reports
- c. ShowingTime – if everyone
- d. Homesnap – URL use to capture leads. Share URL on Social Media Platforms. Invite Customers to be a part of Homesnap by sharing URL link.
- e. RateMyAgent – show your reviews! Your very own Social Media Manager. Webpage Widget.

5. Be the Market Expert

- a. Matrix
 - i. Share listing
 - ii. Reverse prospecting
 - iii. Open House
- b. ShowingTime
- c. ListTrac
 - i. Sellers Report and Dashboard showing hot spots and third party views.

- d. RealBiz Media
- e. Property Panorama
- f. iMapp or Realist
 - i. Create mailing labels to promote: Open houses or just listed, Neighbor reports side by side comparison, CMAs.
 - ii. IMapp- Residential MLS Stats, charts and graphs on inventory sold in and out of the MLS, Residential Report on Absorption Rate of inventory.

6. Maximize Your Listing Exposure

- a. Matrix
 - i. Share listing
 - ii. Reverse prospecting
 - iii. Open House
 - iv. Listing Distribution
- b. ShowingTime
 - i. ShowingTime is the only place in the MLS to enter secure showing instructions, gate codes, alarm codes, etc. Only subscribers with active real estate licenses have access to ShowingTime. To access ShowingTime, click on the ShowingTime product button - located in products and services when logged in to Stellar Central OR from the External Links widget in Matrix, click the link for "ShowingTime Home."
- c. ListTrac
 - i. Sellers Report, tracking on third party sites, quick URL links for all properties.
- d. DPR
 - i. Integration directly into Matrix results. Sharable link for Lead Generation captures called "Let's see if I am eligible". Great Marketing resources already created. Down Payment Pricing Tool to look at programs per property address.
- e. RealBiz Media
- f. Property Panorama – youtube channel, shareable links Branded Virtual tours. Social Media Syndication.
- g. Homesnap – share feature, Open House Virtual Tours recorded or live,
- h. iMapp or Realist
 - i. IMapp - Create mailing labels to promote: Property Reports with Residential Statistics focusing Absorption rates, DOM and price per square footage. Properties Sold In and Outside of the MLS comparisons.
 - ii. Realist – Mailing Labels, Create Neighbor Reports, Search Rentors who may be ready to buy.

7. Managing Transactions

- a. Transaction Desk
 - i. Listing Forms electronically Uploaded into Matrix, Transaction Templates, Easy access to forms, Authentisign, Integration from Matrix into Transaction desk. Unlimited Cloud Storage.
- b. Form Simplicity
 - i. Listing Forms electronically Uploaded into Matrix, Transaction Templates, Easy access to forms, Authentisign, Integration from Matrix into Transaction desk. Unlimited Cloud Storage.
 - ii.

