



Maximizing Your Listing Exposure

Course overview

- Matrix Share Link & Social Media
- Reverse Prospecting
- Cloud CMA
- Down Payment Resource
- Virtual Tour Options
- Open House Options
- ShowingTime



Maximize Your Listing Exposure

Matrix™



Matrix™
MLS system



Cloud CMA
Branded CMAs



Down Payment Resour...
Down payment programs



MATRIX LISTING SHARE FEATURE

Share a direct link of your listing(s) from Matrix.

Active Listings
Sold within 6 months

Simply - **Click, Copy, Paste & SHARE!**



MATRIX LISTING SHARE FEATURE



MY MATRIX |

SEARCH |

STATS |

TAX |

LINKS |

FINANCE |

ADD/EDIT |

MARKET REPORTS

 My Listings  

My Active Listings (1)

 My Listings (1)

Show

Search:

 [Click here](#)

[Previous](#) · [Next](#) · 1 of 1 · [Checked 1](#) · [All](#) · [None](#)

<input checked="" type="checkbox"/>							ML #	Prop Type	Status	County	Subdivision
<input checked="" type="checkbox"/>							J907808	RESI	ACT	Charlotte	PUNTA GOR

 Edit

 Manage Photos

 Manage Attachments

 Share

 Reverse Prospect



MATRIX LISTING SHARE FEATURE

 My Listings (1)

Show Search: [Click here](#)

Previous · Next · 1 of 1 · Checked 1 · All · None

<input checked="" type="checkbox"/>					ML #	Prop Type	Status	County	Subdivision		
<input checked="" type="checkbox"/>							1907808	RESI	ACT	Charlotte	PUNTA GOR

 Edit  Manage Photos  Manage Attachments  Share  Reverse Prospect 

 Share Listing Link

Use this hyperlink to share this listing on the web:

English: <https://stellar.mlsmatrix.com/matrix/shared/5nbbvksKWv/907NHASTI>

Español: <https://stellar.mlsmatrix.com/matrix/shared/5nbbvksKWv/ES/907NHA>

MATRIX LISTING SHARE FEATURE

Example Facebook



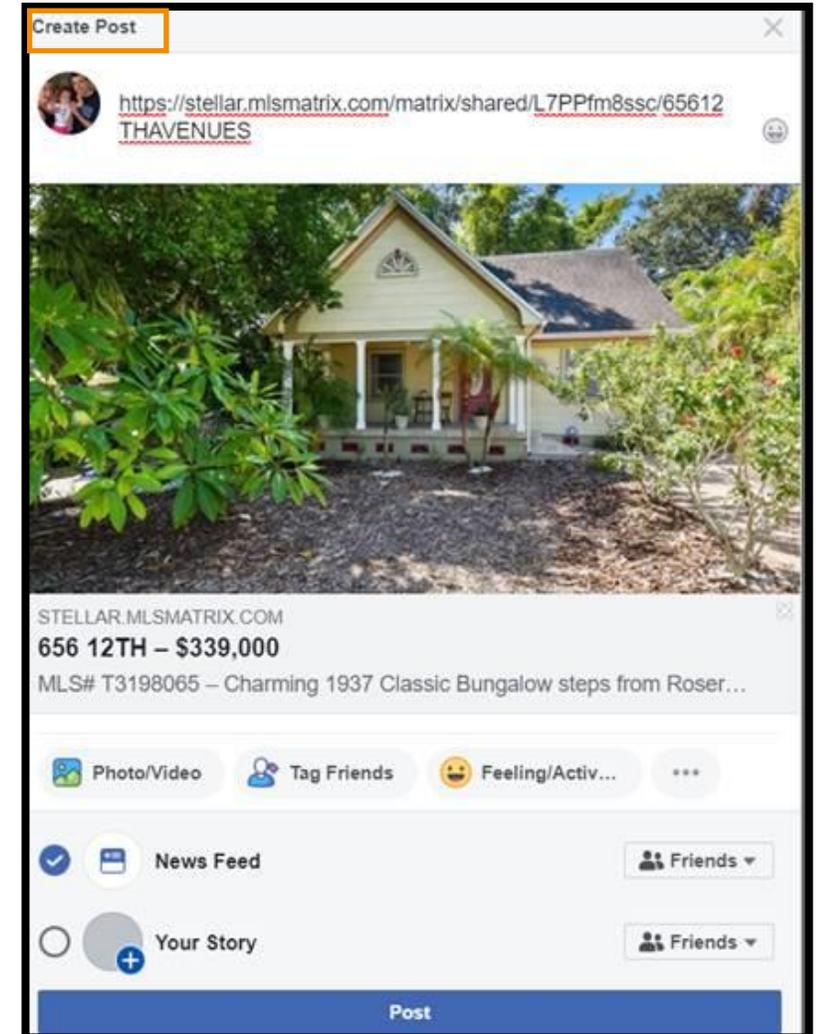
Share Listing Link

Use this hyperlink to share this listing on the web:

English: <https://stellar.mlsmatrix.com/matrix/shared/5nbbvksKWv/907NHASTI>

Español: <https://stellar.mlsmatrix.com/matrix/shared/5nbbvksKWv/ES/907NHA>

Copy and Paste the Link/s where in Social Media Platforms





Reverse Prospecting

Reverse Prospecting Steps

1: Locate *My Active Listings*

My Listings (3)
Show My Active Listings

Previous Next · 1-3 of 3 · Checked 0 · All

									ML #
<input type="checkbox"/>									
<input type="checkbox"/>									059
<input type="checkbox"/>									058
<input type="checkbox"/>									058

2: Select **ONE** Listing Then *Reverse Prospect*

My Listings (3)
Show My Active Listings Search: -- MLS # -- [Click here to run this as a Full Search](#)

Previous Next · 1-3 of 3 · Checked 1 · All · None Display Cross F

					ML #	Prop Type	Status	County	Subdivision Name	Current Price
<input checked="" type="checkbox"/>										
<input type="checkbox"/>						LAND	ACT	Seminole		\$
<input type="checkbox"/>						LAND	ACT	Osceola		\$

Edit Manage Photos Manage Attachments Share **Reverse Prospect** Email Print Directions

Reverse Prospecting Steps

3:

Reverse Prospect Results for 05900978

These agents each have a contact who has received this listing. Click the agent name to email them about your listing. They can identify the contact via the Reference # by looking it up on their Contacts page. Count is the total number of listings each contact has been sent.

730 W YALE ST, ORLANDO

Agent	Ref #	Pre-approved?	Count	Date Sent	Email	Office Name
Julie	51002	<input checked="" type="checkbox"/>	15	10/22/2020		
Raina	71381	<input checked="" type="checkbox"/>	130	10/22/2020		

- **Agent** – This is where you are able to see other Agent/s that have sent your listing to their customers through the Customer Portal.
- **Ref#** - Every one of your contacts is assigned a Reference #.
- **Pre-Approved?** - As you add contacts to your MLS please indicate if the

Reverse Prospecting Steps

4: Reverse Prospect Results for O5900978

These agents each have a contact who has received this listing. Click the agent name to email them about your listing. They can identify the contact via the Reference # by looking it up on their Contacts page. Count is the total number of listings each contact has been sent.

730 W YALE ST, ORLANDO

Agent	Ref #	Pre-approved?	 Count	 Date Sent	 Email	Office Name
Julie	51002		15	10/22/2020 		
Raina	71381		130	10/22/2020 		

- **Count** – Indicates the number of customer that viewed your listing.
- **Date Sent** – The sent date of the email to the Customer Portal.
- **Hearts, Light Bulb or Trash Can** – **Heart** indicate **really like** a properties, **Light Bulb** indicated **Possibility** and **Trash Can** indicates **Discard**.

Reverse Prospecting Steps

5: Reverse Prospect Results for O5900978

These agents each have a contact who has received this listing. Click the agent name to email them about your listing. They can identify the contact via the Reference # by looking it up on their Contacts page. Count is the total number of listings each contact has been sent.

730 W YALE ST, ORLANDO

Agent	Ref #	Pre-approved?	Count	Date Sent	Email	Office Name
Julie	51002	<input type="checkbox"/>	15	10/22/2020		
Raina	71381	<input type="checkbox"/>	130	10/22/2020		

➤ **Agent** – Click on Agent to directly email the Buyers agent for prospecting.

Reverse Prospecting Steps

6: Email Julie [redacted] about Your Listing: O590 [redacted]

Customize your message to Julie [redacted] here. A link to your listing will be appended to your message automatically.

730 W [redacted]

- By clicking **Agent** the details will show up in the Buyers agent email regarding the selected property.
- You will **not** know the Buyers agent customers information or vice versa.

From: [redacted]

To: "Julie [redacted]"

Bcc me a copy of this message.

Language: English ▾

Subject: Reverse Prospecting Enquiry: Listing O590 [redacted]

Email Body:

Characters Remaining: 4000

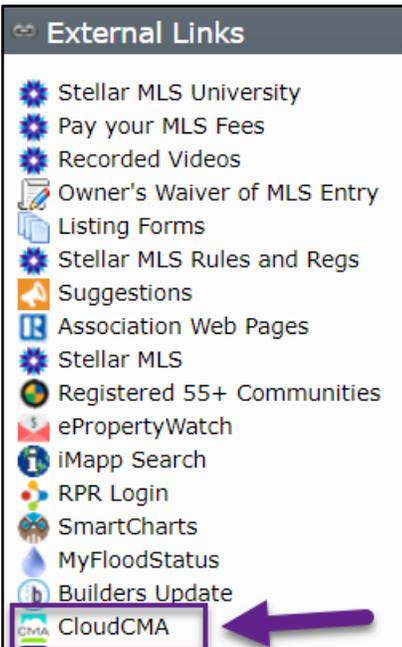
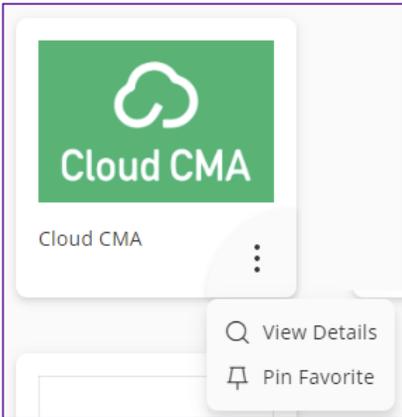
Signature:



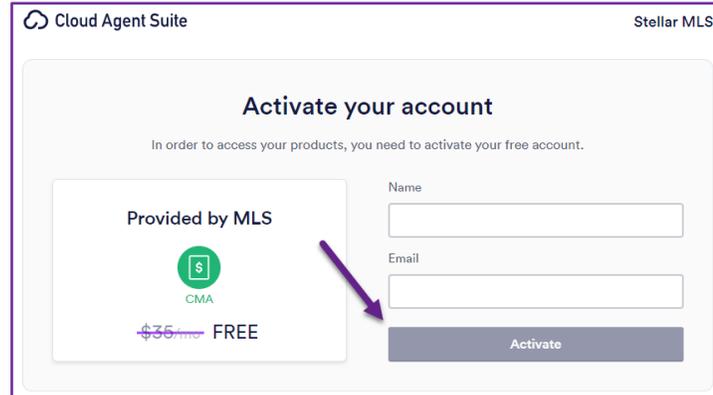
Check out our CMA classes

Activating Your Free Cloud CMA Account

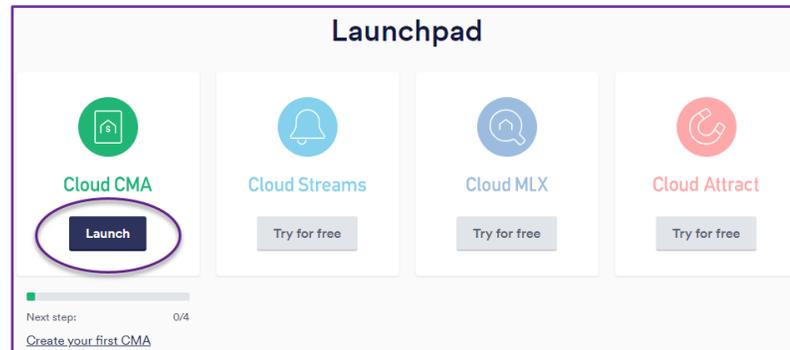
Step 1 From **Stellar MLS Central** or **External Links Widget**, click on



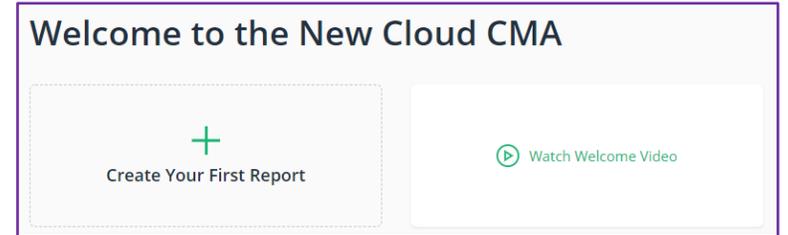
2 Complete Name and Email and click **“Activate”**



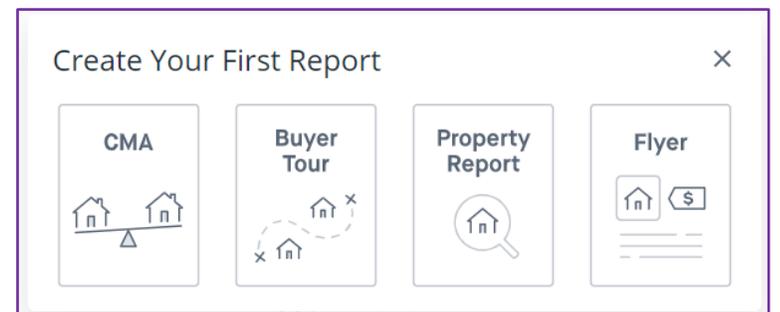
3 From the **Launchpad**, click the **Launch** button to launch Cloud CMA.



4 Click **“Create Your First Report”**



5 Select the type of report you want to create



CLOUD CMA LEAD GENERATION

Cloud CMA Buyer Tour Property Flyer

Recent Reports

[+](#)
Create New Report

Report Type	Report Name	Address	View PDF	Date	Actions
Flyer	Stebbins Flyer	233 Stebbins Ter SE Port Charlotte, FL 33952	View PDF	8/5/2019	Edit
Buyer Tour	Test	13 Properties Port Charlotte	View PDF		Play Slideshow

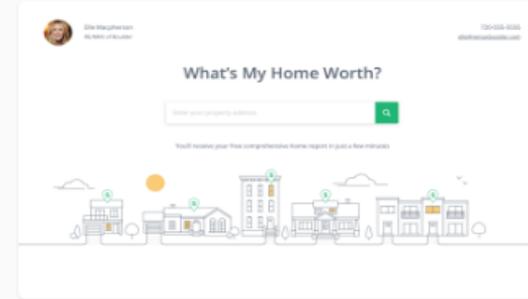
- Account Settings
- Custom Pages
- Lead Generation**
- Learning Resources
- Support Center
- Launchpad

CLOUD CMA

“What’s My Home Worth” Landing Page

Your Landing Page

Generate leads with your "What's my home worth?" landing page



[View Landing Page](#)

[Copy Link](#)

Notification

Automatically email a finished report to all of your web leads

If you uncheck this box, your web lead will not be sent an email, but you will still be notified via email.

[Update](#)

Share



Embed



Facebook



Twitter



Pinterest

CLOUD CMA PROPERTY REPORTS

06016903 1728 CHALLENGER AVE, DAVENPORT, FL 33897

County: Polk

Subdiv: POLO PARK ESTATES
Beds: 3
Baths: 2/1
Pool: None
Property Style: Single Family Residence
Total Acreage: 0 to less than 1/4
Garage: Yes **Attch:** Yes **Spchs:** 2
Garage/Parking Features: Driveway
LP/SqFt: \$142.31
New Construction: No
Total Annual Fees: 1,680.00
Average Monthly Fees: 140.00
Flood Zone Code: x

Status: Active
On Market Date: 04/09/2022
List Price: \$299,000
Year Built: 1996
Special Sale: Short Sale
ADOM: 4
CDOM: 4
Pets: Breed Restrictions
Carport: No **Spchs:**
Heated Area: 2,101 SqFt / 195 SqM

1 / 48

[Virtual Tour 1: Click Here](#)

Short Sale. Investor special, handyman special, motivated buyer special, COME ONE COME ALL!!! This wonderful property is located within a 55 Beautifully Maintained GOLFING COMMUNITY. This 3 bedroom, 2 1/2 bath home is located in the popular and active community of Polo Park. As you enter, the spacious dining and living areas reveal this home's potential. With a little TLC and elbow grease you can make this house your own. Enjoy the memories around the eat in kitchen with it's abundance of counters and cabinets. Enjoy the view from the back porch. This is a great feature of this community with the bonus of NO REAR YARD. Ultra modern interior. Great location. Best location.

Actions Refine Save Carts

Criteria Email Print CMA Directions Stats Export Quick CMA **Cloud CMA** ShowingCart Custom

Select the listing(s) and click the Cloud CMA Button.

OR

CMA Buyer Tour Property Flyer

Create Property Report

Criteria > Listings > Customize > Publish

Name the Report

Client

Private Notes

Private notes don't appear in the report

Address or MLS Number

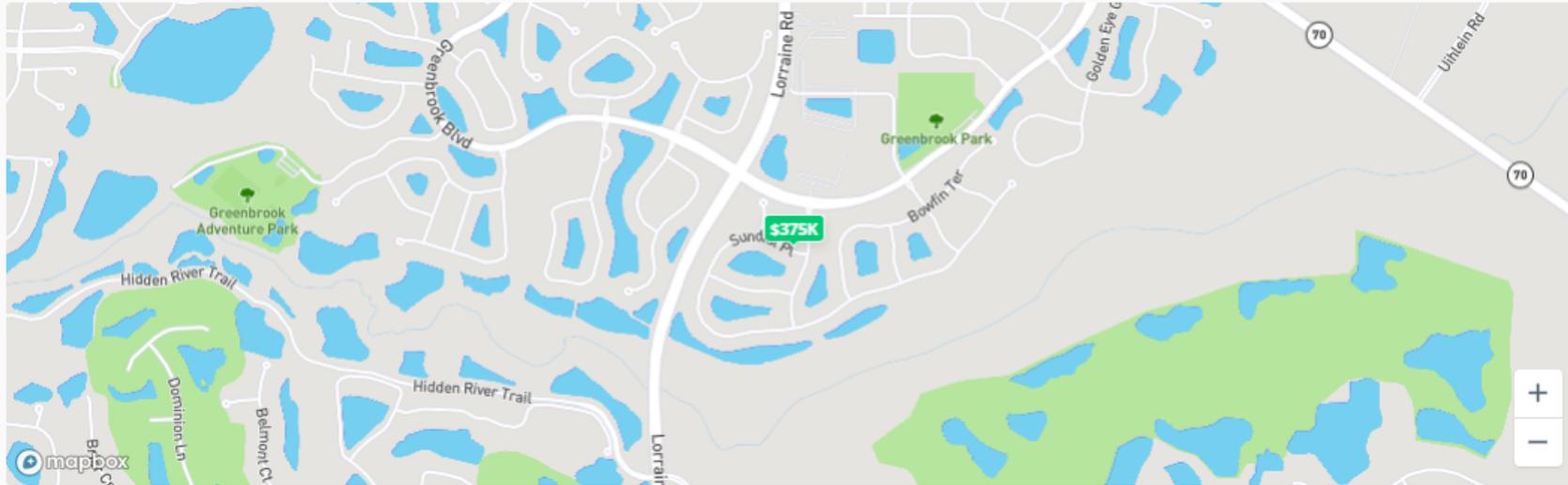
Fetch Listings

From the Cloud CMA "Property" tab, enter the MLS number(s) manually.

Organize Listings

Criteria > Listings > Customize > Publish

Customize Report



Listings

Sort Listings

Include All Exclude All

14210 Sundial Pl Lakewood Ranch, FL 34202 4 Bds • 3.00 Ba • 2337 sqft • 2006	\$375,000	<input checked="" type="checkbox"/>
---	-----------	-------------------------------------

Summary of Listings

Active: 1

Summary of Prices

Low:	\$375,000
Median:	\$375,000
Average:	\$375,000
High:	\$375,000

Customize Report

Customize Property Report

Criteria > Listings > Customize > Publish

[Publish Report](#)

Additional Content

Standard

- More listing photos (all the rest)
- Schools
- Comparables
- On-line valuation estimate
- Down payment resources
- My ratings and reviews on Zillow
- RealSatisfied agent ratings
- RatedAgent rating
- Reach150 reviews
- Testimonial Tree reviews

[Custom Pages](#)

Your Property Report



Theme 
Teal & Burgundy



Layout
Photo with map



Template
Default Template



Cover
No Cover



Font
Default Font



Include Illustrations

Title page

Property Report [Edit](#)

Contact me

Listing

Listing photos (first dozen on one page)

Area restaurants

CLOUD CMA PROPERTY REPORTS

Property Reports


Create Property Report

 **Test Customer** ...

Property Address

[View PDF](#) a moment ago [Edit](#)

CLOUD CMA FLYERS

06016903 1728 CHALLENGER AVE, DAVENPORT, FL 33897

County: Polk

Status: Active
On Market Date: 04/09/2022
List Price: \$299,000
Year Built: 1996
Special Sale: Short Sale
ADOM: 4
CDOM: 4
Pets: Breed Restrictions
Carport: No **Spcs:**

Heated Area: 2,101 SqFt / 195 SqM

Subdiv: POLO PARK ESTATES
Beds: 3
Baths: 2/1
Pool: None
Property Style: Single Family Residence
Total Acreage: 0 to less than 1/4
Garage: Yes **Attch:** Yes **Spcs:** 2
Garage/Parking Features: Driveway
LP/SqFt: \$142.31
New Construction: No
Total Annual Fees: 1,680.00
Average Monthly Fees: 140.00
Flood Zone Code: x

1 / 48

[Virtual Tour 1: Click Here](#)

Short Sale. Investor special, handyman special, motivated buyer special, COME ONE COME ALL!!! This wonderful property is located within a 55+ Beautifully Maintained GOLFING COMMUNITY. This 3 bedroom, 2 1/2 bath home is located in the popular and active community of Polo Park. As you enter the gracious dining and living areas reveal this home's potential. With a little TLC and elbow grease you can make this house your own.

Actions: Refine Save Carts

Criteria Email Print CMA Directions Stats Export Quick CMA **Cloud CMA** ShowingCart Custom

Select the listing(s) and click the Cloud CMA Button.

OR

Create Flyer

Criteria > Listings > Customize > Publish

Name the Report

Client

Test Customer

Private Notes

Private notes don't appear in the report

Address or MLS Number

A4409300

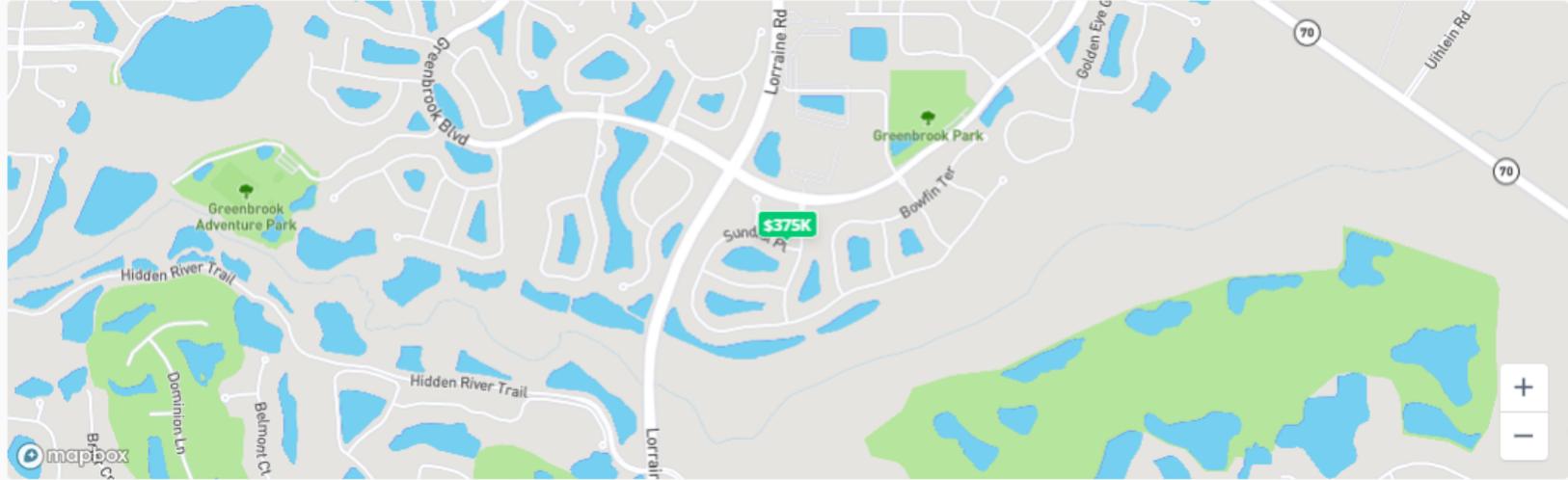
Fetch Listings

From the Cloud CMA "Flyer" tab, enter the MLS number(s) manually.

Organize Listings

Criteria > Listings > Customize > Publish

Customize Flyer



Listings

Sort Listings Select Sort Option ▾

Include All Exclude All

14210 Sundial Pl Lakewood Ranch, FL 34202 \$375,000
4 Bds • 3.00 Ba • 2337 sqft • 2006 Active Details ▾

Customize Flyer

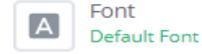
Summary of Listings

Active: 1

Summary of Prices

Low:\$375,000
Median:\$375,000
Average:\$375,000
High:\$375,000

Your Flyer



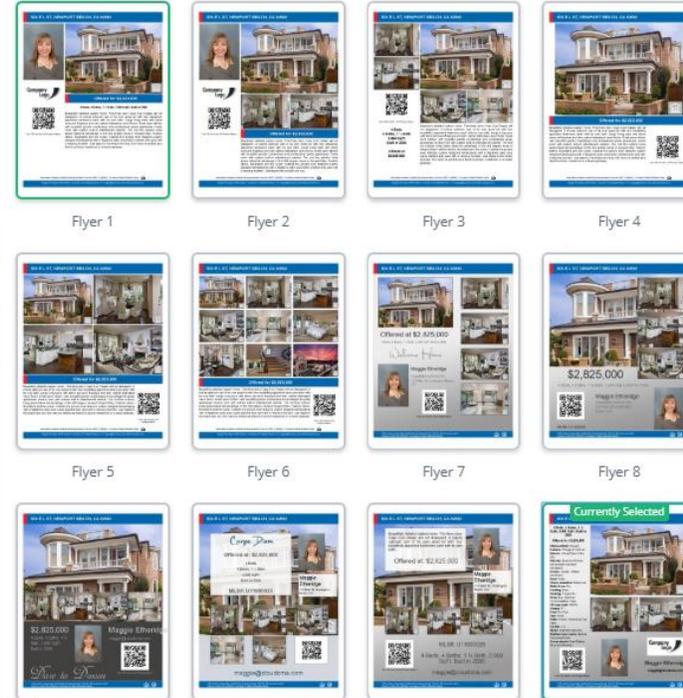
Be sure to comply with Florida Advertising Rules when choosing flyer layouts.

Flyers should contain your name, brokerage name and be IDX compliant.

Customize Flyer

Criteria > Listings > Custom Layout

Your Flyer



Records
Building Area Total: 3139
Community: Deed
Restrictions: Golf Irrigation

CLOUD CMA FLYERS



Flyers

+
Create Flyer

Flyer	Test Customer	...
	Property Address	2
View PDF	a moment ago	Edit



ACCESSING DOWN PAYMENT RESOURCE FROM STELLAR CENTRAL

The screenshot displays the StellarMLS interface. On the left is a navigation sidebar with a search bar and a list of 'PINNED FAVORITES' including Matrix™, iMap, Realist, TransactionDesk, and Showingtime. Below these is a 'Show More' button. The 'NAVIGATION' section includes 'Home', 'Products & Services' (highlighted with a red box and a purple arrow pointing to it), 'Association Resources Sample', and 'My MLS Account'. The main content area is titled 'Connect With Customers' and features six service cards: 'Down Payment Resource' (highlighted with a red box and a purple arrow pointing to it), 'ePropertyWatch' (with CoreLogic logo), 'RateMyAgent', 'RatePlug', 'ListHub', and 'Homes.com'.

WELCOME TO DOWN PAYMENT RESOURCE®

Add your free Down Payment Connect lead-gen page to your website, email and social media!

Here is your landing page:

<https://www.workforce-resource.com/dpr/pmt/MFRMLS/Your Personal Link here>

Down Payment Connect

Marketing Resources

DPR on Your IDX Site

Client Search

DPR Blog

DPR Pricing Tool

Manage Client Accounts

DPR Reports

Search Programs by Name

View Saved Searches

DPR Education



Tweets by @dwnpmtresource



Find out what #downpayment programs are in your area!
downpaymentresource.com/are-you-eligib...



Find Down Payment...
Down Payment Reso...
downpaymentresourc...



Aug 10, 2019

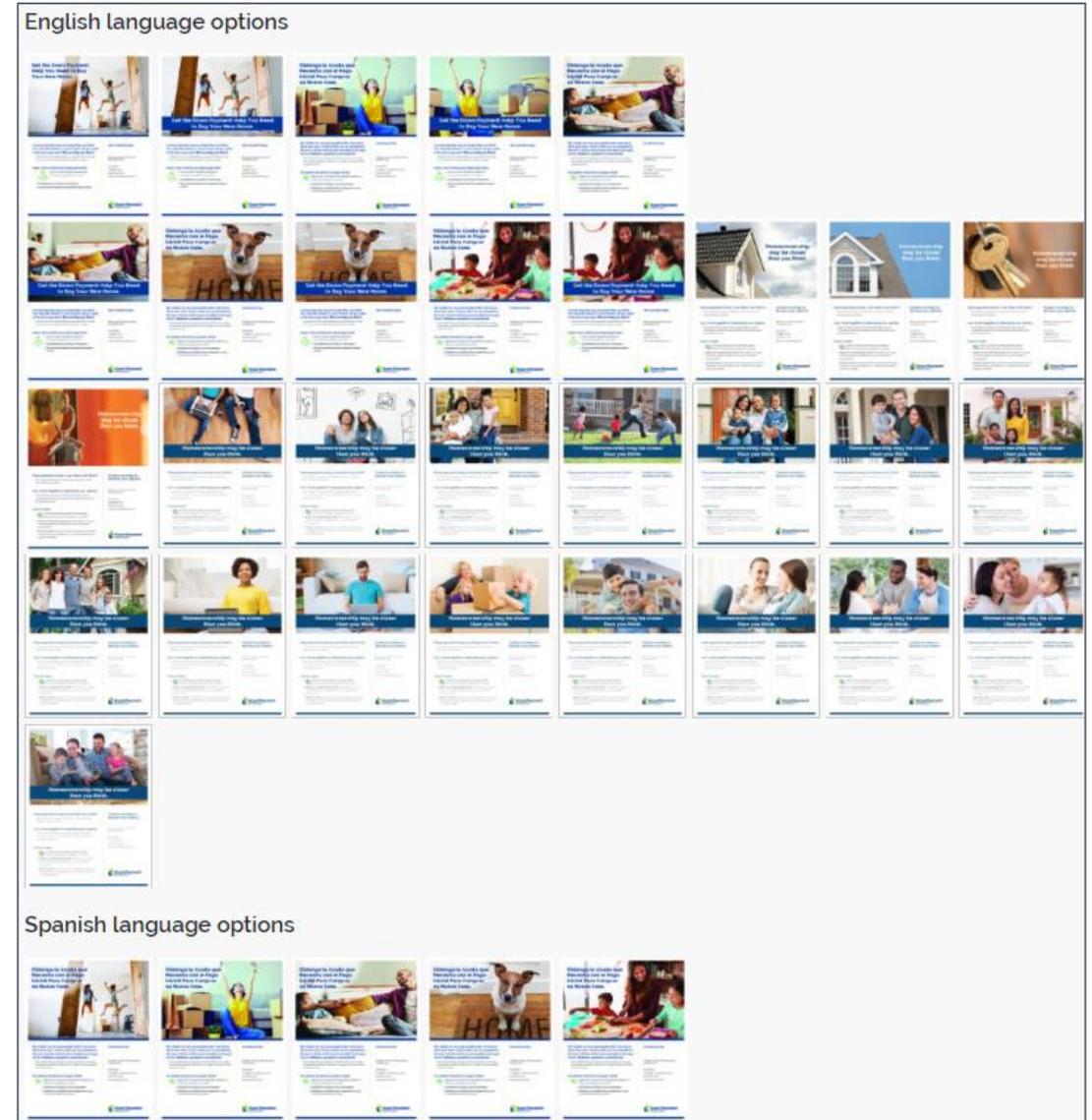
Embed

View on Twitter

DOWN PAYMENT CONNECT MARKETING RESOURCES

Customizable Flyers

- Download and add your contact information
- Print or upload to your website and/or share on social media
- Available in English and Spanish



Virtual Tours



PROPERTY PANORAMA



Creates Free Virtual Tour with first 5 photos entered for your listing.
Remember—You can have up to 100 photos for each listing!



Marketing Links and Information	
Create Free Automatic Virtual Tour Y/N	Virtual Tour Link 1
<input type="button" value="Yes"/> <input type="button" value="No"/>	<input type="text"/>
	Virtual Tour Link 2
	<input type="text"/>

As a Stellar MLS Member Benefit, your listing has received a FREE Property Panorama InstaView Portfolio. Unbranded Virtual Tours, displaying the first 5 images, have been generated for all of your active listings in the MLS.

Here is the link to your current Lite Unbranded Virtual Tour. (For use on MLS)

<https://www.propertypanorama.com/instaview/stellar/>

Here is the link to the Branded Virtual Tour available with an upgraded subscription, for use anywhere outside of the MLS .

<https://www.propertypanorama.com/instaview-elite/stellar/>

PROPERTY PANORAMA



Upgraded packages are available

Enhanced

Branded and Unbranded Tours with all of your MLS photos.

Every MLS Photo
\$1.99 Listing/Month

Premium

Branded Tours, Videos, Flyers, Lead Management, Custom Themes, and More!

Unlimited Photos
\$4.99 Listing/Month

Elite

The Entire InstaView Suite for all of your listings!

The best value with no restrictions!

Unlimited Photos
\$7.99 Agent/Month
or \$87.89 Agent/Year
a one month savings!



Stellar MLS has teamed up with RealBiz 360 to provide customers with a completely integrated marketing system for the creation of Virtual Tours and YouTube Videos (Gold Plan).

Virtual Tours are syndicated to major search engines, Realtor.com® and social media networks.

Features:

- Listing images and data auto-populated from the MLS system to Realbiz Media.
- Fast and easy creation of virtual tours and (Gold Plan) YouTube videos.
- Automatic syndication.
- Complete customization: branding, music, transitions.
- Online panorama creation from digital photos.
- IDX and Branded Tours links created.
- PC, Mac and mobile compatible.
- Full suite of marketing tools: professional flyers, e-postcards, reports and QR codes.



Silver

Sign Up for a Virtual Tour Silver Account.

Per Tour Program.

- Only pay for the Tours that you create.
- Automatic Population of your MLS Listing Data and Images into the RealBiz360 system.
- 30 Photos per Tour.
- Automated Media Tour Creation - Branded and IDX.
- Automatic Tour link Distribution to Major Search Engines and REALTOR.com®.
- Unlimited CD Tours.
- Upgrade to Full Gold program.

Only \$2.00 Per Tour Creation

Click here to Sign Up 

Gold

Sign Up for a Virtual Tour Gold Account.

Unlimited Tour Program.

- Unlimited Virtual Tours.
- Automatic Population of your MLS Listing Data and Images into the RealBiz360 system.
- Unlimited Photos Per Tour.
- Add full 3D Panoramas to your Listings.
- Automated Media Tour Creation - Branded and IDX.
- Automatic Tour link Distribution to Major Search Engines and REALTOR.com®.
- iVuShare Option - Unlimited YouTube Videos with automatic posting to YouTube and Linking to Facebook and Twitter.
- Full Suite of Marketing Tools: Flyers, ePostcards, CD Tours, and Reports.

Only \$9.00 Per Month

Click here to Sign Up 

Virtual Open House

HOMESNAP – Look for Homesnap classes

Host a
**Virtual
Open
House**
with
Homesnap Pro



HOMESNAP STORIES



Create

Homesnap Stories with real estate themed stickers, music, and text.



Easily share

your Homesnap Stories on Facebook and Instagram.



Host

all your live open house links on Homesnap.

★ **NEW FEATURE!**

Create Homesnap Stories with Real Estate-themed Stickers, Music, and Text

Accessing Remine From Stellar Central

The screenshot displays the StellarMLS interface. On the left is a sidebar with the StellarMLS logo, a search bar, and navigation options. The main area is titled 'Market & Listing Data' and contains several service tiles. The 'Products & Services' menu item in the sidebar is highlighted with a purple box and a purple arrow. The 'Remine' tile in the top right of the main area is highlighted with a red border and a purple arrow pointing to it.

StellarMLS

Search

PINNED FAVORITES

- Matrix™
- Cloud CMA
- Down Payment Resou...

NAVIGATION

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

Market & Listing Data

- Cloud CMA**
Branded CMAs
- Data Co-op™**
Property reports
- iMAPP**
Public records
- Remine**
Predictive analytics
- REtechnology™**
Real estate tech
- SmartCharts**
Market statistics

REMINE – Create Live Open House

The screenshot displays the Remine real estate listing interface. On the left is a navigation sidebar with options like Daily, Search, Saved Searches, Carts, Engage, Chat, Contacts, and Docs. The main content area is divided into several sections:

- Property Overview:** Includes a circular profile picture, MLS ID (OC20058342), status (Active, 5 DOM), price (\$609,000), HOA (\$360 Monthly), and estimated equity (\$434,679).
- Specs:** A table showing 2 Beds, 3 Baths, and 1202 Sq Ft.
- Address:** 153 FLEURANCE ST, LAGUNA NIGUEL CA 92677, Condominium (Residential).
- Ownership:** Owned by Woods Arlene Kay Tr & K, Woods Family Tr for 8.5 years.
- Action Buttons:** A prominent blue 'Create Live Open House' button, along with 'Add to Cart', 'Share', 'Print', 'Schedule Tour', 'CMA', and 'Create Transaction' buttons.
- Listing Details:** A large photo of a scenic view from the property, with tabs for Listing Details, Valuation, Public Record, Schools, and More. Below the photo is a 'Remarks' section with tabs for Public, Agent, and Showing Instructions. The remarks describe panoramic views, a large patio, and various amenities like a pool, spa, and clubhouse.
- Agents:** A section for listing agents.

Create a Live Open House via the Property Details page



- Scheduling a showing through is fast and easy!
- Create buyers tours.
- Get SmartRoute suggestions.
- There's an app for agents and buyers

Welcome TAMARA WATERS
Property: 4703 4TH AVENUE DRIVE E,
Return to listings

Powered by ShowingTime
Tell us a little more Submit

Listing Details



Address: 4703 4TH AVENUE DRIVE E
BRADENTON, FL 34208
Listing ID: A4478747
Price: \$399,900
Status: ACTIVE
Appt Type: View Instructions to Schedule
[Send Message to Listing Agent\(s\) >](#)

My Profile



First Name: TAMARA
Last Name: WATERS
Company: STELLAR MLS
State License:

[Change Showing Agent](#)

Please send me appointment confirmations for this listing by:

Email:

Phone Call:

Text Msg:

COVID-19: Due to concerns about COVID-19 and as a courtesy to all parties, please do not schedule or attend showings if anyone in your party exhibits cold/flu-like symptoms or has been exposed to the virus.

[Click here to view Terms and Conditions](#)

Agree to the Terms and Conditions above for using this service.

[Cancel](#) [Schedule a Single Showing](#) OR [Add to ShowingCart®](#)



New! Configure Your Listings for Virtual Showings.

You now have more control over how showings are conducted and can easily communicate appointment information with three new configuration options. [Learn More.](#)

- **In-Person and Virtual Appts**
This allows for the buyer's agent to request either in person or virtual showings, so they have the choice to see your listings however they are comfortable with.
- **Virtual Appts Only**
This will restrict your listings to virtual showings only, and the buyer's agent will not be able to view your listings through an in person appointment.
- **In-Person Appts Only**
Only appointments conducted in person will be allowed on your listing. The buyer's agent will not be able to select a virtual showing when requesting an appointment on your listings.

Look for our ShowingTime class!



- Upcoming -

TECHNOLOGY TRAINING CLASSES



LEARN
MORE



StellarMLS



Stellar MLS Account

My Stellar MLS Account

Make a Payment

My Profile

Class Sign Up

Class History

Customer Support