



TIPS ON NAVIGATING TODAY'S MARKET

ANTITRUST OBLIGATION

Stellar MLS is a for profit corporation whose shareholders and members are engaged in similar businesses and Stellar MLS provides services to such shareholders and members.

Whenever such persons engaged in similar businesses gather or when corporations provide services to such similar businesses, there is a risk of antitrust liability or of the appearance of anti-competitive activity.

Stellar MLS has adopted strict policies to avoid any such liability or appearances. Any departure from these policies could result in severe civil and criminal penalties to you as individuals, to your company and to your association/board and Stellar MLS.

Agenda

Tips to Navigating Today's Market

- **Matrix**
- **Imapp**
- **Remine**
- **New Home Source**
- **Builders Update**

think






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t	box









Search

Search apps

PINNED FAVORITES

-  Matrix™
-  iMapp
-  Remine
-  Builders Update
-  NewHomeSource

NAVIGATION

-  Home
-  **Products & Services**
-  Association Resources Sample
-  My MLS Account
-  Matrix Staging
-  Admin


Pinned Favorites



Matrix™
MLS system



iMapp
Public records



Remine
Predictive analytics



Builders Update
New Construction Search



NewHomeSource
New construction search

Stellar Core Products



Matrix™
MLS system



MLS-Touch
Mobile MLS



Realist
Public records




Showingtime
Showing management



TransactionDesk
Digital docs management



Prospects CRM
Relationship management



Listing Input Forms
Stellar MLS forms



MLS Stats
Stellar MLS reports

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Stellar Core Products

Additional Property Search Products

Market & Listing Data

Connect With Customers

Enhance Your Listings

Discounted Pricing For Stellar Customers

MLS Education & Compliance

Stellar MLS Social Media

Association Resources



MatrixTM



Matrix 360 Public Records Search



- Quick & Convenient
- Search Backup Requests and Temporarily Off Market Properties
- Find homes for buyers
- Public records search to find **off-market** properties matching your buyers needs
- Generate mailing labels to the owners of those properties to let them know you have an interested buyer and to see if they would consider selling.

Matrix 360 Public Records Search

Matrix™

Search Stats Tax Links

Residential

Quick

Commercial

Income

Vacant Land

Rental

Cross Property

Public Record

More...

Previous	Next	1-10 of 1177	Check
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<input checked="" type="checkbox"/>		196340-0934	1039 Rc
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Actions

Refine

Save

Criteria

Email

Print

Directions

Print 10 Records

Print which format(s)? To select multiple at once, hold Ctrl while you click (opti

☐ Tax Grid
☐ 360 Property View
☐ 360 Property Customer View
☐ Multi-Map
----- Reports below print as PDF only -----
☐ Mail Labels 5160 Occupant Property Address
☐ Mail Labels 5160 Occupant Tax Address
☐ Mail Labels 5160 Owner Property Address
☒ **Mail Labels 5160 Owner Tax Address**
☐ Mail Labels 5160 Occ./Owner Property Address
☐ Mail Labels 5160 Occ./Owner & Tax Address

Print header and footer

☐ First page, last p

☐ Every page

☐ Print with roll-outs I

☐ Print search criteria

☐ Ink saver; if any, de

⚠ One or more of the s
only be printed as a PDF
to PDF-only reports.

Language: English ▼

Back to Results

Email PDF

Print to PDF

Preview

Print

Matrix 360 – Property Search

- Tax Tab – Public Records
- County
- City/Zip
- Last Sale Date
- Owner Occupied - No
- Bedrooms
- Bath
- Land Use (CoreLogic) Sfr
- Pool
- Go to Results
- Print Tab – Generate Mailing Labels-Owner Tax Address



To target absentee properties who may be ready to sell in the future

Matrix 360 – Property Search

- Tax Tab – Public Records
- County
- City/Zip
- Owner Occupied -Yes
- MLS Status Date
 - Withdrawn Conditional (1-3 months)
 - Expired (1-3 Months)
- Land Use (CoreLogic) Condominium
- Go to Results
- Print Tab – Generate Mailing Labels-Owner Tax Address








***To target
properties with
Withdrawn or
Expired Listing***







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UPDATE.COM
Builders Update
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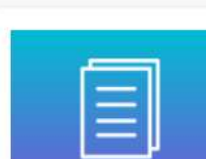
ShowingTime
Showing management




TRANSACTIONS
TransactionDesk Edition
TransactionDesk
Digital docs management



Prospects CRM
Relationship management



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Stellar MLS forms



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Accessing iMapp

Tax, MLS, and Foreclosure Search Scenarios

Creating Saved Searches

Creating Mailing Labels



Seller Prospecting with iMapp



Consistency is



- Consistency is vital to your success.
- Whether you prospect or farm an area, being consistent and thorough will help grow your business.
- Search for properties that have
 - **Expired and Have Not Been Relisted.**
 - **Withdrawn and Have Not Been Relisted**

iMapp Expired Not Relisted

- MLS Tab
- County (make sure matches city or zip)
- Search for a City/Zip Code Contains City / Zip
- Opportunity Zone Equal to In Opportunity Zone (any type)
- Property Use Code Equal to SFR
- Expiration Date Greater to equal to Past Date



To target buyers who may be ready to relist their property



iMapp Withdrawn Not Relisted

- MLS Tab
- County (make sure matches city or zip)
- Search for a City/Zip Code
- Property Class Equal to Residential
- Listing Status Equal to Withdrawn Not Relisted
- Withdrawn Date Greater to equal to Past Date



To target buyers who may be ready to relist their property



iMapp Foreclosure

- Add a filter for a zip code with foreclosure activity
- Lis Pendens
- Judgement Sale Date— Greater Than today's date
- Core Logic Land Use Code = SFR
- Market Value = 25,000








With Equity -- if you want to try to get a listing from someone in pre-foreclosure who still has equity

Negative Equity – if you are knowledgeable in negotiating short sales







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remine

WHAT IS REMINE?



Real Estate Data

- Listing Data
- Public Records Data
- Mortgage Data
- Census Bureau Data
- Postal Data
- Contact Information

Predictive Analytics

- Estimated Equity
- Buy Scores
- Sell Scores

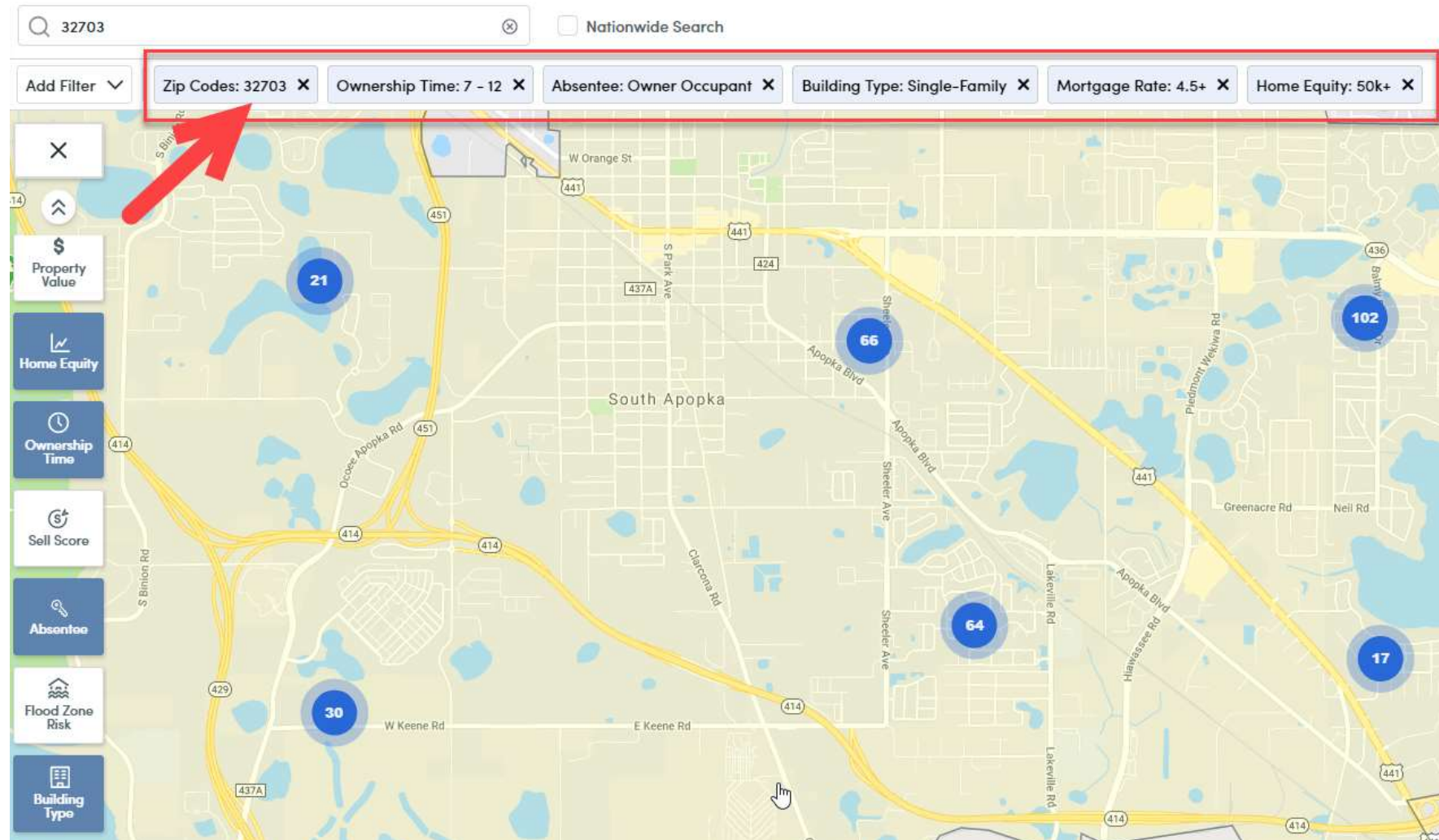
Marketing Tools

- Exports
- Mailing Labels
- Mailers
- Agent-branded Site and app
- CMA 360

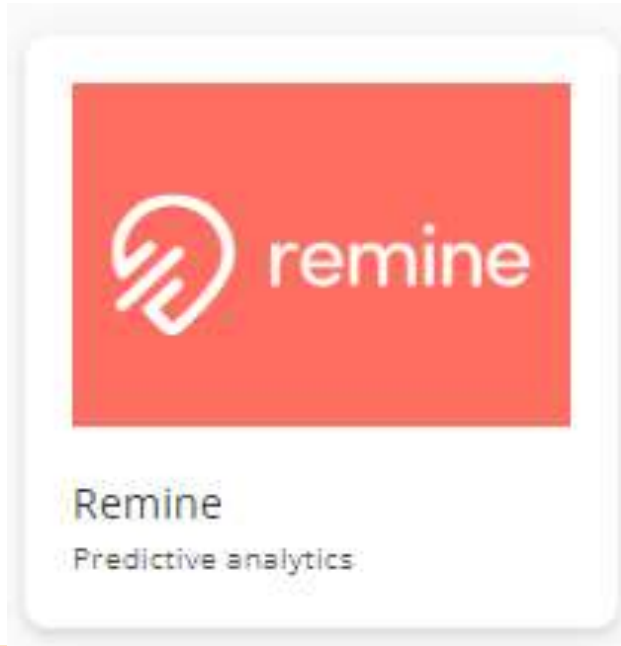
Seller Prospecting with Remine Filters



Remine
Predictive analytics



Print those labels!



“Over the past decade, the median years Florida homeowners have been in their current home has increased from 7 to 12.”

Create a highly targeted mailing and contact lists for homeowners based on features such as Years of Ownership and Mortgage Rate, to target those homeowners most likely to sell.

Create a mailing in certain area of owner occupants who have owned for 7-12 years, and who are paying a higher mortgage rate.

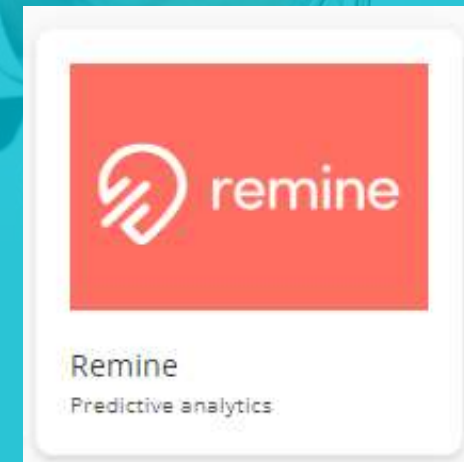
They may be more likely to sell and move.

- Add a filter for a subdivision (ideally with larger homes owned for several decades)
- Go to More Filter on Top and Add in Square Feet \geq 2000
- Home Equity \geq \$100,000
- Years Ownership \geq 20
- Absentee = Owner Occupied
- Building Type = Single Family Home
- Mortgage Age \geq 2 or “Has No Mortgage” (eliminate recently refinanced properties)
- Mortgage Rate \geq 6%
- Optional: Medium or High Sell Score
- Save Properties to cart
- More: Create Mailing Labels



Remine Scenario: Downsizers

To track changes to these properties and send a mailing on tips for downsizing.



- Add a filter for a subdivision with a lot of starter homes
- Go to “More” filter on top and add in Square Feet between 1000 and 1700.
- Home Equity \geq 25000
- Years Ownership = 5-10
- Absentee = Owner Occupied
- Building Type = Single Family Home
- Mortgage Age \geq 2 (eliminate recently refinanced properties)
- Optional: Mortgage Rate \geq 4.5%



Remine Scenario: Move-up Buyers

To target buyers who may be ready to move to a larger home or to market a larger listing

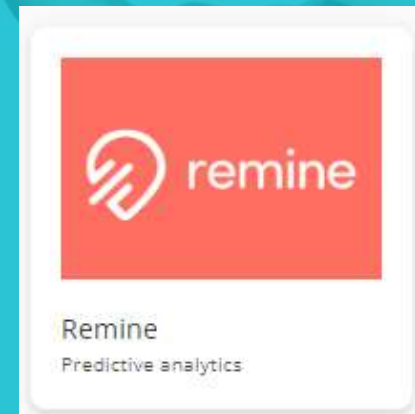
Find those owners!

- Add a filter for a zip code or subdivision
- Absentee = Absentee, In State and Absentee, Out of State
- Building Type = Single Family Home, Condo, Townhouse
- Add Filters that match Buyer's criteria
 - Pool, bedrooms / baths
- Optional Layers: Cash Buyers



Remine Scenario: Absentee Owners

To market property management services or to send a newsletter on managing investment/vacation property and knowing when to sell



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Search for New Construction and New Home Communities



Establishing relationships with builders can be a critical strategy!

SEARCH HELP

All Types

CITY, ZIP, OR BU PROPERTY #

PRICE (000s)

BEDS

BATHS

SQ FT


GARAGE


Only 500 out of 1140 listings displayed. To see more listings, narrow your search using criteria and filters.

1140 PROPERTIES FOUND
SHOWING 1 TO 50 OF 1140

SORT BY: RELEVANCE

☐ Select/Deselect All

☐  **\$375,000** **FID Homes**
 4 2 2224
 Orlando Golf Club Villas at Providence
 1875 Brentwood Ct
 Davenport, FL 33837
 12.01.2022

☐  **\$363,695** **Craft Homes**
 2 2 1650
 Laureate Park
 Lot 4B
 Orlando, FL 32827
 Complete

Search the
builder's
inventory!

Register your buyers






1142 PROPERTIES FOUND
SHOWING 1 TO 50 OF 1142

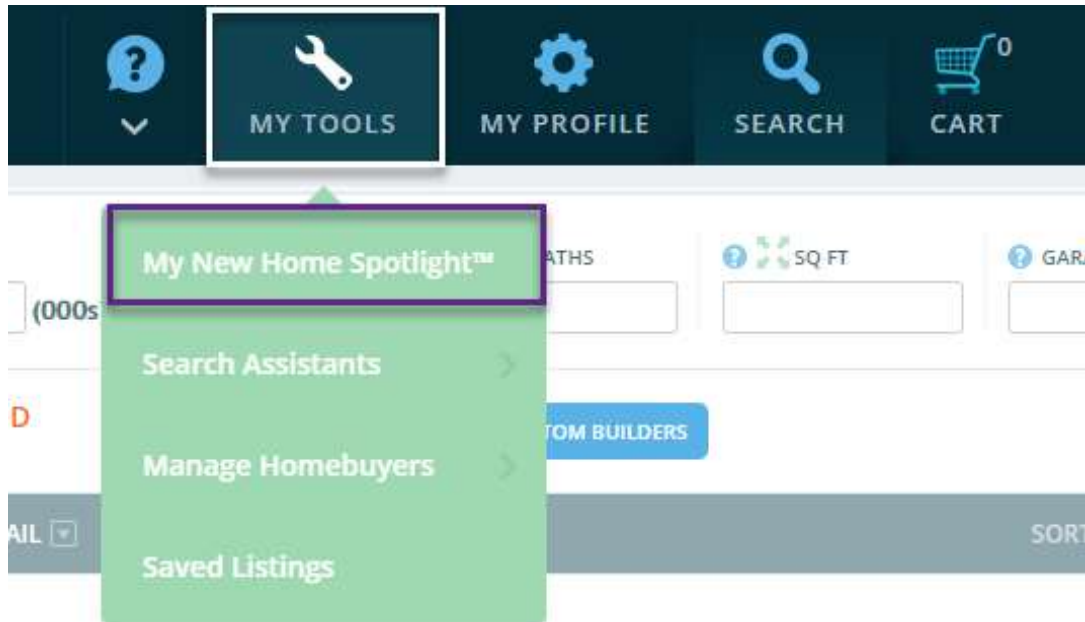
SEARCH CUSTOM BUILDERS MORE FILTERS

LISTINGS CART (0) SAVE EMAIL PRINT SORT BY RELEVANCE

Select/Deselect All

<input checked="" type="checkbox"/>		\$309,900	3 2 2633	Oakley Place Siena St. Cloud, FL 34772	DETAILS	REGISTER BUYER	ASK THE BUILDER	Century Homes To-Be-Built Home:
<input type="checkbox"/>		\$347,900	3 2 2040	Laureate Park Draper Orlando, FL 32827	DETAILS	REGISTER BUYER	ASK THE BUILDER	Craft Homes To-Be-Built Home:
<input type="checkbox"/>		\$289,990	3 2 1476	River's Edge St. Johns Sanford, FL 32771	DETAILS	REGISTER BUYER	ASK THE BUILDER	Bellavista Homes To-Be-Built Home:

Lead Generation Tools





Search for New Construction and New Home Communities



Establishing relationships with builders can be a critical strategy!



our MLS Companion for ew Home Construction

[New Homes](#) [Inventory Homes](#)

Enter City, Zip Code, School District or Community Name



Min Price ▾ Max Price ▾ Beds ▾ Baths ▾ Square Feet ▾

ore communities, plans, and inventory!

is an opportunity for people with a secure job to jump into the market,
n other people are a little hesitant because of a possible recession...
y'll have fewer buyers to compete with." - Lawrence Yun, Chief Economist
e National Association of Realtors (NAR)

[Sign up for an
upcoming webinar](#)[Click to view/edit your
ShowingNew website](#)

Search the builder's inventory!

Register your buyers



Bradenton, FL Price Beds & Baths Square Feet Home Status More Share Search Reset filters

My Search Results ▶ Florida ▶ Sarasota Bradenton Area ▶ Bradenton, FL | 71 homes

Sort by:

Plan / Address	City	Community	Builder	Status	Price	Sq.Ft.	Bd.	Ba.
<input type="checkbox"/> Windemere	Bradenton, FL	Moss Creek	Ryan Homes		\$350,000	2,370	4	2
<input type="checkbox"/> 112 Upper Monstee River Rd. NE (Santitas Villa Homes)	Bradenton, FL	Watercolor Place Villas	Medallion Home		\$449,761	00	2	2
<input type="checkbox"/> Plan 2716	Bradenton, FL	Avaunce	KB Home		\$399,990	2,716	4	2
<input type="checkbox"/> Bermuda	Bradenton, FL	Watercolor Place Single Family Homes	Medallion Home		\$449,100	2,322	4	2
<input type="checkbox"/> Estuary	Bradenton, FL	Riverside Preserve	MI Homes		\$413,990	2,762	3	2
<div> Get text and email alerts about builder promotions, specials and other agent-only communications! <input type="text" value="Your mobile number e.g. 703-555-1233"/> <input type="button" value="Sign me up! >"/> <small>See Terms for terms and conditions</small></div>								
<input type="checkbox"/> Cat Claw	Bradenton, FL	Aqua	Medallion Home		\$784,100	2,700	2	3
<input type="checkbox"/> 5911 Redbay Boulevard (Salt Meadows)	Bradenton, FL	Aqua	Medallion Home		N/A	3,923	3	4
<input type="checkbox"/> Arlington	Bradenton, FL	Riverside Preserve	MI Homes		\$343,990	1,761	3	2
<input type="checkbox"/> 5980 Fiore Drive (Sapphire)	Bradenton, FL	Amberly	MI Homes		\$350,990	1,619	2	2
<input type="checkbox"/> Jackson	Bradenton, FL	Riverside Preserve	MI Homes		\$440,990	2,744	4	3
<input type="checkbox"/> Grenada	Bradenton, FL	Watercolor Place Single Family Homes	Medallion Home		\$409,100	1,967	2	2
<input type="checkbox"/> Ruby	Bradenton, FL	Amberly	MI Homes		\$290,990	1,475	2	2

Plan 2716 by KB Home

\$399,990 Starting at 4 Beds 2 Baths 2,716 Square Feet

Avaunce 14222 59th Cir. E Bradenton, FL 34211

* Open floor plan with oversized great room * Kitchen island and pantry * Loft * Downstairs powder bath * Hurricane shutters * ENERGY STAR® certified homes tested and verified by third-party inspector

Lead Generation Tools



Resources ▾ Saved Listings Saved Searches My Clients

 Janice

Your MLS Companion for New Home Construction

All New Homes Inventory Homes

Enter City, Zip Code, School District or Community Name



- My Account
- My ShowingNew.com site**
- Manage My Client Activity
- Widgets
- Help
- About Us
- Sign Out



NEW HOME SOURCE PRO

My ShowingNew.com Site

Customize My ShowingNew.com site

Account Details

See your new homes ShowingNew.com site at

www.showingnew.com/

~New! Get widgets for your site!

Free as part of New Home Source Professional, collaborate with clients and drive new home buyer leads with your personalized ShowingNew.com site. [Learn more.](#)

*	<input type="text"/>	*	<input type="text"/>	Designations, e.g. REALTOR®, GRE, CFP
*	<input type="text"/>	Office Name e.g. Coldwell Banker - Front Range		
Phone		*	<input type="text"/>	
Broker Website e.g. https://www.mybrokerwebsite.com				

Upload Image

Headshot



Delete

Brokerage Logo



Delete

Home Page Background



Widgets



New Home Spotlight™

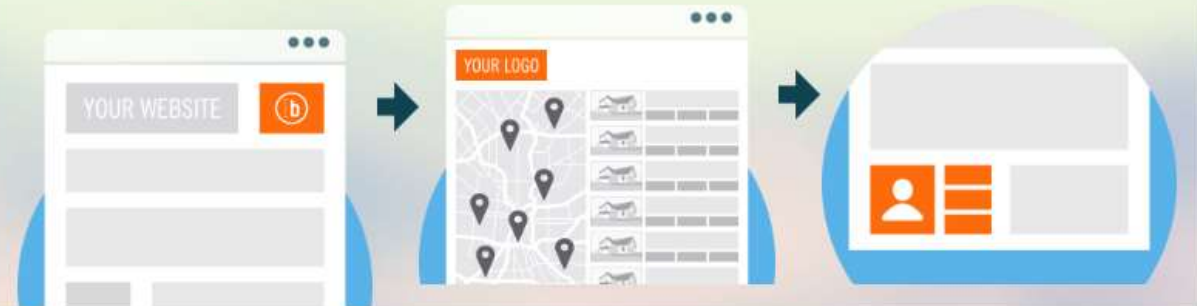
Put our powerful search tool right on your website and lead buyers directly to you! With New Home Spotlight™, when buyers search and find homes they like, they'll see your logo, picture and contact information on every property detail page.

GET SPOTLIGHT WIDGET

We send you an icon and text link.
Your webmaster adds them to your site.

Buyers search and see your logo at
the top of the search page.

Your photo and contact info appears
on every detail page!



Step 1

Create your New Home Spotlight™ link

Letters and numbers only. No spaces or special characters.

NOTE:
Once created, you can't change this!

YOUR NEW HOME SPOTLIGHT™ URL

<http://NewHomesbyMFRDebbie.buildersupdate.com>

✓ COMPLETE!

Step 2

Upload or Confirm your logo

150px x 50px



EDIT

✓ COMPLETE!

Step 3

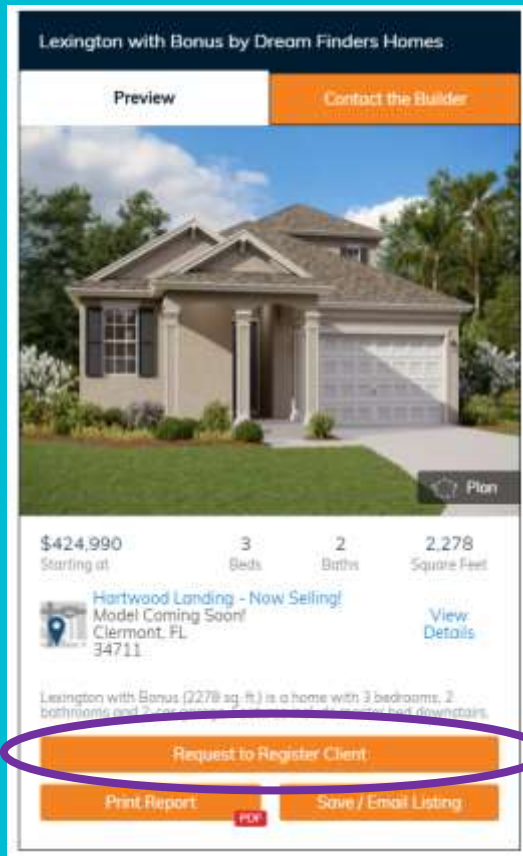
Upload or Confirm your photo

150px x 200px

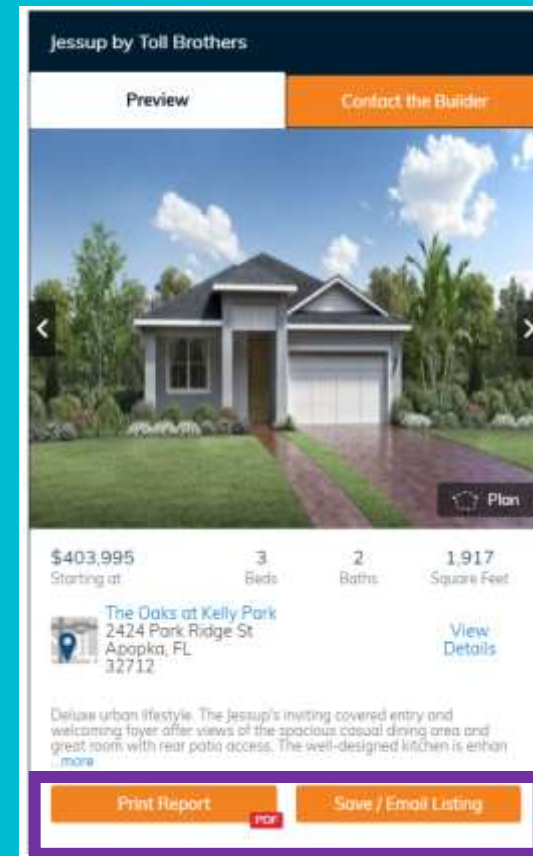
EDIT

✓ COMPLETE!

How to register buyers



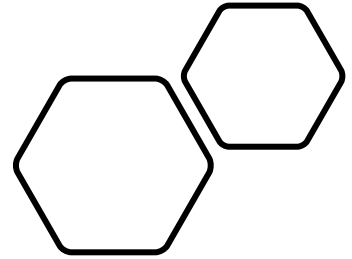
How to email or print flyers



MY NAME IS
CONSISTENCY

I AM RELATED TO
SUCCESS

WE SHOULD HANG OUT OFTEN
AND I'LL
INTRODUCE
YOU TO **RESULTS**



SUPPORT OR QUESTIONS

For assistance with your questions,
please feel free to contact us!

Toll Free: **(800) 686-7451**

Local: (407) 960-5300

Email: support@stellarmls.com

Hours: Mon.-Fri. 8:00 A.M.-6:30 P.M.
Saturday 8:00 A.M.-6:00 P.M.

