

Navigating Today's Market to Find Unlisted Inventory

Sometimes finding the right property for a customer can be difficult. You have looked at all available listings and still cannot find what they want. This course will show you ways to use Matrix and other tools to locate other inventory options and farm for unlisted inventory.

Course Overview

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

Why this class?

- Utilize tools to think outside the box when looking for inventory
- Learn how Matrix and other tools can work to provide better service to customers.
- Learn what Stellar products that can be used to find unlisted inventory and farm potential new customers in the process.

MATRIX

- A standard property search can be done to locate properties that are Pending, accepting backup offers, and Temporary off Market Listings. These properties are still available to customers but will not appear in your active search results.
- You will need to do a specific search for these statuses
- **Pending (accepting Back-Up offers)** – Under your search criteria select the pending status. Add other criteria and then ADD a field at the bottom. Add the field back-ups requested and select yes. View Results
- **Temporary off Market** – Under your search criteria, select the TOM status. Add other criteria and view results.

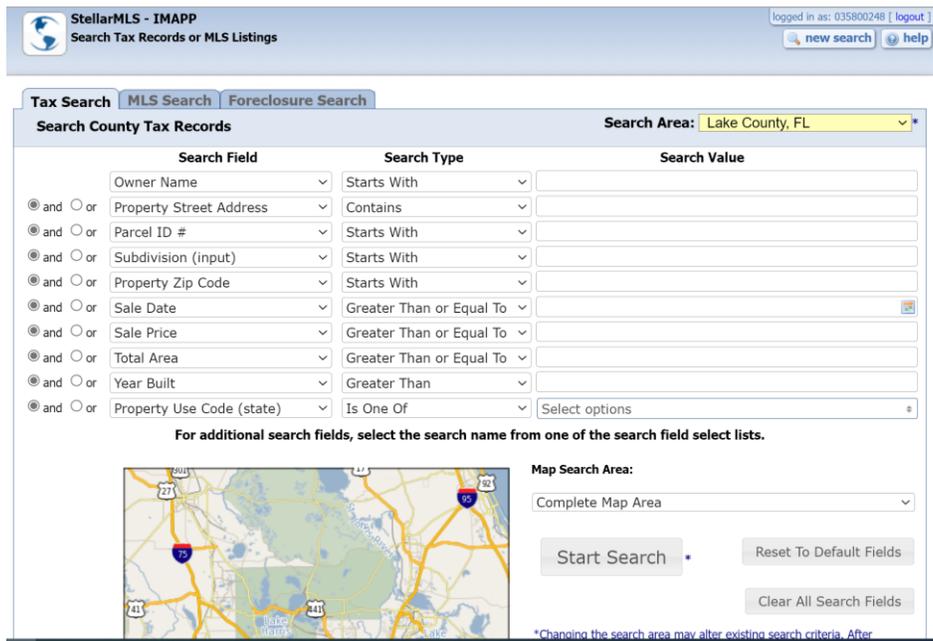
Public Record Search:

- To locate off market listings in Matrix, begin with a Public Records Search. From your tax tab, select public records.
- Enter some basic criteria outlined below to find absentee owners who may be ready to sell
 - County, City or Zip code your customer is looking in
 - Last Sale date
 - Owner Occupied – No
 - Bedrooms/Bathrooms
 - Land Use – Select SFR
 - Any other criteria you need
- View results
- From the results view, select properties and choose the print option at the bottom
- Generate mailing labels to the Owner at the Tax Address

- To locate off market listings previously expired or withdrawn, use the Tax tab and public record search and enter the below criteria
 - County, City, or Zip Code your customer is looking in
 - Owner Occupied – YES
 - MLS Status date (Expired 1-3months) and Withdrawn (1-3 months)
 - Land Use – SFR
 - Any other criteria needed
- View Results
- From your results view, select properties and choose the print option at the bottom
- Generate mailing labels to the Owner at Tax address

IMAPP

- We can use Imapp to find expired and withdrawn listings as well as foreclosure properties.
- Access Imapp from your Stellar Central Products and Services page
- When you open the icon, select to Log in with StellarMLS single sign-on and then your screen will like this this



StellarMLS - IMAPP
Search Tax Records or MLS Listings

logged in as: 035800248 | [logout](#)

[new search](#) [help](#)

Tax Search | **MLS Search** | **Foreclosure Search**

Search County Tax Records Search Area: **Lake County, FL**

| Search Field | Search Type | Search Value |
|---|--------------------------|----------------|
| <input checked="" type="radio"/> and <input type="radio"/> or Owner Name | Starts With | |
| <input checked="" type="radio"/> and <input type="radio"/> or Property Street Address | Contains | |
| <input checked="" type="radio"/> and <input type="radio"/> or Parcel ID # | Starts With | |
| <input checked="" type="radio"/> and <input type="radio"/> or Subdivision (input) | Starts With | |
| <input checked="" type="radio"/> and <input type="radio"/> or Property Zip Code | Starts With | |
| <input checked="" type="radio"/> and <input type="radio"/> or Sale Date | Greater Than or Equal To | |
| <input checked="" type="radio"/> and <input type="radio"/> or Sale Price | Greater Than or Equal To | |
| <input checked="" type="radio"/> and <input type="radio"/> or Total Area | Greater Than or Equal To | |
| <input checked="" type="radio"/> and <input type="radio"/> or Year Built | Greater Than | |
| <input checked="" type="radio"/> and <input type="radio"/> or Property Use Code (state) | Is One Of | Select options |

For additional search fields, select the search name from one of the search field select lists.

Map Search Area: Complete Map Area

[Start Search](#) [Reset To Default Fields](#) [Clear All Search Fields](#)

*Changing the search area may alter existing search criteria. After

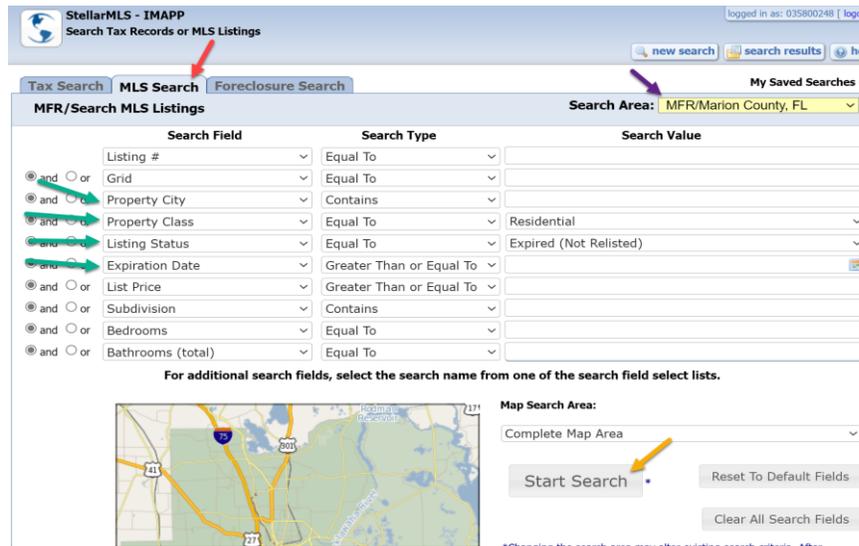
Expired Not Relisted & Withdrawn Not Relisted Properties:

You can target sellers who were previously listed and didn't sell. If you have a buyer, they may have an interest in selling. You help your buyer and potentially get a new listing.

Expired Not Re-listed

- You will select the MLS tab at the top
- Select the County via the yellow drop-down in the upper right
- Use the drop downs for search fields and select City or Zip Code

- Use the drop-down for search fields and select Property Class – Residential
- Use the drop-down for search fields and select Listing Status – Expired (Not Relisted)
- Use the drop-down for search fields and select Expiration date (Greater than or equal to) and select date



StellarMLS - IMAPP
Search Tax Records or MLS Listings

logged in as: 035800248 [logout]

new search search results help

Tax Search **MLS Search** Foreclosure Search My Saved Searches

MFR/Search MLS Listings Search Area: MFR/Marion County, FL

| Search Field | Search Type | Search Value |
|-------------------|--------------------------|------------------------|
| Listing # | Equal To | |
| Grid | Equal To | |
| Property City | Contains | |
| Property Class | Equal To | Residential |
| Listing Status | Equal To | Expired (Not Relisted) |
| Expiration Date | Greater Than or Equal To | |
| List Price | Greater Than or Equal To | |
| Subdivision | Contains | |
| Bedrooms | Equal To | |
| Bathrooms (total) | Equal To | |

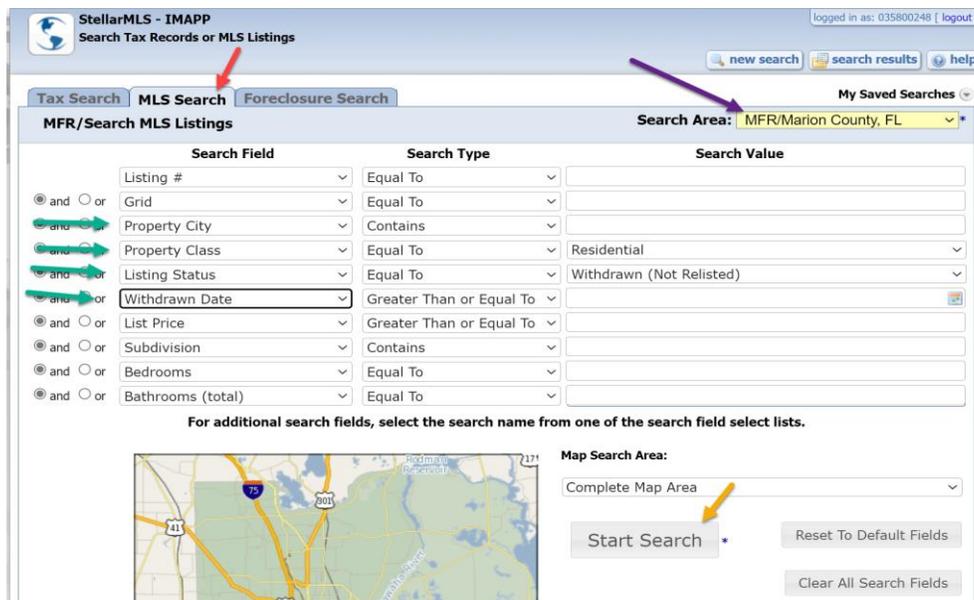
For additional search fields, select the search name from one of the search field select lists.

Map Search Area: Complete Map Area

Start Search Reset To Default Fields Clear All Search Fields

Withdrawn Not Re-Listed

- You will select the MLS tab at the top
- Select the County via the yellow drop-down in the upper right
- Use the drop downs for search fields and select City or Zip Code
- Use the drop-down for search fields and select property use – SFR
- Use the drop-down for search fields and select Listing Status – Withdrawn Not Relisted
- Use the drop-down for search fields and select Withdrawn date (Greater than or equal to) and select date



StellarMLS - IMAPP
Search Tax Records or MLS Listings

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new search search results help

Tax Search **MLS Search** Foreclosure Search My Saved Searches

MFR/Search MLS Listings Search Area: MFR/Marion County, FL

| Search Field | Search Type | Search Value |
|-------------------|--------------------------|--------------------------|
| Listing # | Equal To | |
| Grid | Equal To | |
| Property City | Contains | |
| Property Class | Equal To | Residential |
| Listing Status | Equal To | Withdrawn (Not Relisted) |
| Withdrawn Date | Greater Than or Equal To | |
| List Price | Greater Than or Equal To | |
| Subdivision | Contains | |
| Bedrooms | Equal To | |
| Bathrooms (total) | Equal To | |

For additional search fields, select the search name from one of the search field select lists.

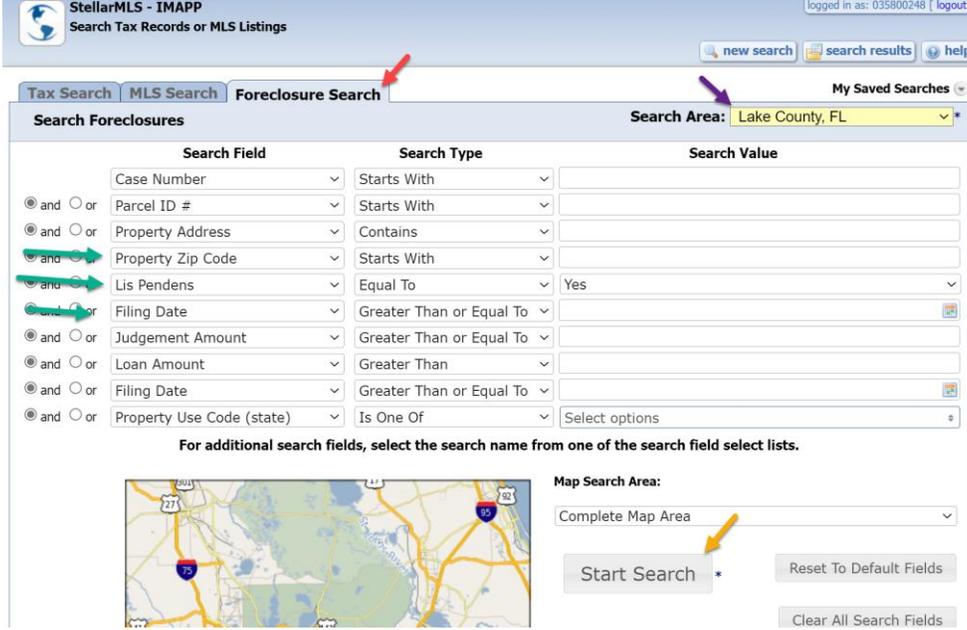
Map Search Area: Complete Map Area

Start Search Reset To Default Fields Clear All Search Fields

Foreclosure:

You can search foreclosure properties to target owners in pre-foreclosure who may have equity and have an interest in selling and preventing the final foreclosure judgment.

- You will select the Foreclosure tab at the top
- Select the County via the yellow drop-down in the upper right
- Use the drop-downs for search fields and select City or Zip Code
- Use the drop-downs for search fields and select Lis Pendens – (Equal to – Yes)
- Use the drop-downs for search fields and select Filing date –(Greater than or equal to) and select a date in the last 30-60 days as you want newer foreclosures



StellarMLS - IMAPP
Search Tax Records or MLS Listings

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new search search results help

Tax Search MLS Search **Foreclosure Search** My Saved Searches

Search Foreclosures Search Area: Lake County, FL

| | Search Field | Search Type | Search Value |
|----------------------------------|---------------------------|--------------------------|----------------|
| <input type="radio"/> | Case Number | Starts With | |
| <input type="radio"/> | Parcel ID # | Starts With | |
| <input type="radio"/> | Property Address | Contains | |
| <input checked="" type="radio"/> | Property Zip Code | Starts With | |
| <input checked="" type="radio"/> | Lis Pendens | Equal To | Yes |
| <input checked="" type="radio"/> | Filing Date | Greater Than or Equal To | |
| <input type="radio"/> | Judgement Amount | Greater Than or Equal To | |
| <input type="radio"/> | Loan Amount | Greater Than | |
| <input type="radio"/> | Filing Date | Greater Than or Equal To | |
| <input type="radio"/> | Property Use Code (state) | Is One Of | Select options |

For additional search fields, select the search name from one of the search field select lists.

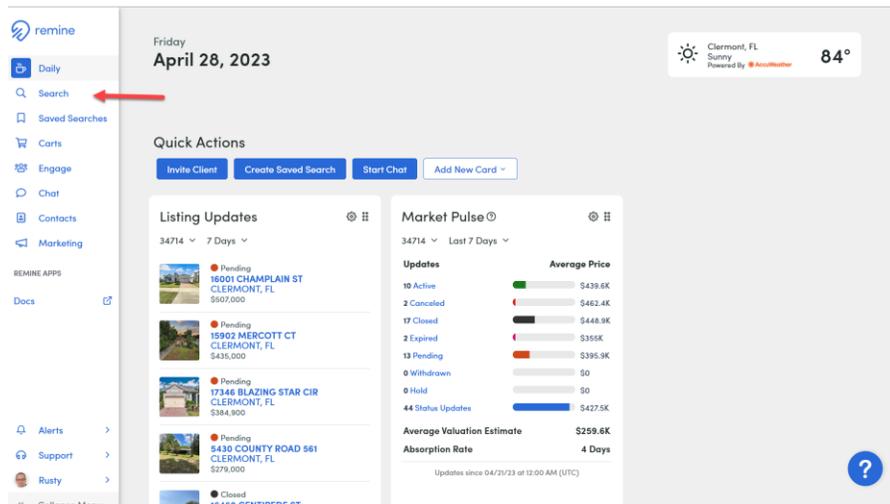
Map Search Area:
Complete Map Area

Start Search Reset To Default Fields
Clear All Search Fields

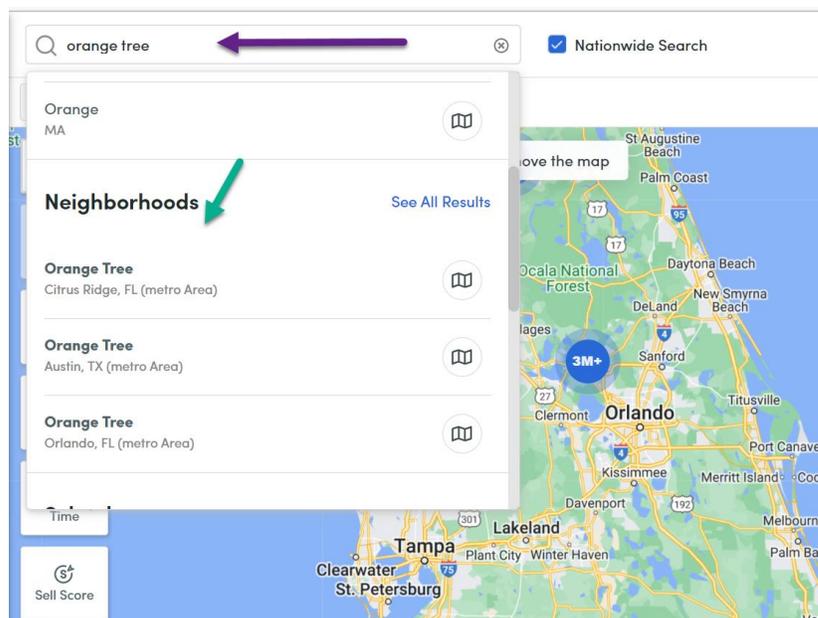
REMINI

Remine is a tool that uses real estate data and predictive analytics to assist you with marketing and farming customers, which can also lead to finding unlisted inventory.

- Remine allows you to target specific customers based on ownership, mortgage information, and other variable data.
- We can conduct searches using these variables to reach out to these customers as potential sellers while also locating unlisted inventory for a buyer.
- Access ReMine from your Stellar Central Workspace under your Products and Services Page
- When you open Remine you will want to begin under your search menu from the left side (see below)



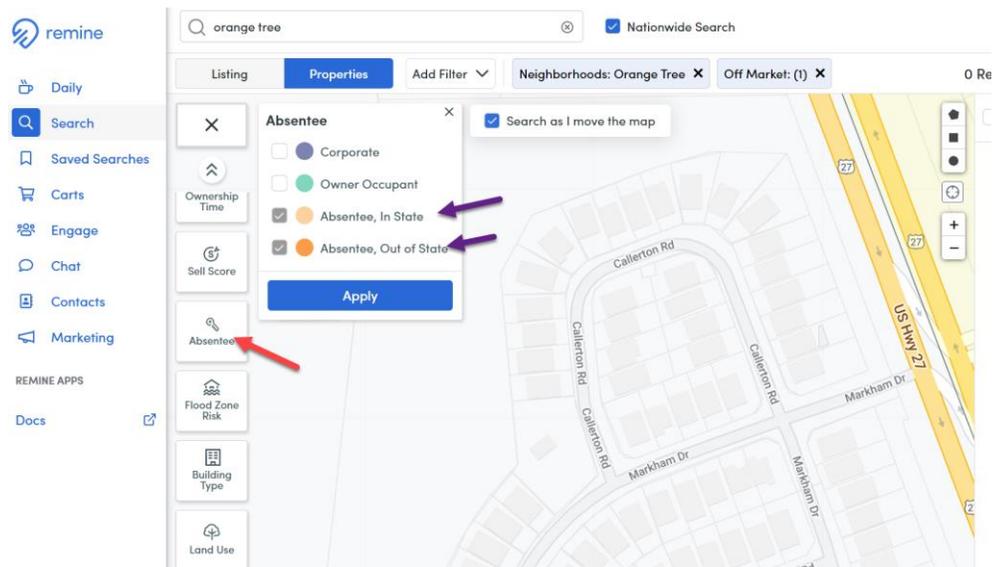
- From your search tab, choose the properties tab and then we will add filters
- Start by searching for a specific neighborhood or subdivision. Keep your area small (see below)



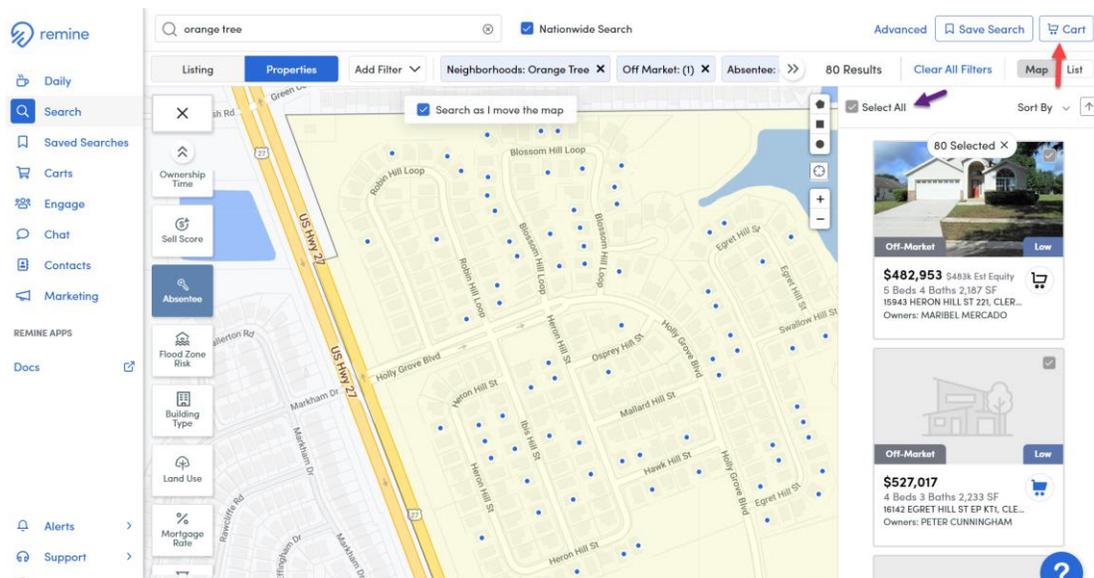
- Scroll down to neighborhood and click to select your desired neighborhood
- Click on add filter and select Off Market and choose the gray off market option

To Look for Absentee owners who may have an investment home to sell

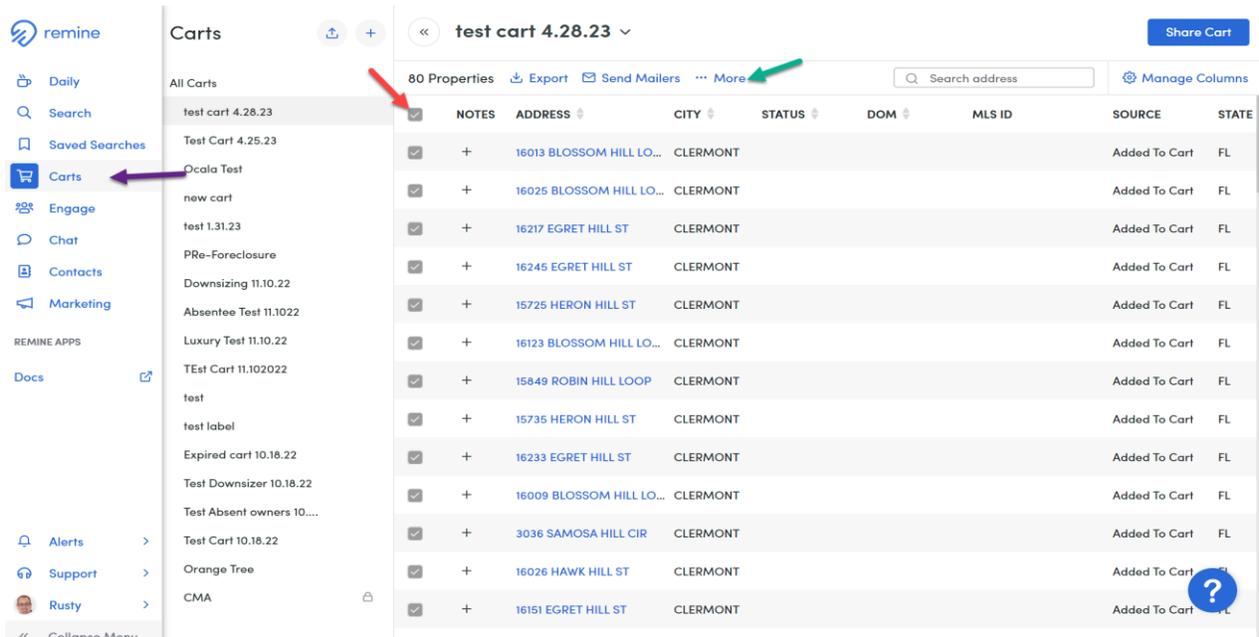
- Use the pre-selected filters on the map and choose Absentee and select In-State and Out of State (see below)



- Use the other filters and select building type (SFR, Condo, Townhome, etc)
- Add any other filters that match your buyers criteria
- Your results will appear as a list on the right side of your screen
- Choose the select all box (or select which properties you prefer) and select cart in the top right (see below)



- You can create a new cart by giving the cart a name and select add properties to cart
- From your left side menu, select carts
- Highlight the cart you wish to access and then select all properties within that cart if you wish to contact those homeowners
- You will then select the more option at the top (see below)



- Under the more option, select print mailing labels
- Choose property owner at mailing address and select label style and Print

To find homes that people have lived in for a long time and may want to sell or downsize

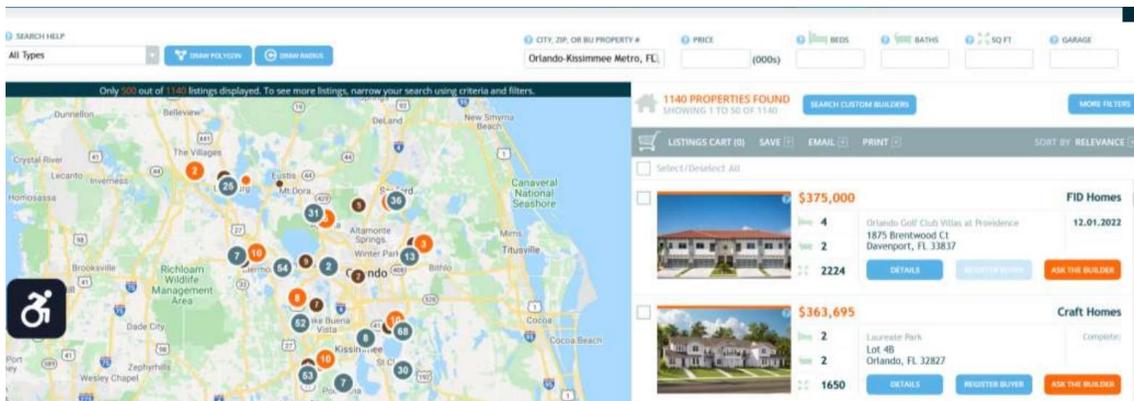
Very similar to our last search, just using some different criteria

- Use pre-selected filters and select ownership time ≥ 20 years
- Use the other filters and select building type (SFR, Condo, Townhome, etc)
- You may also want to add a filter for sell score (optional)
- Add any other filters that match your buyers criteria
- Your results will appear as a list on the right side of your screen
- Choose the select all box (or select which properties you prefer) and select cart in the top right (see below)
- You can create a new cart by giving the cart a name and select add properties to cart
- From your left side menu, select carts
- Highlight the cart you wish to access and then select all properties within that cart if you wish to contact those homeowners
- You will then select the more option at the top (see below)
- Under the more option, select print mailing labels
- Choose property owner at mailing address and select label style and Print

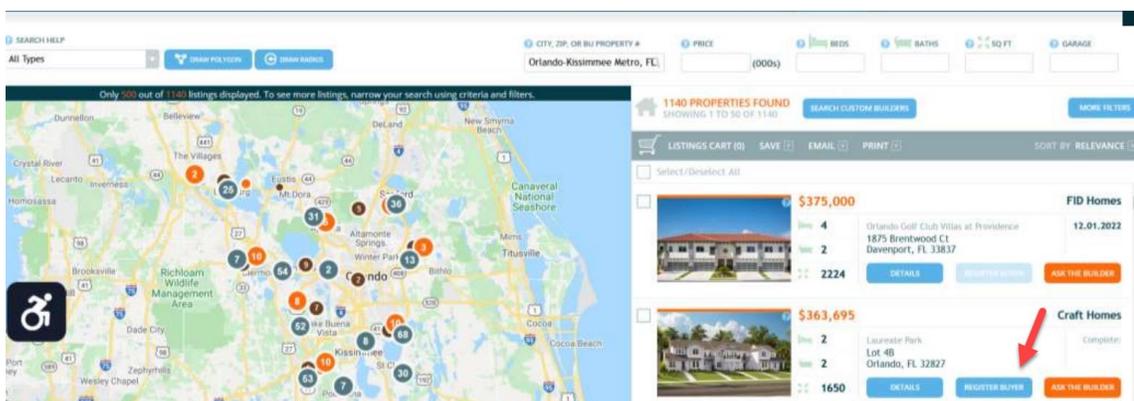
BUILDERS UPDATE

Builders Update is a New Construction search tool that allows you to search for new construction properties, register buyers and has tools to generate new buyer leads.

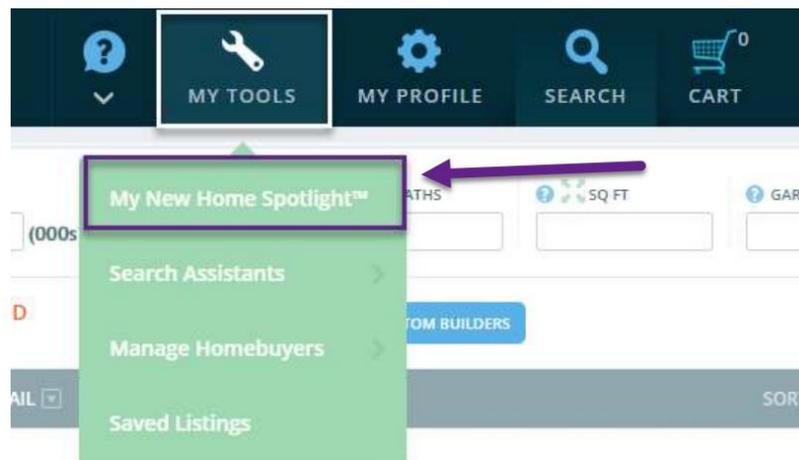
- Builders Update can be accessed from your Stellar Central Workspace under your Products and Services Page
- You can do a general search by entering criteria for your customer (see below)



- You can choose to register your buyer with a builder or property (see below)



- There is also a lead generation component that allows you to create a profile and generate a custom link that you can use on your social media, website, etc. to generate new buyer customers interested in New Construction properties. (see below)



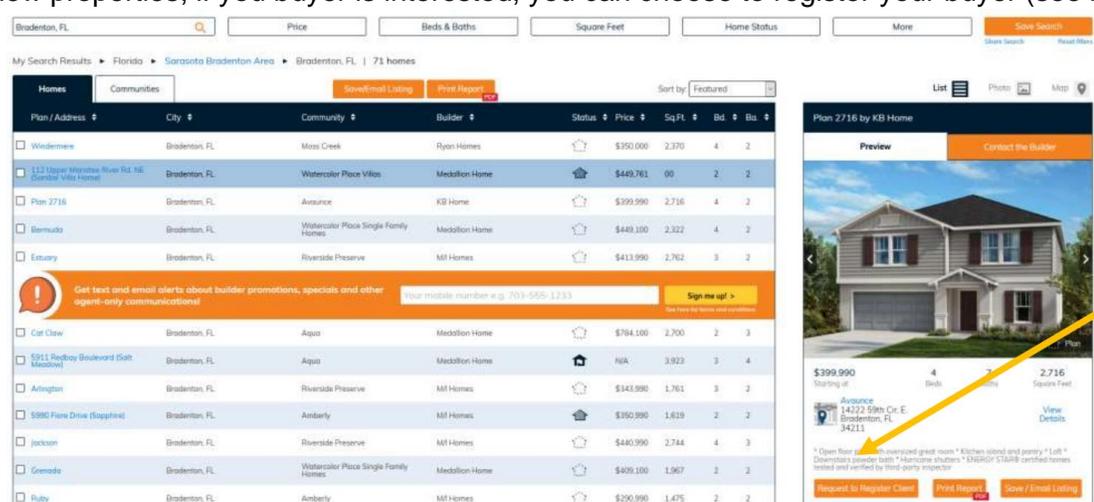
NEW HOME SOURCE PROFESSIONAL

New Home Source Professional has similar features to Builders Update. It allows you to search for New Construction properties, register buyers and generate leads from potential buyers. Not all builders are available in each product, so we offer you two options to give you the most access to new construction homes.

- New Home Source Professional can be accessed from your Stellar Central Workspace under your Products and Services Page
- You can search builders' inventory by entering your customer's criteria (see below)

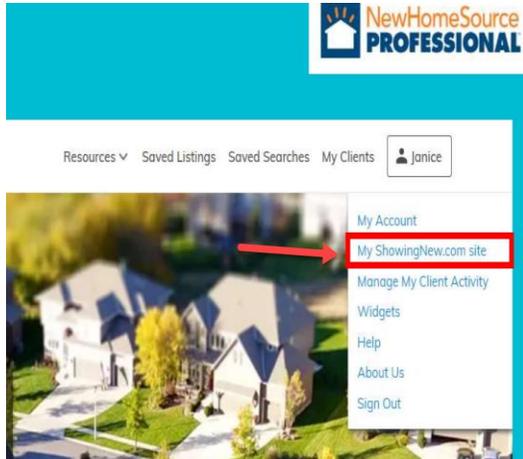


- As you view properties, if you buyer is interested, you can choose to register your buyer (see below)



| Plan/Address | City | Community | Builder | Status | Price | Sq Ft | Bd. | Bs. |
|---|---------------|--------------------------------------|----------------|--------|-----------|-------|-----|-----|
| Walden | Bradenton, FL | Mass Creek | Ryan Homes | | \$350,000 | 2,370 | 4 | 2 |
| 112 Upper Magnolia River Rd. NE (Bumble Bee Home) | Bradenton, FL | Watercolor Place Villas | Medallion Home | | \$449,761 | 00 | 2 | 2 |
| Plan 2716 | Bradenton, FL | Aurance | KB Home | | \$399,990 | 2,716 | 4 | 2 |
| Bermuda | Bradenton, FL | Watercolor Place Single Family Homes | Medallion Home | | \$448,100 | 2,322 | 4 | 2 |
| Estuary | Bradenton, FL | Riverside Preserve | MI Homes | | \$413,990 | 2,762 | 3 | 3 |
| Car Claw | Bradenton, FL | Aqua | Medallion Home | | \$784,100 | 3,700 | 2 | 3 |
| 5911 Rayboy Boulevard (Salt Meadows) | Bradenton, FL | Aqua | Medallion Home | | N/A | 3,923 | 3 | 4 |
| Arlington | Bradenton, FL | Riverside Preserve | MI Homes | | \$343,990 | 1,761 | 3 | 2 |
| 5990 Fawn Drive (Sagefield) | Bradenton, FL | Amberly | MI Homes | | \$392,990 | 1,639 | 2 | 2 |
| Jackson | Bradenton, FL | Riverside Preserve | MI Homes | | \$440,990 | 2,744 | 4 | 3 |
| Granada | Bradenton, FL | Watercolor Place Single Family Homes | Medallion Home | | \$409,100 | 1,967 | 2 | 2 |
| Ruby | Bradenton, FL | Amberly | MI Homes | | \$290,990 | 1,476 | 2 | 2 |

- You can create your profile and generate a custom link to share, which you can post to attract new potential buyers interested in new construction properties. You will need to set up some information in order to create a profile and use the link. (See below)



Customize My ShowingNew.com site

Account Details

See your new homes ShowingNew.com site at ~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.](#)

* * Designations: e.g. REALTOR®, GRE, CFP®

* Office Name: e.g. Coldwell Banker - Front Range

Phone *

Broker Website: e.g. <https://www.mybrokerwebsite.com>

Upload Image

Headshot

Brokerage Logo 

Home Page Background 

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](#)



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
<https://NewHomesByME@DobbinBuildersWebsite.com>

✓ COMPLETE!

Step 2

Upload or Confirm your logo

150px x 50px



✓ COMPLETE!

Step 3

Upload or Confirm your photo

150px x 200px

✓ COMPLETE!