Searching for New Construction Homes? Learn to Leverage Matrix, Builder's Update & NewHomeSource Professional:

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In this class, we will focus on how to search for new construction properties using three products included with your MLS subscription: Matrix, Builder's Update, NewHomeSource Professionals.

What is New Construction?

Understanding the difference between new construction property condition.

- Completed
    - ☐ means issuance of a certificate of occupancy, whether temporary or otherwise, that allows for occupancy or use of the entire building or improvement, or an equivalent authorization issued by the governmental body having jurisdiction. In jurisdictions where no certificate of occupancy or equivalent authorization is issued, the term means substantial completion of construction, finishing, and equipping of the building or improvement according to the plans and specification.
- Pre-Construction
    - ☐ The listing is for a specific lot with a specific structure that could be built for a specific list price however construction has not begun. (Updated 11/2015)
    - ☐ Pre-construction homes may be listed under the Residential property type under the following conditions:

        1. **A**. The list price must include the price of the residential structure and the lot.
        2. **B**. Pre-construction must be selected from the Construction Status field.
        3. **C**. The first words in the Public Remarks field must say "Pre-Construction. To be built."
        4. **D**. The first photo must be an image of the model offered or an artist rendering. If the image is different from the actual model, disclosure must be made in the Public and Realtor Only Remarks.
        5. **E**. The Realtor Remarks must include a breakdown of when the commissions are to be paid.
        6. **F.** If there is no contractual agreement in place between the seller listing vacant land and a builder that grants the builder an interest in the property, the listing may not be entered.

- Under Construction

  - ☐ The listing is for a specific lot and specific structure where ground has broken but construction is not complete, and a Certificate of Occupancy has not been issued. (Adopted 11/2015)
  - ☐ Under construction homes may be listed under the Residential property type under the following conditions:
    1. **A**. The list price must include the price of the residential structure and lot.
    2. **B**. Under Construction must be selected from the Construction Status field.
    3. **C**. The first words in the Public Remarks field must say "Under Construction."
    4. **D**. The first photo must be an image of the model offered or an artist rendering. If the image is different from the actual model, disclosure must be made in the Public and Realtor Only Remarks.
    5. **E**.   The Builder Name and License Number are required in the designated fields.
    6. **F**.   A floorplan representing the finished structure is recommended to be uploaded as an attachment but is not permitted to be uploaded as a listing photo. Please see Article 4, Section 5D.

Matrix

You may search for new construction in Matrix. Before you start searching and working with your results, please be sure you have branded your Matrix system so your customers see you. To brand Matrix, follow these easy steps:

- In Matrix, locate your name in the top right corner of your Matrix Home Screen
- Select the My Information tab top left side of your screen.
  - ☐ Select the Header and Footer Tab
    - i. Choose a Banner
    - ii. Add your Picture
    - iii. Select your information you want presented on your banner – use the drop-down arrows to select
  - ☐ Select the Email Tab
    - i. Put your headshot and content you want to have in your signature.

To start searching for new construction in Matrix select the Search Tab on top of the Matrix Home Page. Select Residential Search Quick or Detail

- Select Residential search
  - ☐ Choose your Property Style, Location, Price Range, Beds and Baths
  - ☐ Select Yes under the New Construction Yes/No field on the right side of your search page
  - ☐ Scroll to the bottom of the page and click on Add option to add another field
    - i. In the search box enter "Property Condition"
    - ii. Highlight Property Condition Blue and select the add button in between the two boxes

iii. Click on Back to return to the search page

☐ Select what stage your customer is interested in for the new construction or leave all the options available by not selecting any criteria if it does not matter to your customer

- Go to the Results
- Select the Save tab at the bottom of the screen
- Set up your customer on auto email by selecting Auto Emails Tab

It is important to remember that not all Builders put their new construction in the MLS. With your Stellar MLS Subscription, you have access to two products that you may leverage when working with new construction, Builder's Update and NewHomeSource Professionals. Please keep in mind that not all builders use both products. Setting up searches in both Builder's Update and NewHomeSource Prosessionals will help you gain access to the new construction in that area.

Builder's Update

Builder's Update was created by agents with the intent to create a system that was easy, accurate and regularly updated new home inventory in one place. Builders wanted their inventory in front of agents to assist the homebuyer's new construction journey. Builders update is easy to navigate and allows you to search, save searches, set up auto emails and save contacts.

Before you start searching it is always best practice to set up your branding in the system.

On the menu bar select My Tools then My New Home Spotlight

- Complete the 3 Steps
    1. Create your link – example: first and last name
    2. Upload Your Company Logo
        i. Will give you the option to size the logo
    3. Upload Your Photo
- Review contact information – Go to My Profile on menu bar
- Do not change Password – Builder's Update is a Single Sign On

To Add customers into Builder's Update, Use the My Tools option on the menu bar. Manage Homebuyers click on getting started

- New Homeowner
- If you are uploading multi homebuyers at once, to My Tools and click on Upload Homebuyers – download CSV File/Upload Homebuyer CSV File

Just like you can set up auto emails in Matrix, you may set up your customers on an auto email for new construction in Builder's Update. To do so, Select My Tools then Add Set Up 24 Hour Concierge

- MY TOOLS dropdown menu click on Buyer Concierge
- Add name
- What type Results
- Where
- Criteria
- Auto email / frequency

Searching in Builder's Update you have two options. You may search by using the map by placing either a polygon or radius on the area you are interested in. Before you start searching, select the types of new construction by selecting the dropdown arrow in the field All Types and select All Types or select the property condition your searching for your customer.
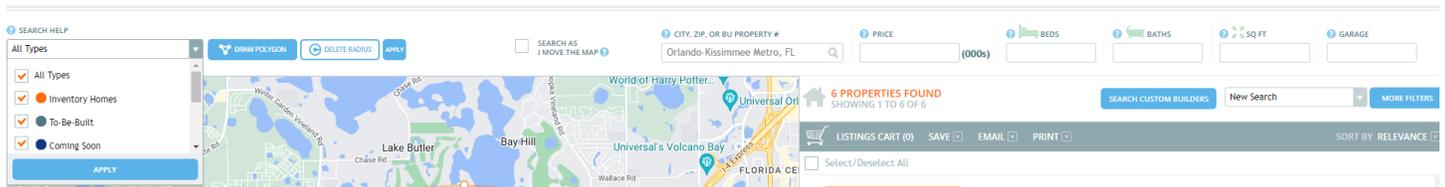
Searching for properties using the map. Select the shape you would like to place and the map and select the area you are interested in. You may size the shape once you place the shape on the map.

- Select Shape, click on the area and select apply
- Properties will show up on the right side of the screen
- Shows current inventory and to be built properties
  - ☐ To disable uncheck a box to remove those properties

The second alternative for searching is using the fields at the top of the screen.

- Use the fields along the top of the page
- Refine your search by using the filters – city price beds bath sq ft
- To add additional filters, click on more features
  - ☐ School district, subdivision, builder brand and property type
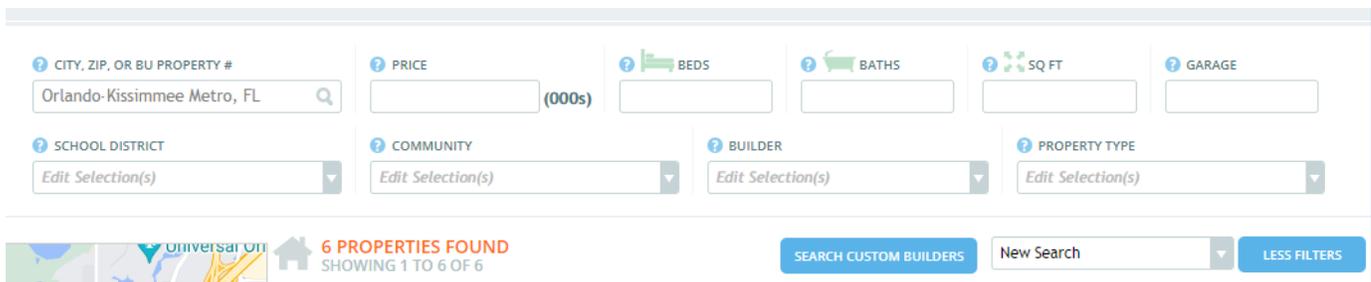
  - ☐ You may also search for Custom Builders
- Hover over property listing to see its location on the map
- Easy view window – to open the property click on the Details tab.
- Pan around the map while searching – check box "Search As I Move The Map"
  - ☐ Used when you work in multiple cities
- Save Search
  - ☐ Check box next to the photo of each listing you want to save

   ☐ Click on save located above the listings. Select where you would like to save your information:
     a. Buyer Folder
     b. Create a New Buyer
     c. My Cart
   ☐ To get the Property Details click on the Details Tab.
   ☐ You will see options to Register your Buyer and Ask the Builder from your results
- To start a new search, click on the Search Tab on the menu bar and it will refresh back to the home page to start a search.

Property Detail Page in Builder's Update will have the details about that property. Starts with the Overview with options to view images, view floorplan, ask the builder a question, and information about the community. At the bottom of the page, you will have their contact information. Your customer's view is different as they do not have any contact information. They only have the property details. Underneath the Contact section you have the Events and Incentives from that builder.

You may register your customer by clicking on Buyer Registration – it is a Pre-Registration Process. You may register either from list of properties or you may need to open the property first by clicking on details. At the top of page, you will have the option to register your customer or the option to call the builder to register your customer.

Saving properties into a Cart is an easy process. Check the box top left corner of the properties that you would like to put into a chart. On the menu bar select the Cart tab. You will have 4 cart options: Listing Cart, Custom Builder Cart, Projects Cart, and Units Cart.

NewHome Source Professionals

Your second new construction product is NewHomeSource Professionals. It too provides you opportunities to search for new construction in the Stellar MLS footprint. NewHomeSource Professionals listings are delivered daily from builders ensuring up-to-date reliable information. It provides comprehensive inventory across all markets with detailed search options, photos and floor plans, pricing and community information.

Before you start setting up your customers in NewHomeSource Professionals, be sure to add your branding information.

To brand your NewHomeSource Professional click on your name on the top right of your screen. Select My Account which will take you to the first step in branding your product. You may add the cities in your market by typing in the city in the box provided. Once you have verified your account information click on Customize your ShowingNew.com site.

- Site Details Tab:

   ☐ You have your URL that you may copy and use to market yourself
   ☐ Fill in your Professional Social Media Links
   ☐ Add your Photo
   ☐ Add your Logo
   ☐ Select your Background image

☐ Copy widget

- Popular Search Tab
    1. Popular New Home Construction Searches
    2. My Preferred Builders
- About Me Tab: You may add text and a video letting your customers know about you.

When you need to return to the home screen in NewHomeSource Professional, click on the NewHomeSource Professional Logo top left corner of the screen.

To begin searching in NewHomeSource Professional you have the option to search by All New Homes or Inventory Homes.

- Type in City, Price, Beds, Baths, and square feet (optional)
- You will have a list of properties appear single line

Once you have your results, you may add additional criteria by selecting the More option at the far-right side of the screen. This will open additional options.
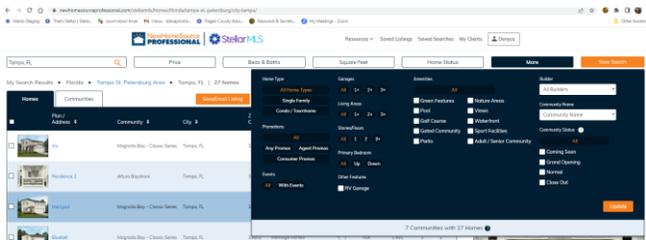
When searching for new construction, you may choose the status of the property: Completed, Under Construction, Plan or Model Home by selecting the Home Status Tab at the top of the page.
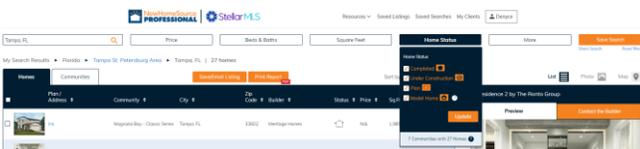
Results show how many new homes match your criteria in a single line view. The property that is highlighted will also show as a card view on the right side of the screen. That will open the property to the property details page.

- Your single line results you may sort by Homes or by Communities by selecting the Tab above the results.
- To open a property, first select the property then click on the property card on the right.
- Home Listing Detail Page has four tabs at the top of the page: Home Details, Map & Directions, Floor Plan and Community Tab.
    1. Home Details Tab will show the price at the top of the page. Underneath the Model, will be the number of beds, baths and square feet. You can register your buyer by selecting Request to Register Client.
    2. Photo Gallery allows you to view photos and view the property on the map.
- Maps & Directions Tab allows you to calculate the route to the property
- Floor Plan

- Community & Neighborhood Tab gives you the Amenities, Community Services, and Local Area Amenities.
- On the right side of the property detail page is the Builder's contact information.
- To save a search, click on Save Search and select your customer if already added to NewHomeSource Professional or create a new customer by selecting +New Client.
- To share a search, click on the Share Search under the Save Search Tab. It will provide a URL link to share.
- You may print a PDF report on your search results. Select either Agent Version or Client Version
- My Clients Tab at the top right of the page is where you add your customers and manage their activity. You can Export and Import your customers. Select My Clients and then +New Client. Fill in the appropriate information and click Add.
- Any time a new customer creates an account from your NewHomeSource Professional Marketing Widget, they will appear under your My Clients tab. To add and remove customers select the customer by clicking in the box to the left of their name and either Add or Delete.