Stellar MLS

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™
MLS system

Cloud CMA
Branded CMAs

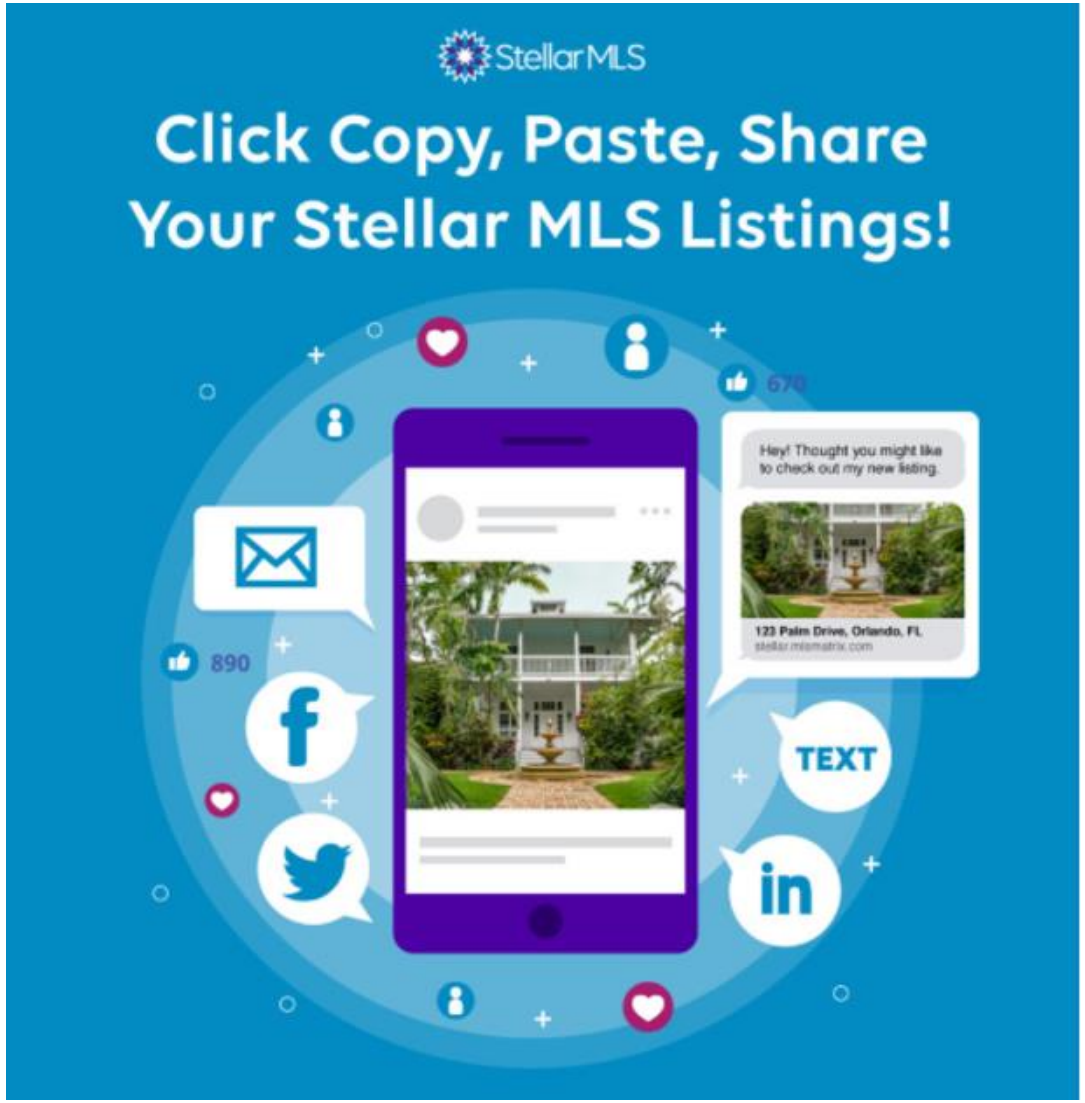
Down Payment Resour...
Down payment programs

MATRIX LISTING SHARE FEATURE

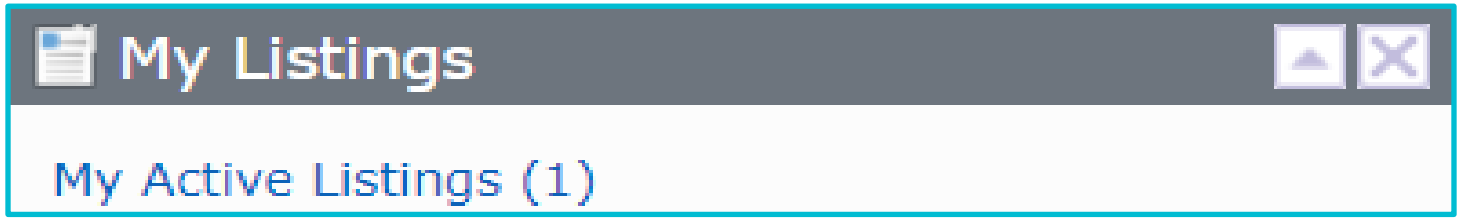
Share a direct link of your listing(s) from Matrix.

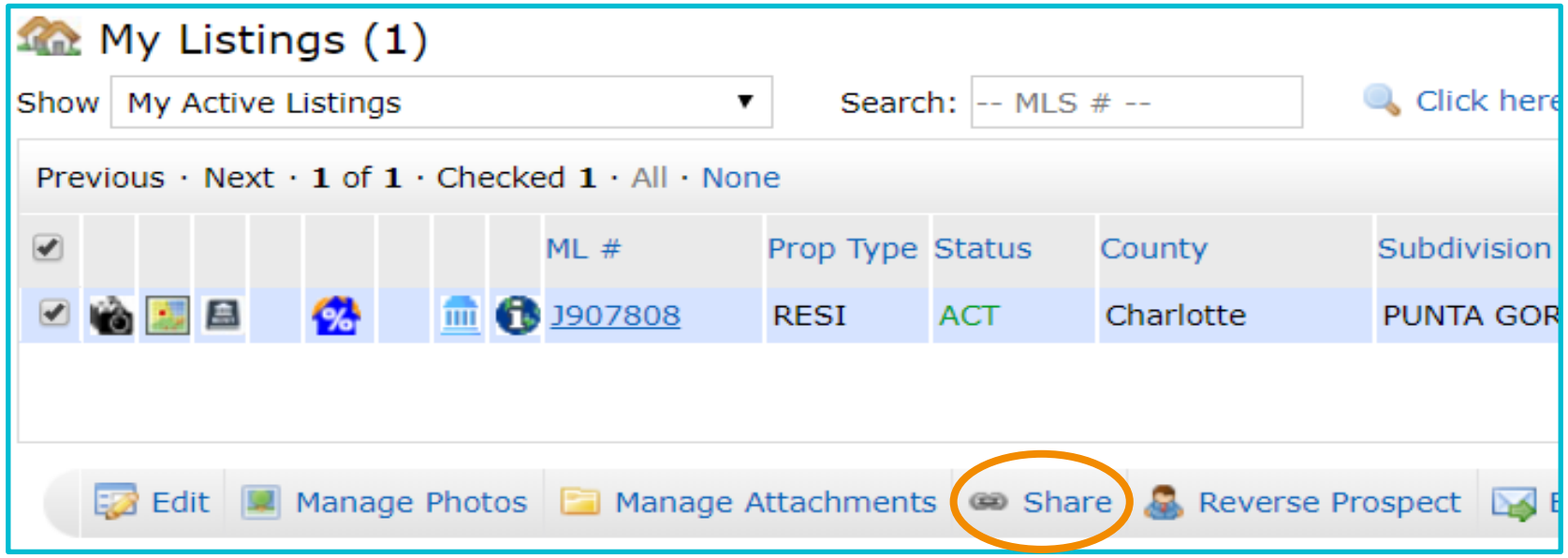
Active Listings
Sold within 6 months

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

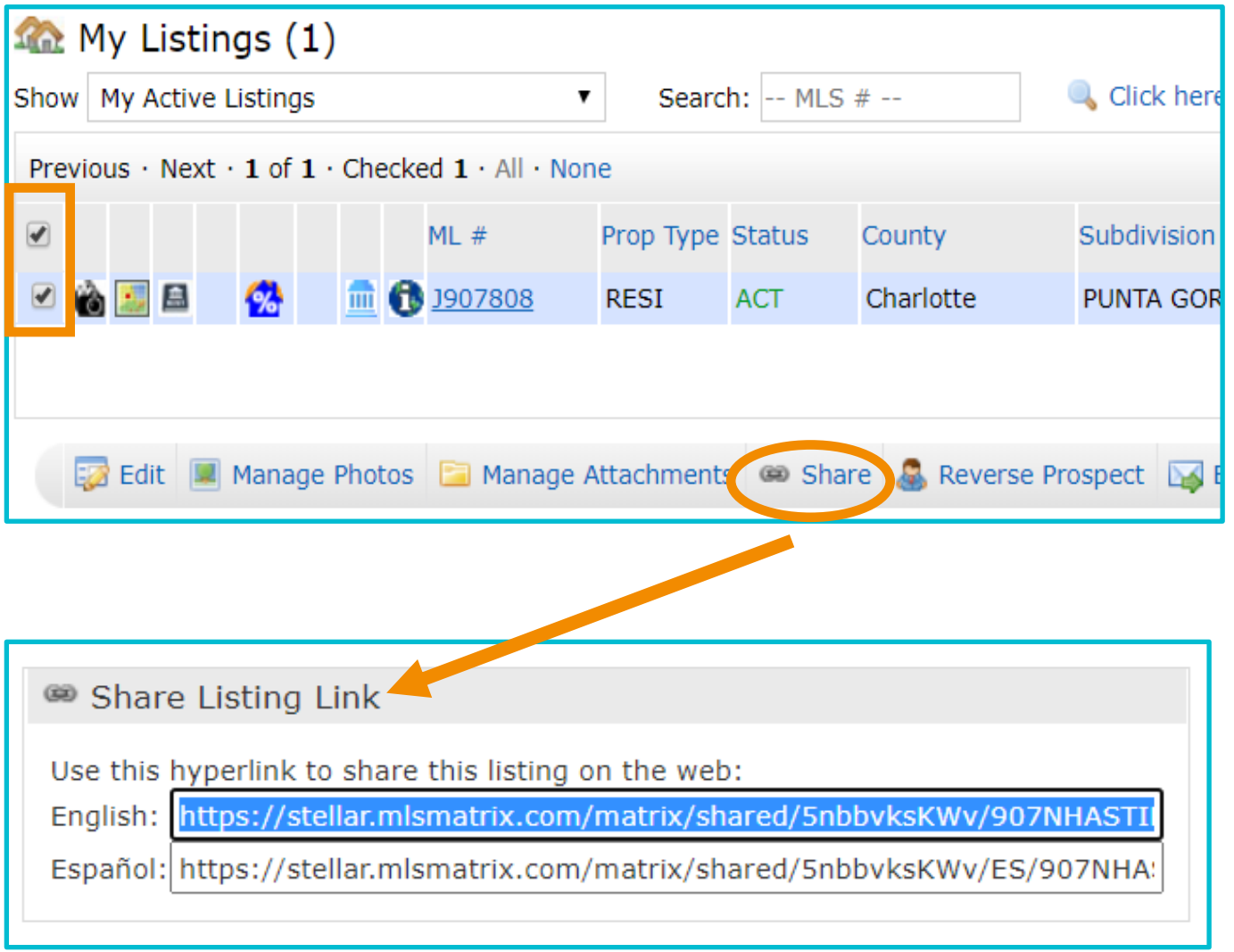


MATRIX LISTING SHARE FEATURE





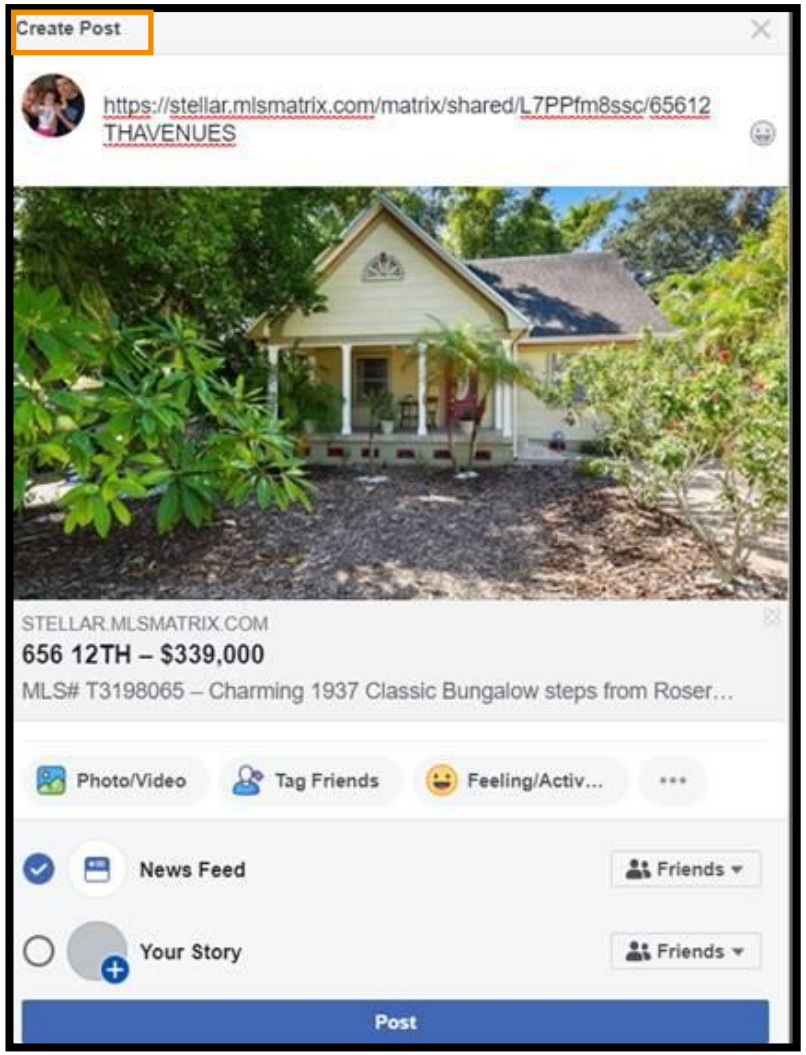
MATRIX LISTING SHARE FEATURE

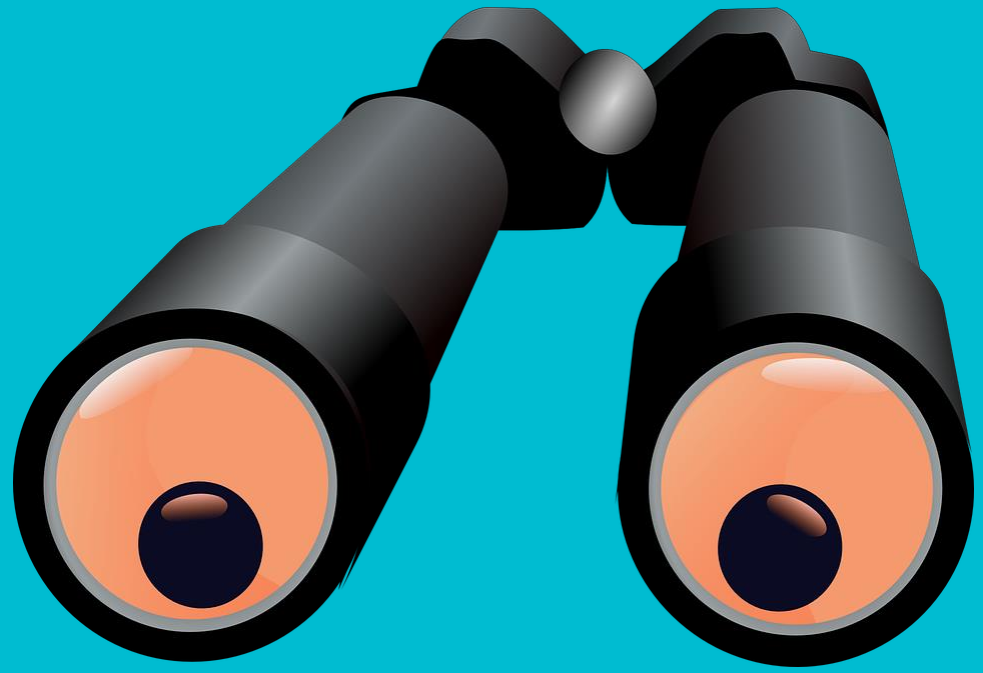


MATRIX LISTING SHARE FEATURE

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

Example Facebook

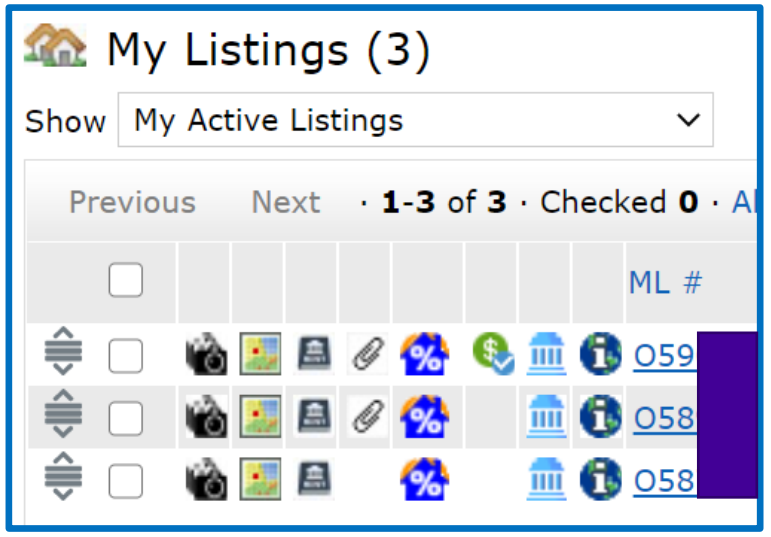




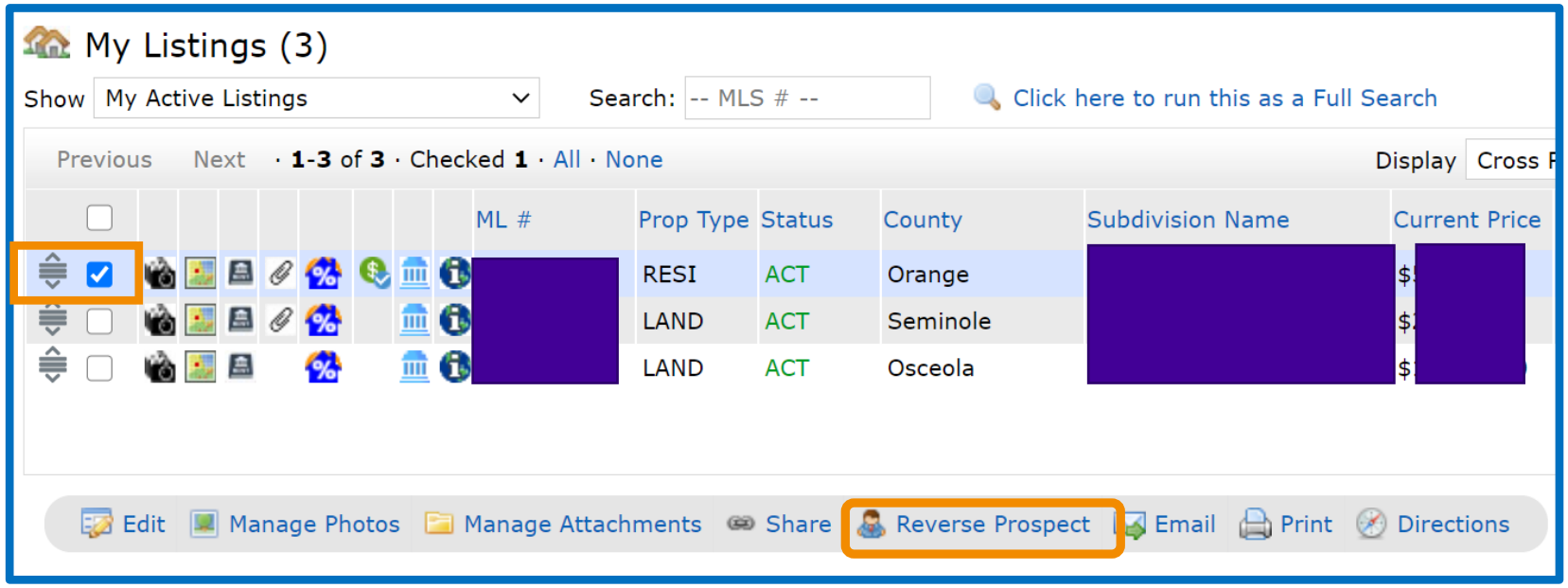
Reverse Prospecting

Reverse Prospecting Steps

1: Locate *My Active Listings*

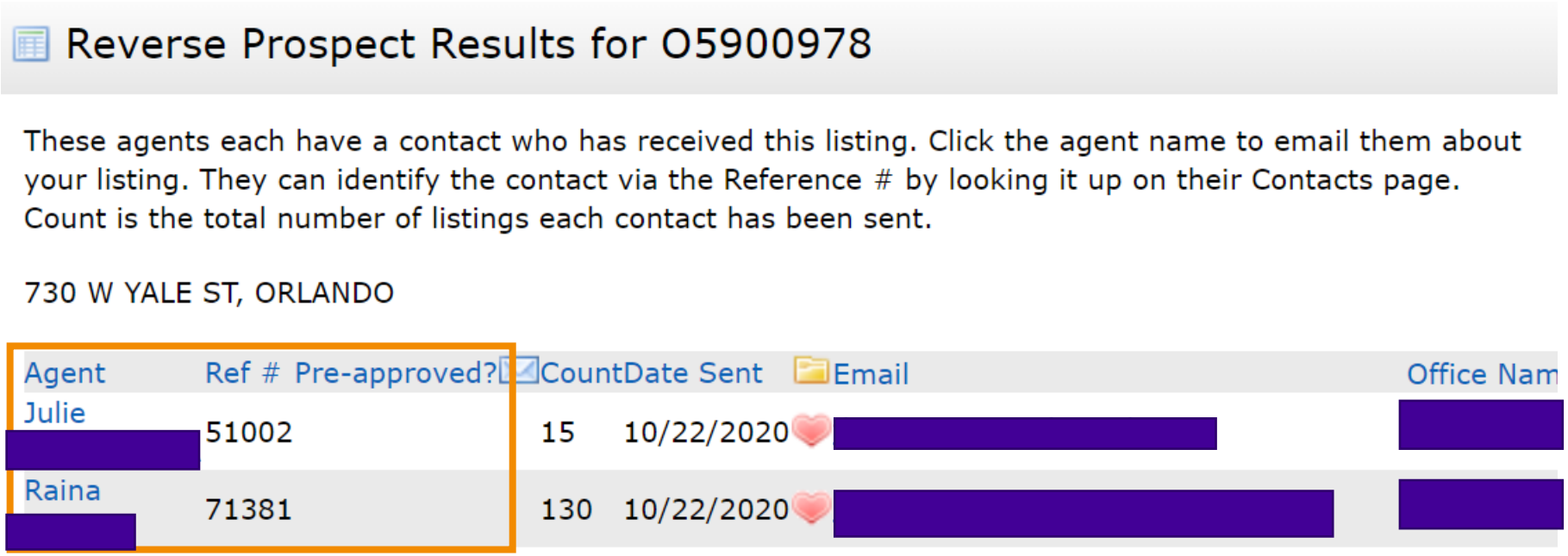


2: Select **ONE** Listing Then *Reverse Prospect*



Reverse Prospecting Steps

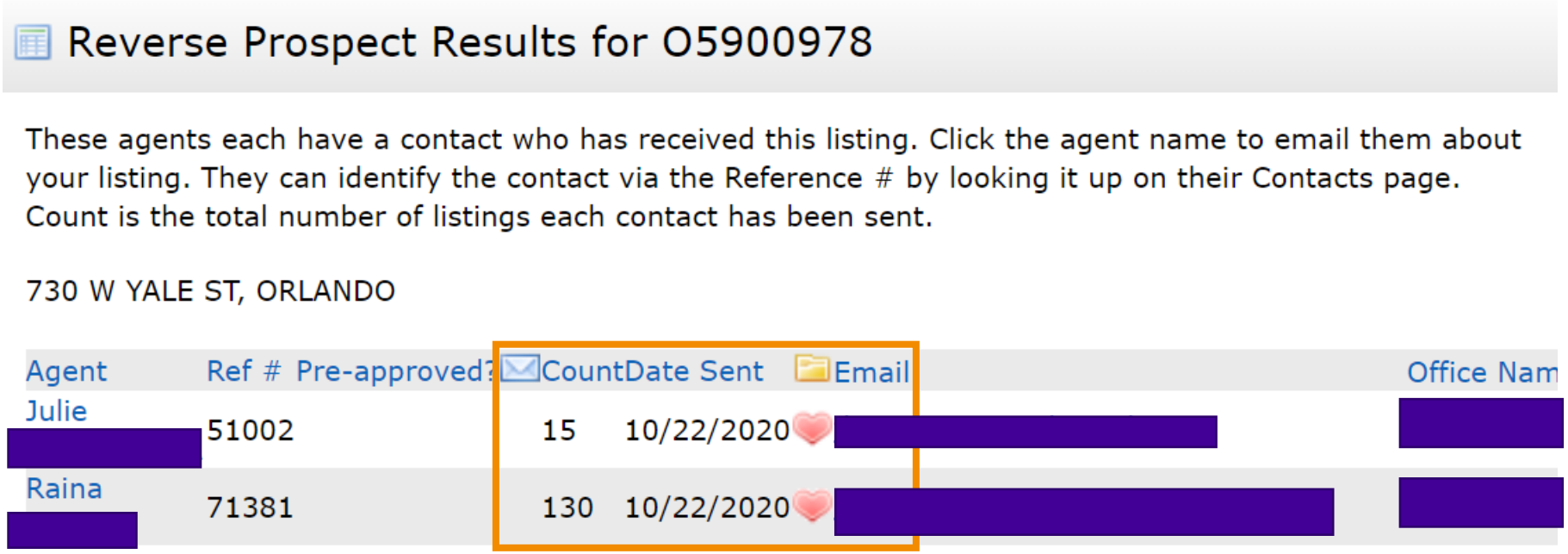
3:



- **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

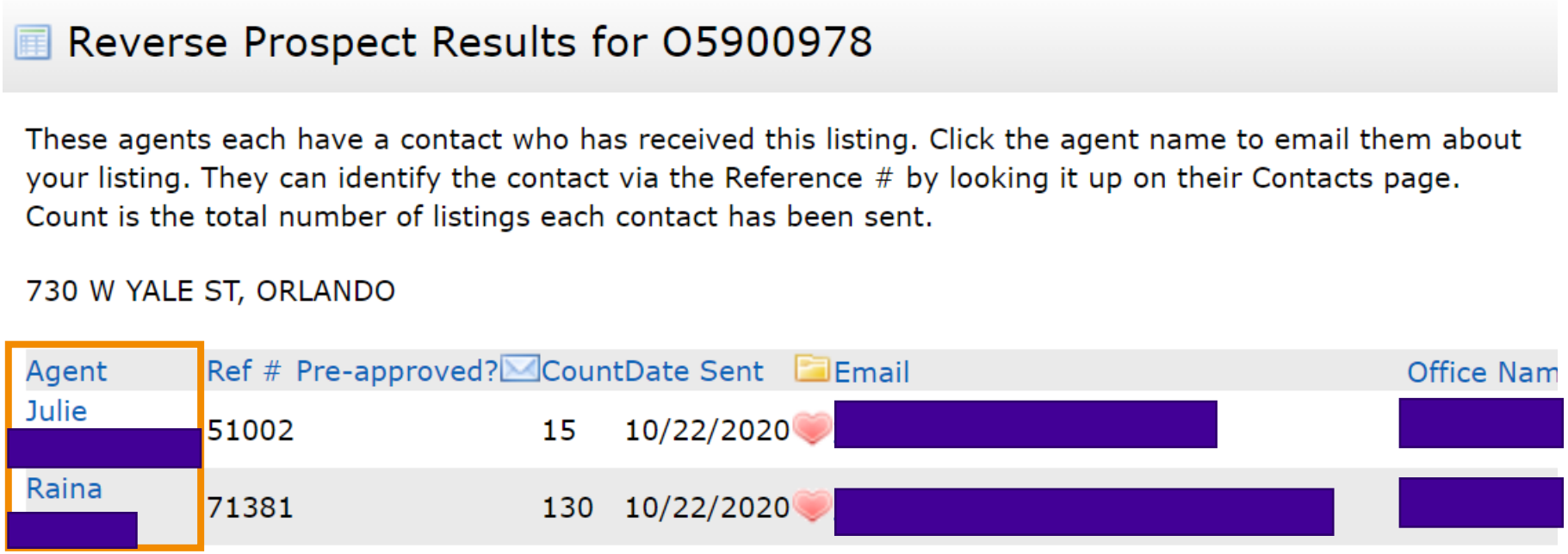
4:



- **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

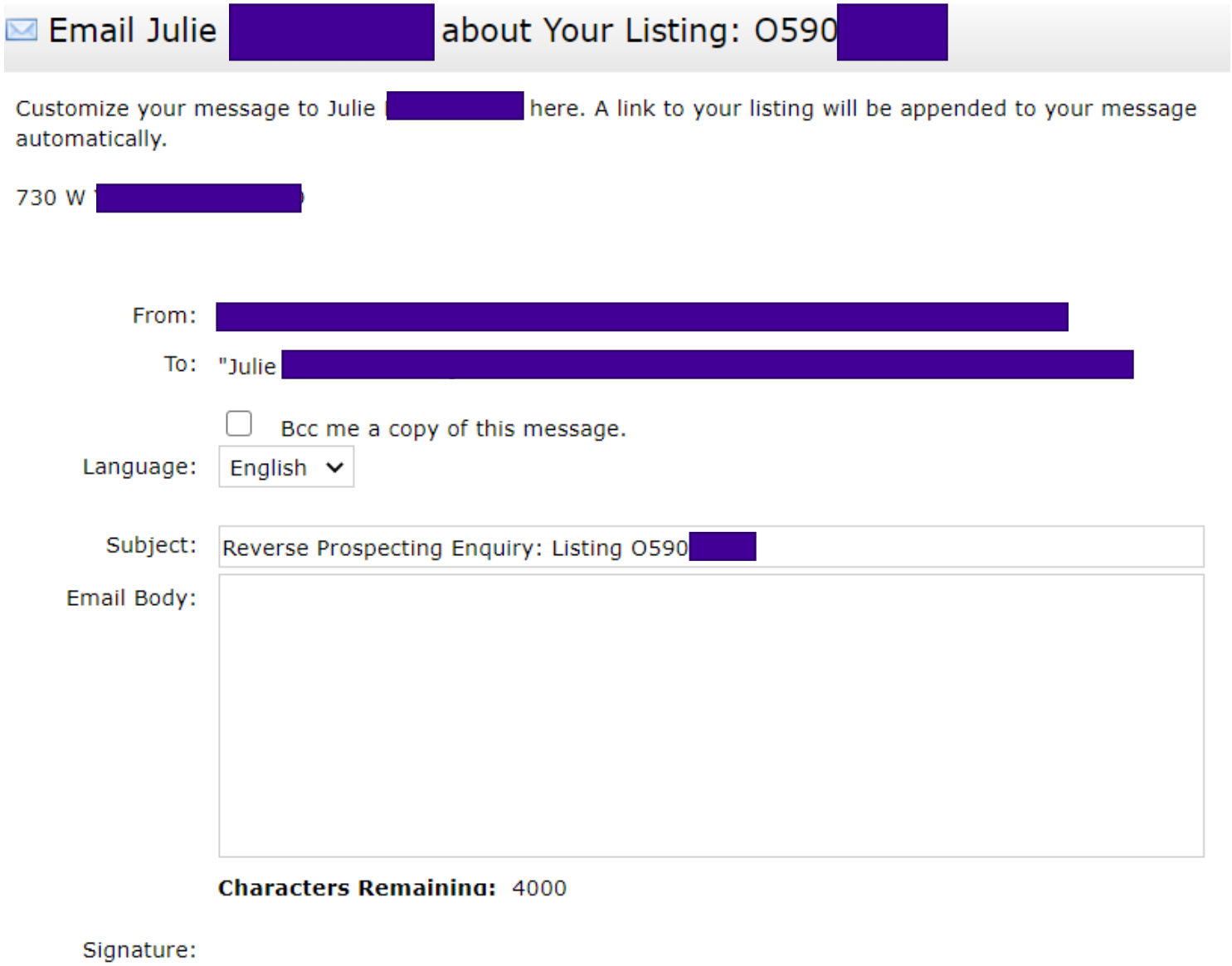
These agents each have a contact who has received this listing. Click the agent name to email them about your listing. They can identify the contact via the Reference # by looking it up on their Contacts page. Count is the total number of listings each contact has been sent.

730 W YALE ST, ORLANDO

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

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

Reverse Prospecting Steps

6: 

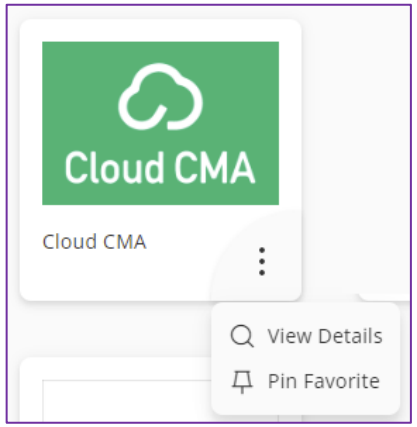
- By clicking **Agent** the details will show up in the Buyers agent email regarding the selected property.
- You will **not** know the Buyers agent customers information or vice versa.

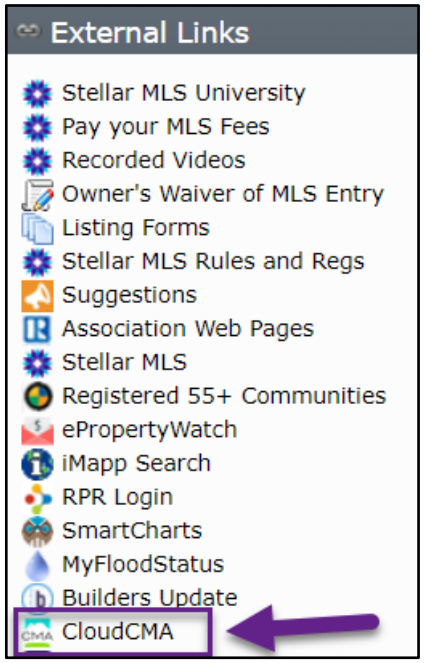
Stellar MLS

Check out our CMA classes

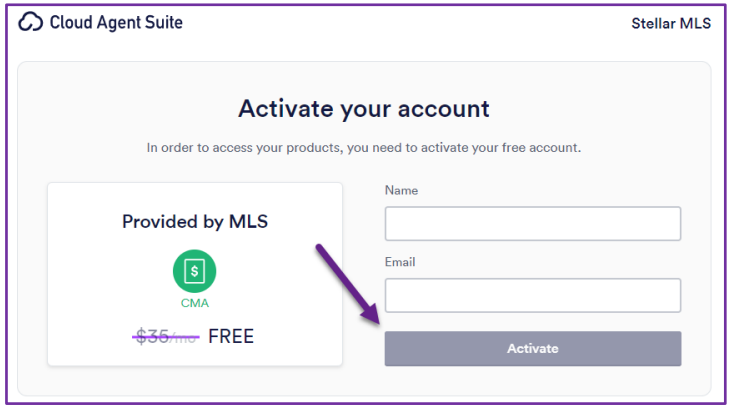
Activating Your Free Cloud CMA Account

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

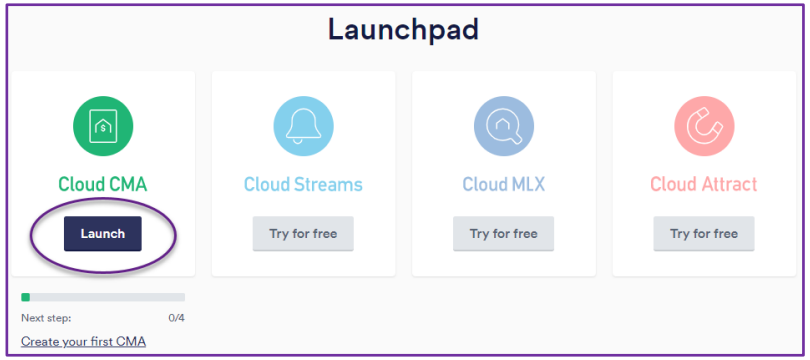




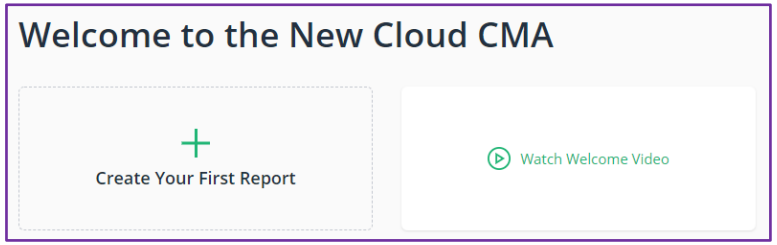
2 Complete Name and Email and click **"Activate"**



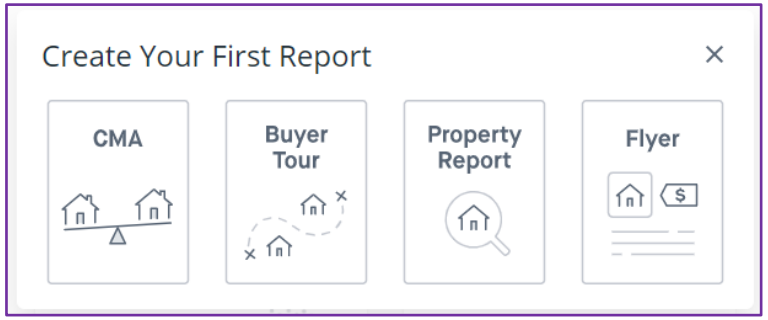
3 From the **Launchpad,** click the **Launch** button to launch Cloud CMA.



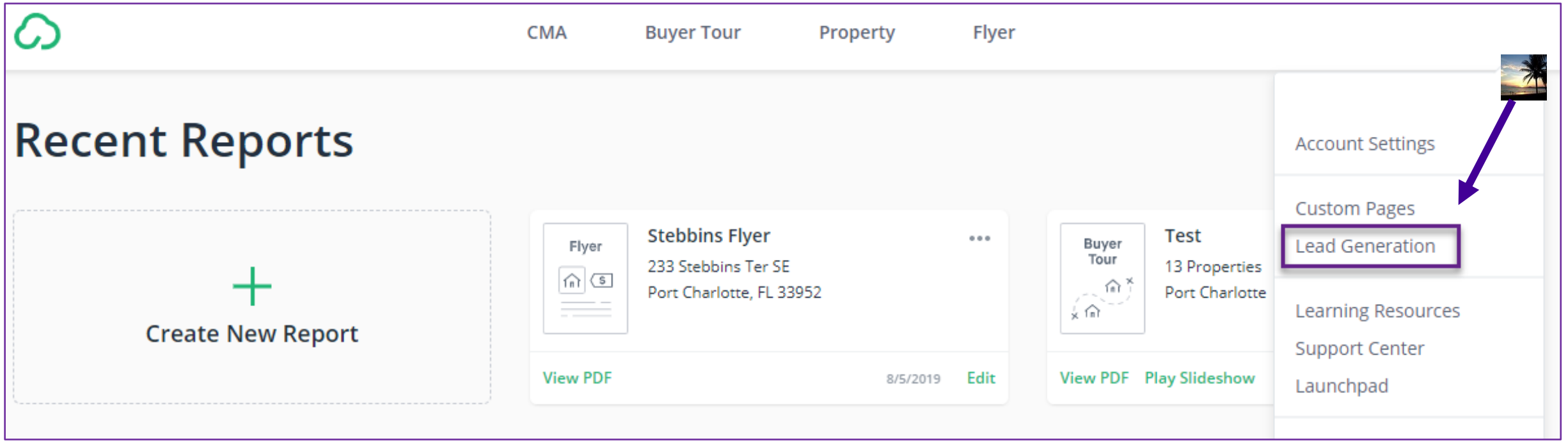
4 Click **"Create Your First Report"**



5 Select the type of report you want to create

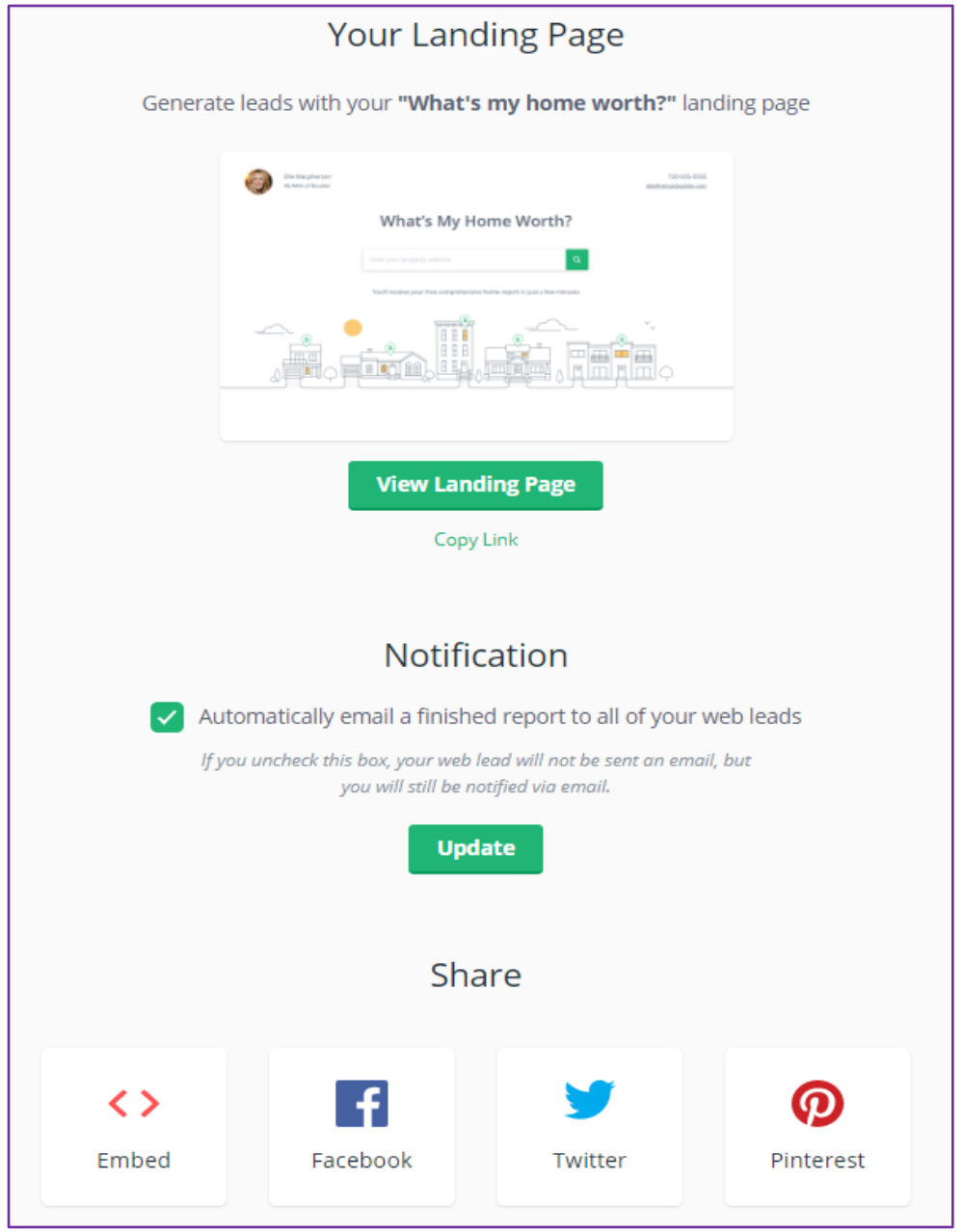


CLOUD CMA LEAD GENERATION

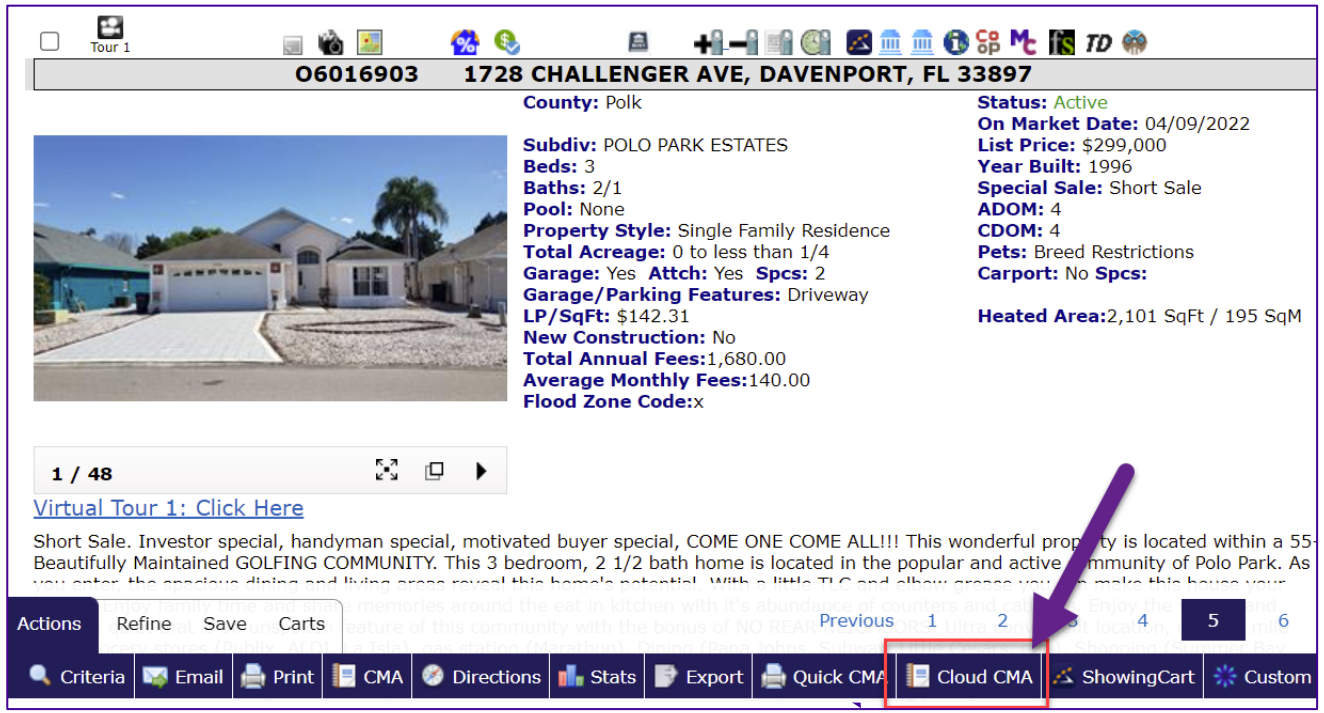


CLOUD CMA

“What’s My Home Worth” Landing Page

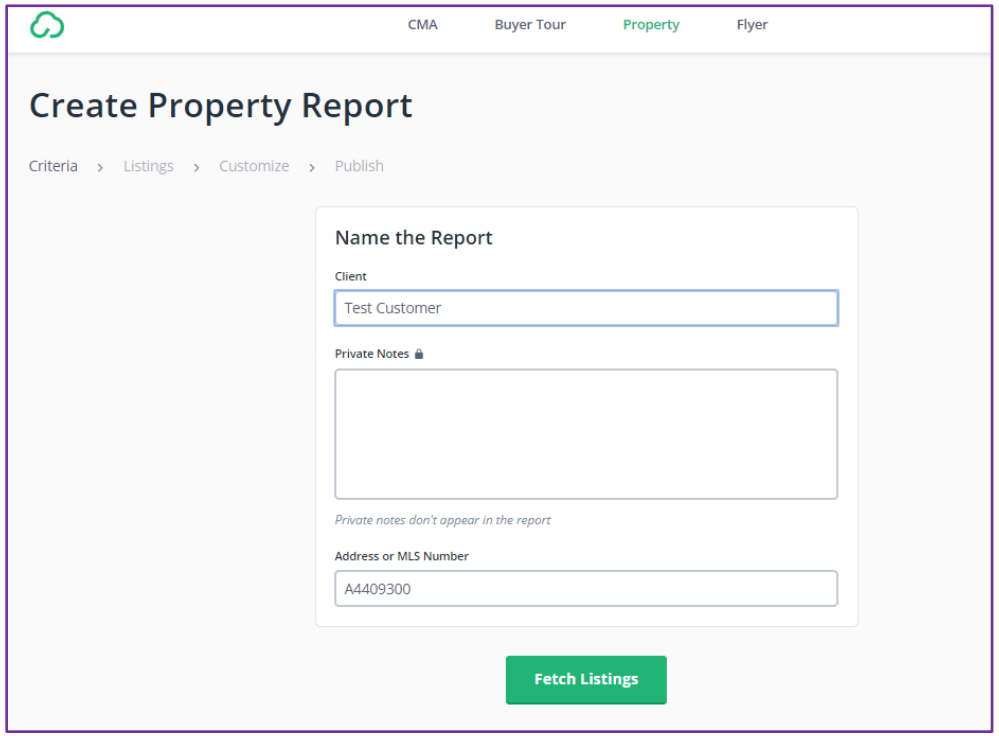


CLOUD CMA PROPERTY REPORTS



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

OR

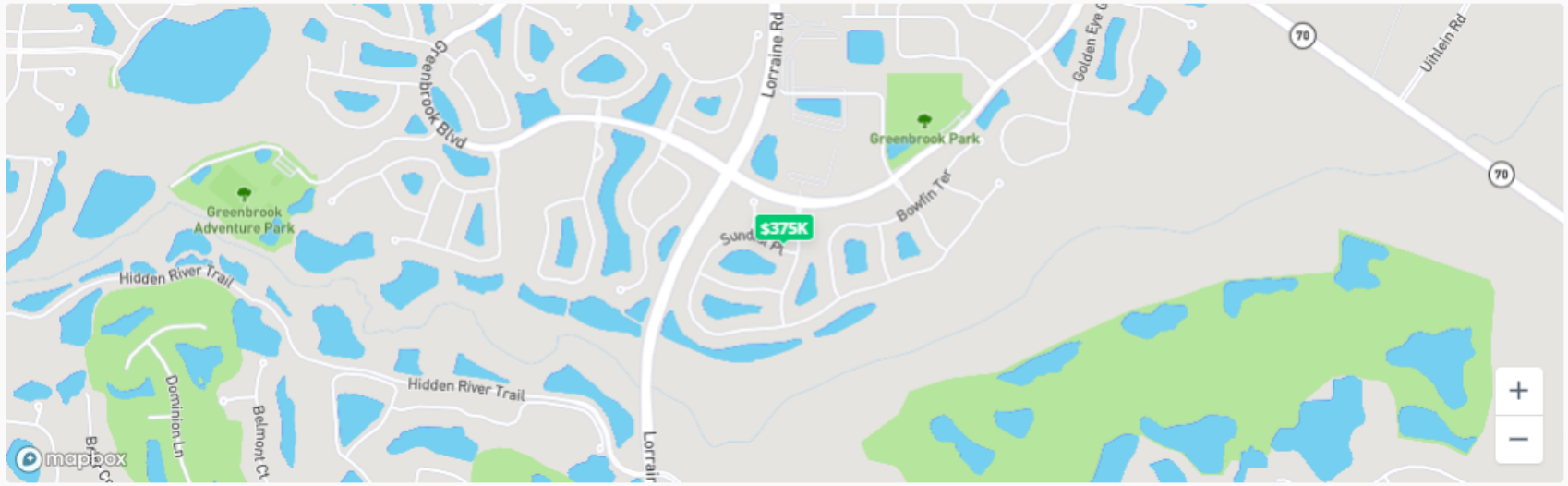


From the Cloud CMA “Property” tab, enter the MLS number(s) manually.

Organize Listings

Criteria › Listings › Customize › Publish

Customize Report



Listings

Sort Listings: Select Sort Option

Include All | Exclude All

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

Add a Listing

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

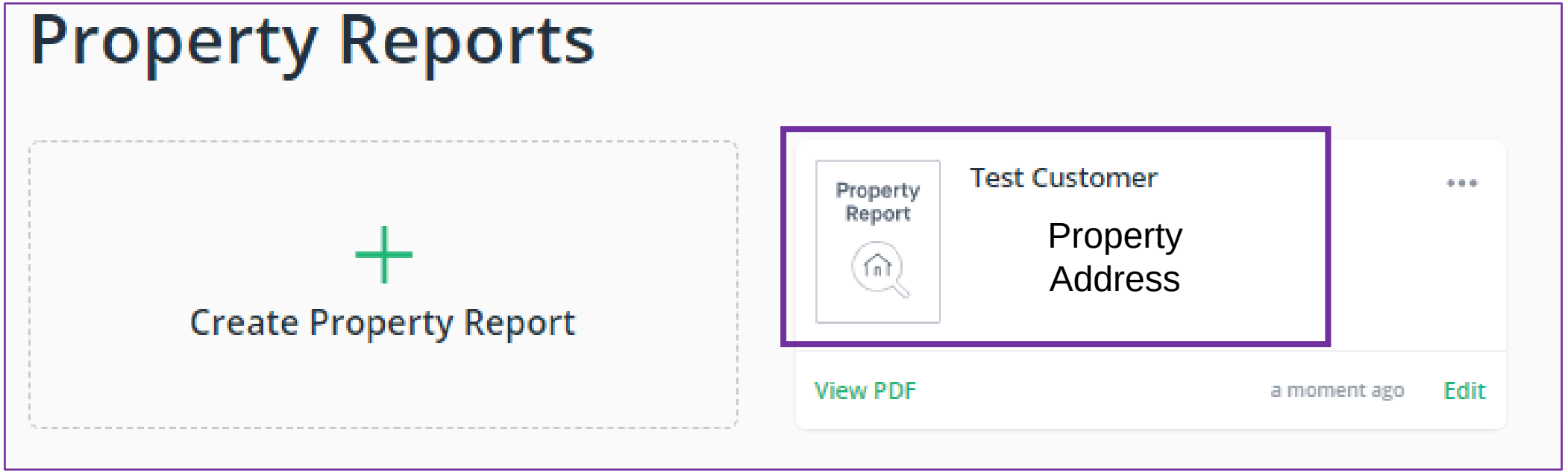
Contact me

Listing

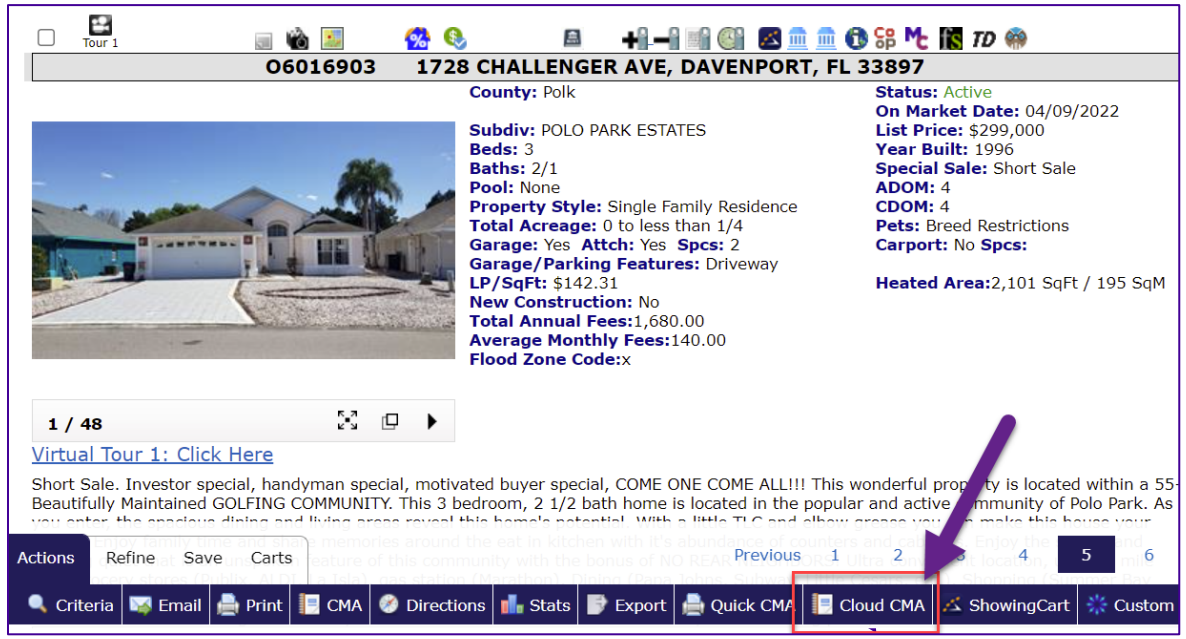
Listing photos (first dozen on one page)

Area restaurants

CLOUD CMA PROPERTY REPORTS



CLOUD CMA FLYERS



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

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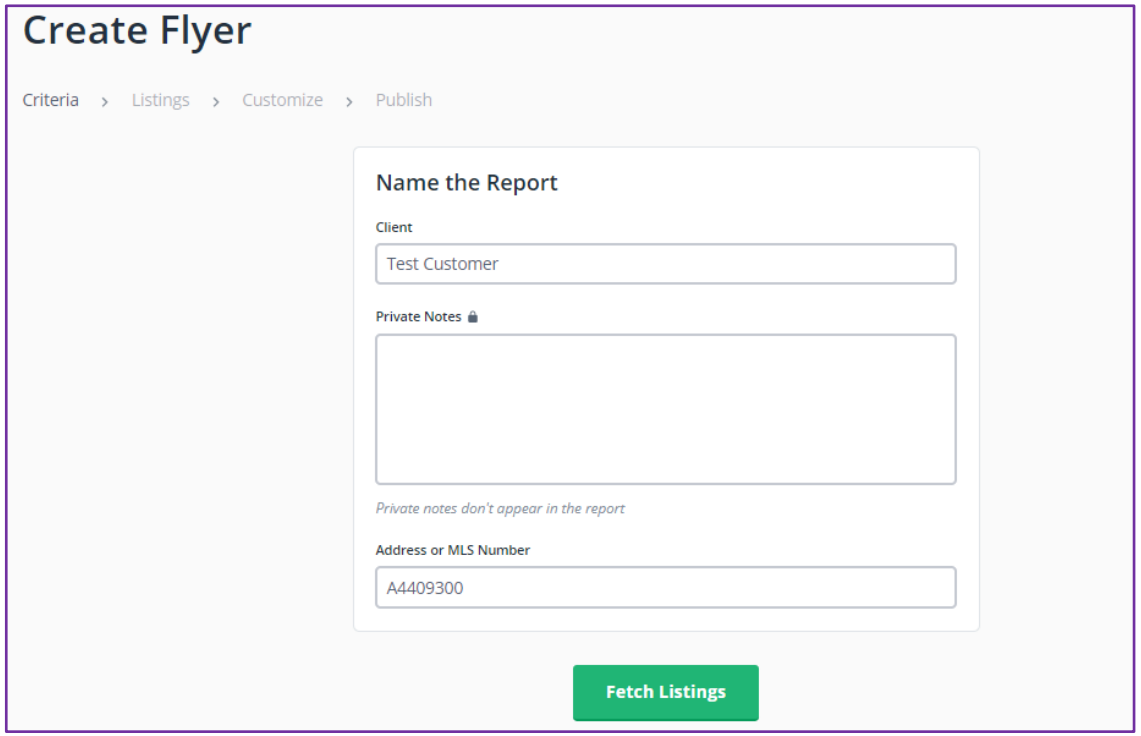
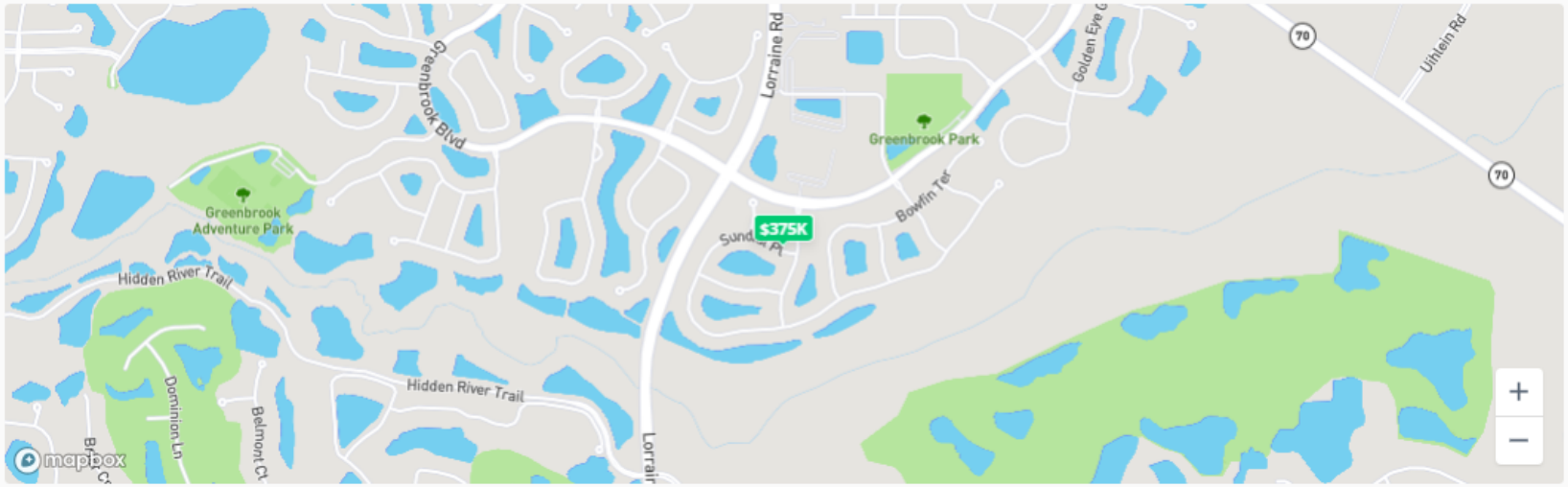


From the Cloud CMA “Flyer” tab, enter the MLS number(s) manually.

Organize Listings

Criteria › Listings › Customize › Publish

Customize Flyer



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Details

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Summary of Listings

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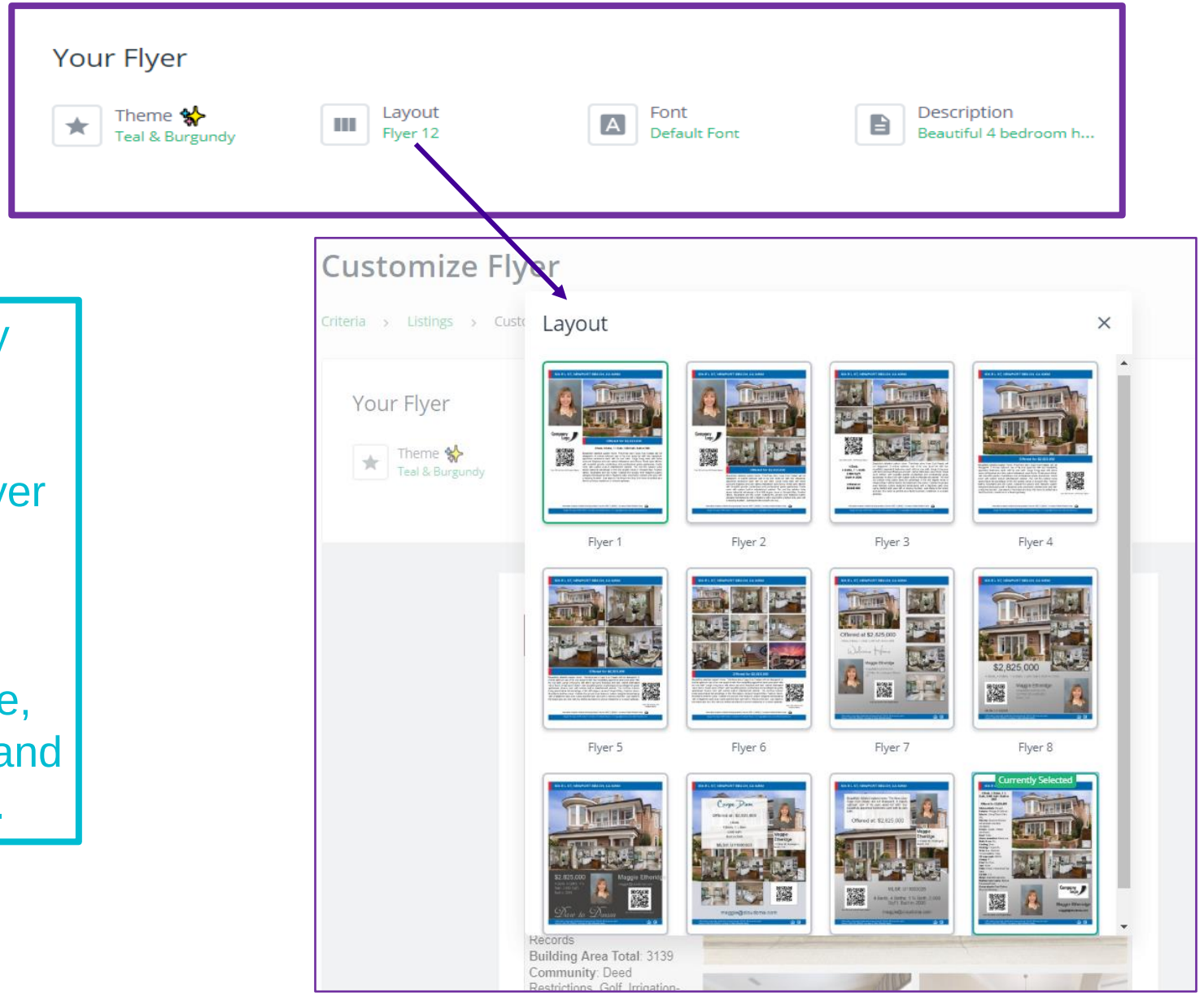
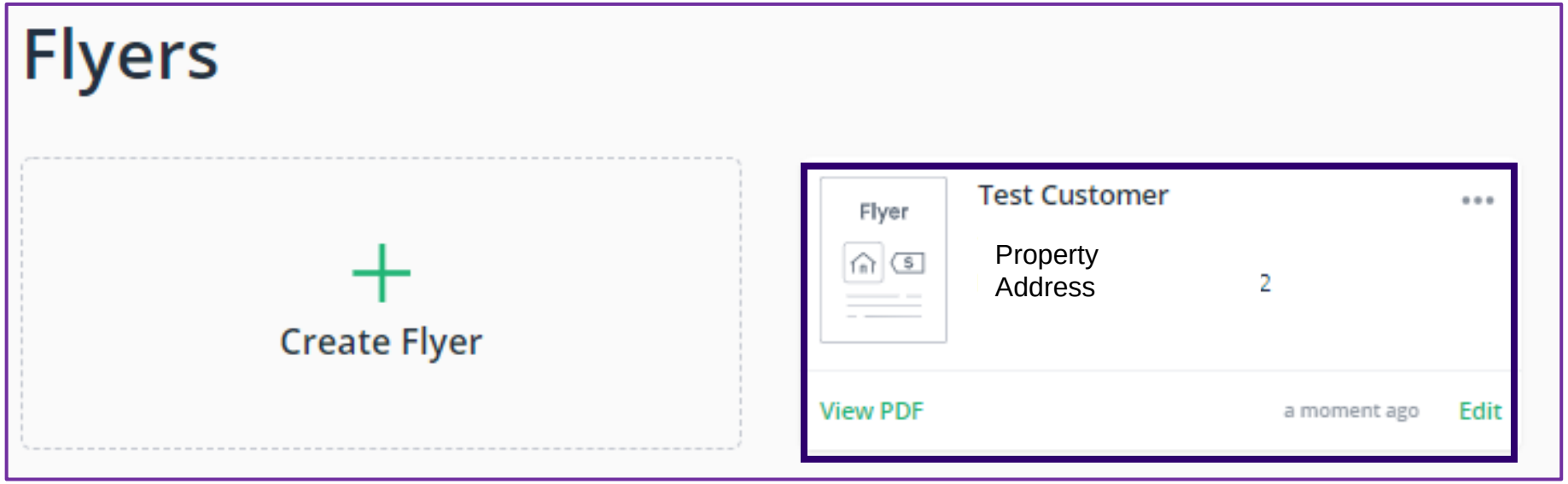
Customize Flyer



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

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

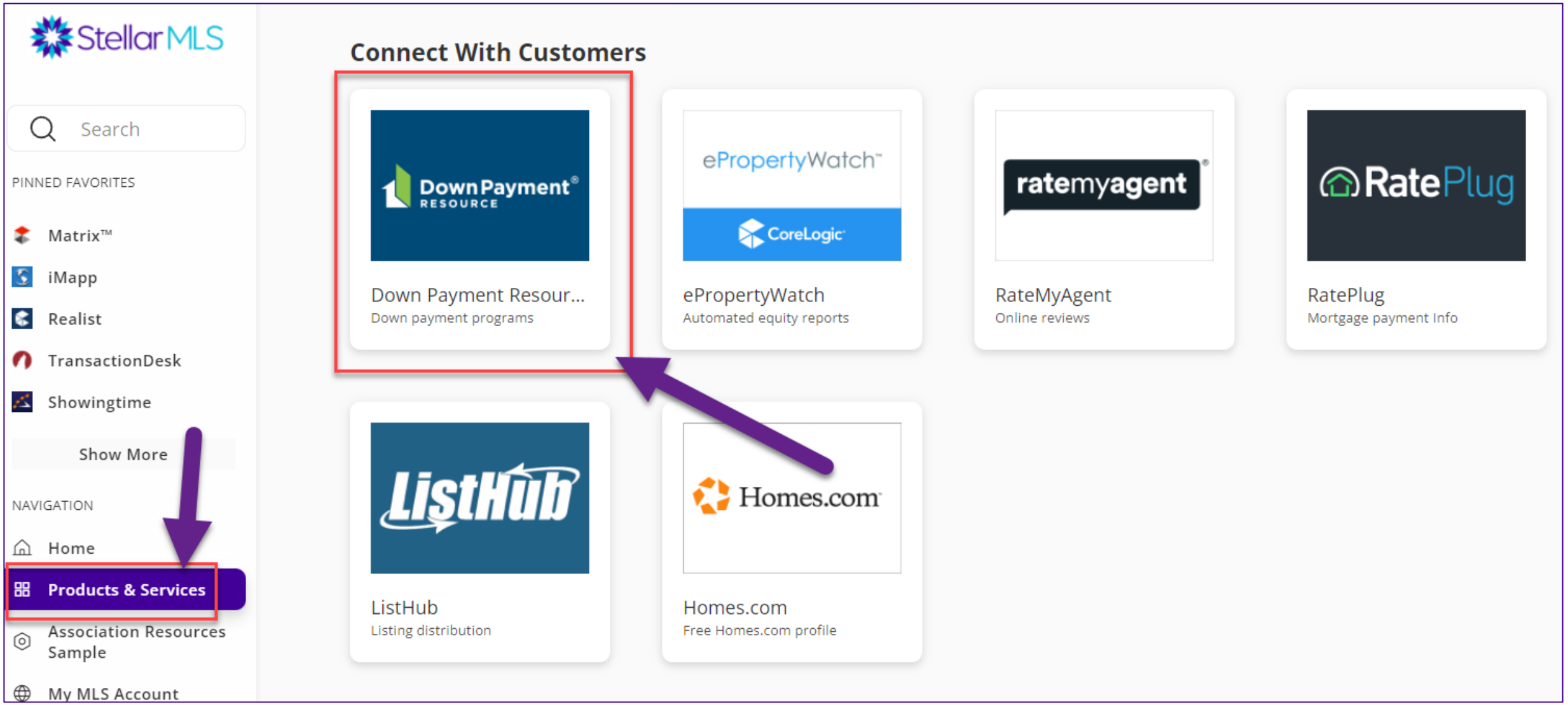
CLOUD CMA FLYERS



Stellar MLS

Down Payment® RESOURCE

ACCESSING DOWN PAYMENT RESOURCE FROM STELLAR CENTRAL



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

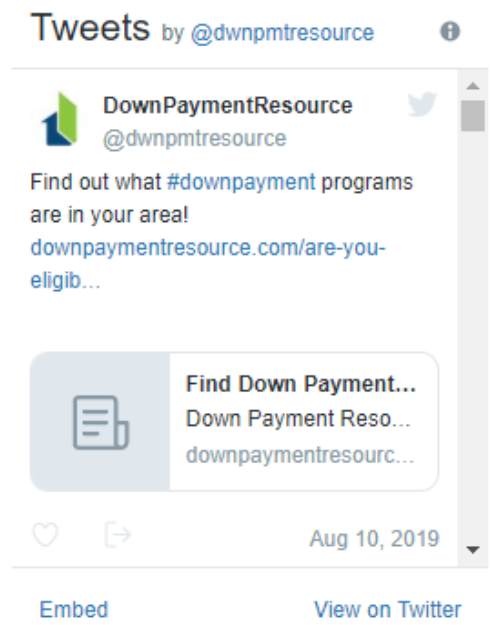
Manage Client Accounts

DPR Reports

Search Programs by Name

View Saved Searches

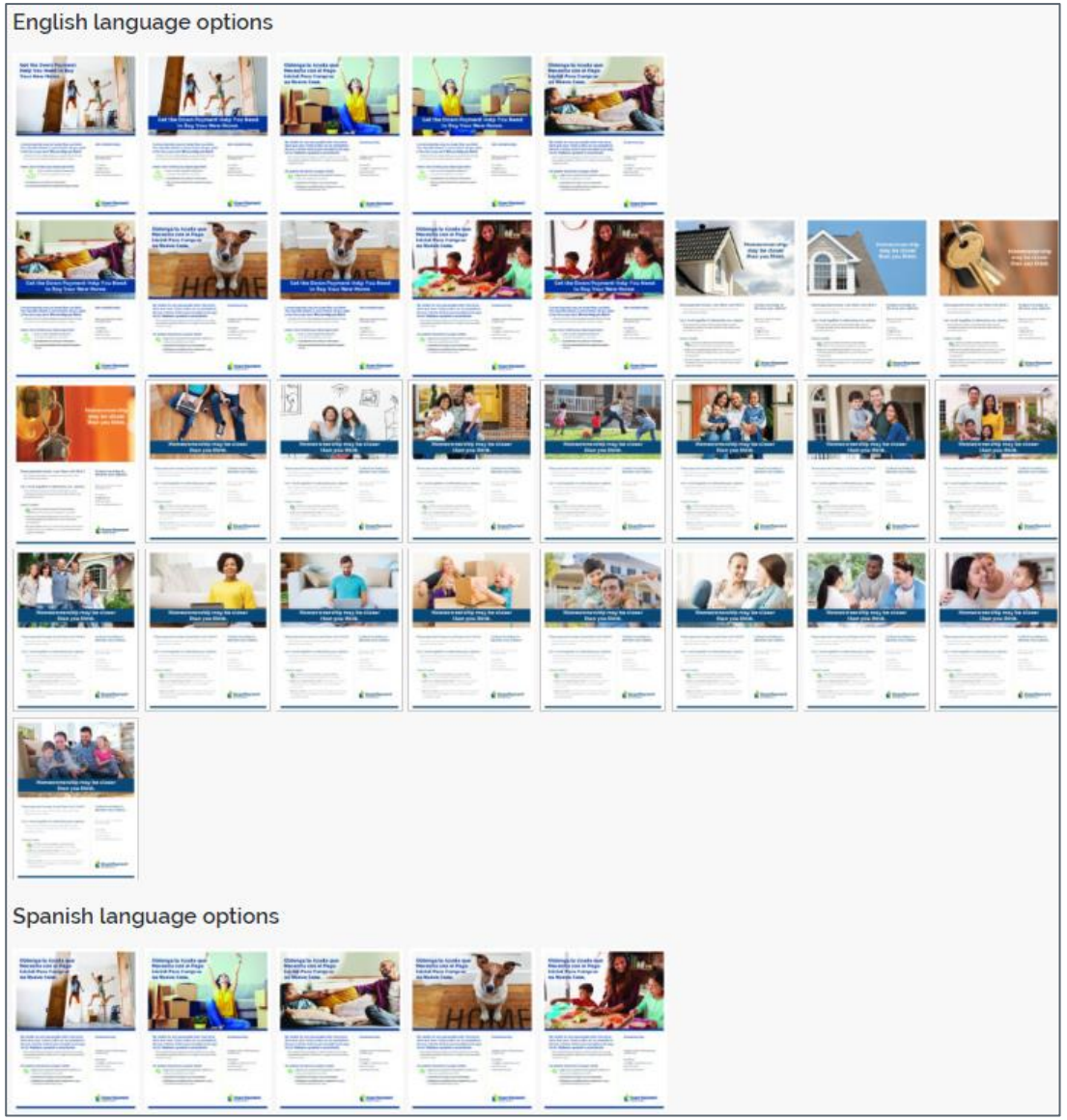
DPR Education



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!

Listing | Pool/Exterior | Land and Tax | Interior | Rooms | Water | Green | Owner | Community | **Realtor**

Marketing Links and Information

Create Free Automatic Virtual Tour Y/N

Yes ▾

Yes
No

Virtual Tour Link 1

Virtual Tour Link 2

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!

REALBIZ MEDIA

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.

REALBIZ MEDIA

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

HOMESNAP STORIES

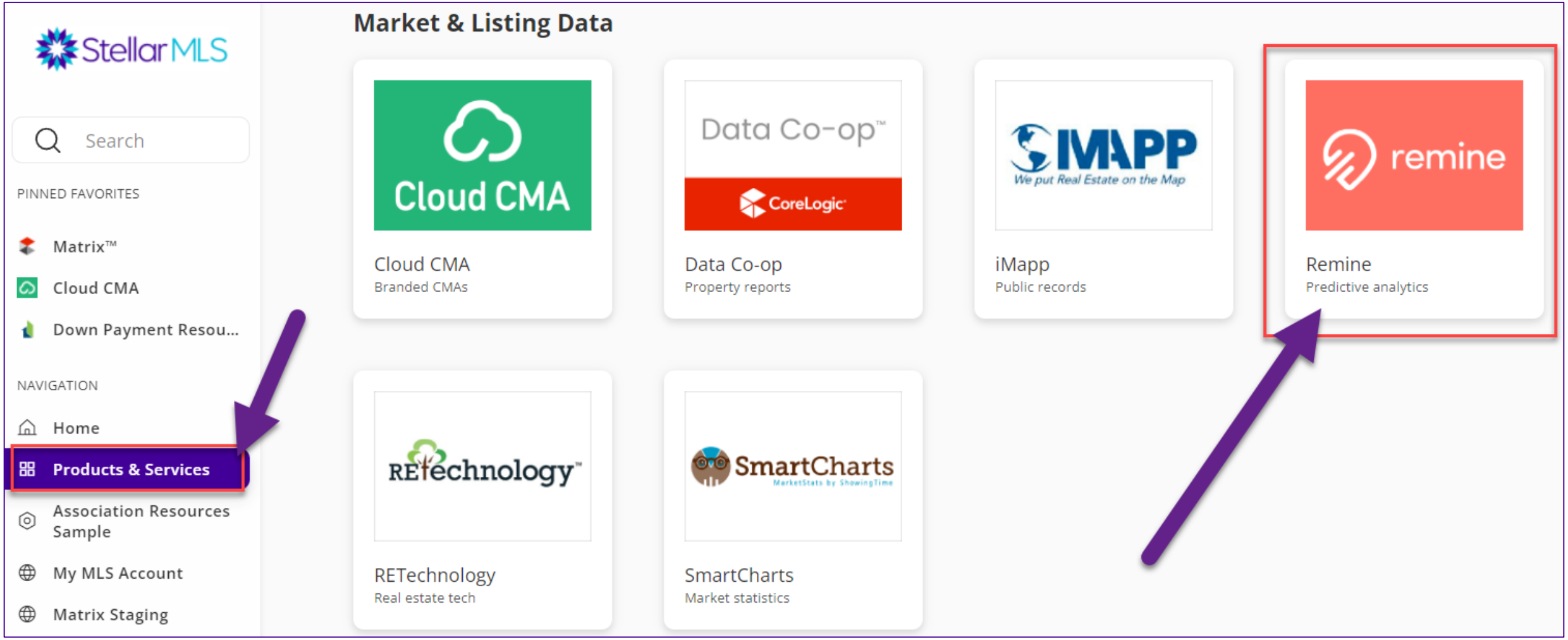
Create
Homesnap Stories with real estate themed stickers, music, and text.

Easily share
your Homesnap Stories on Facebook and Instagram.

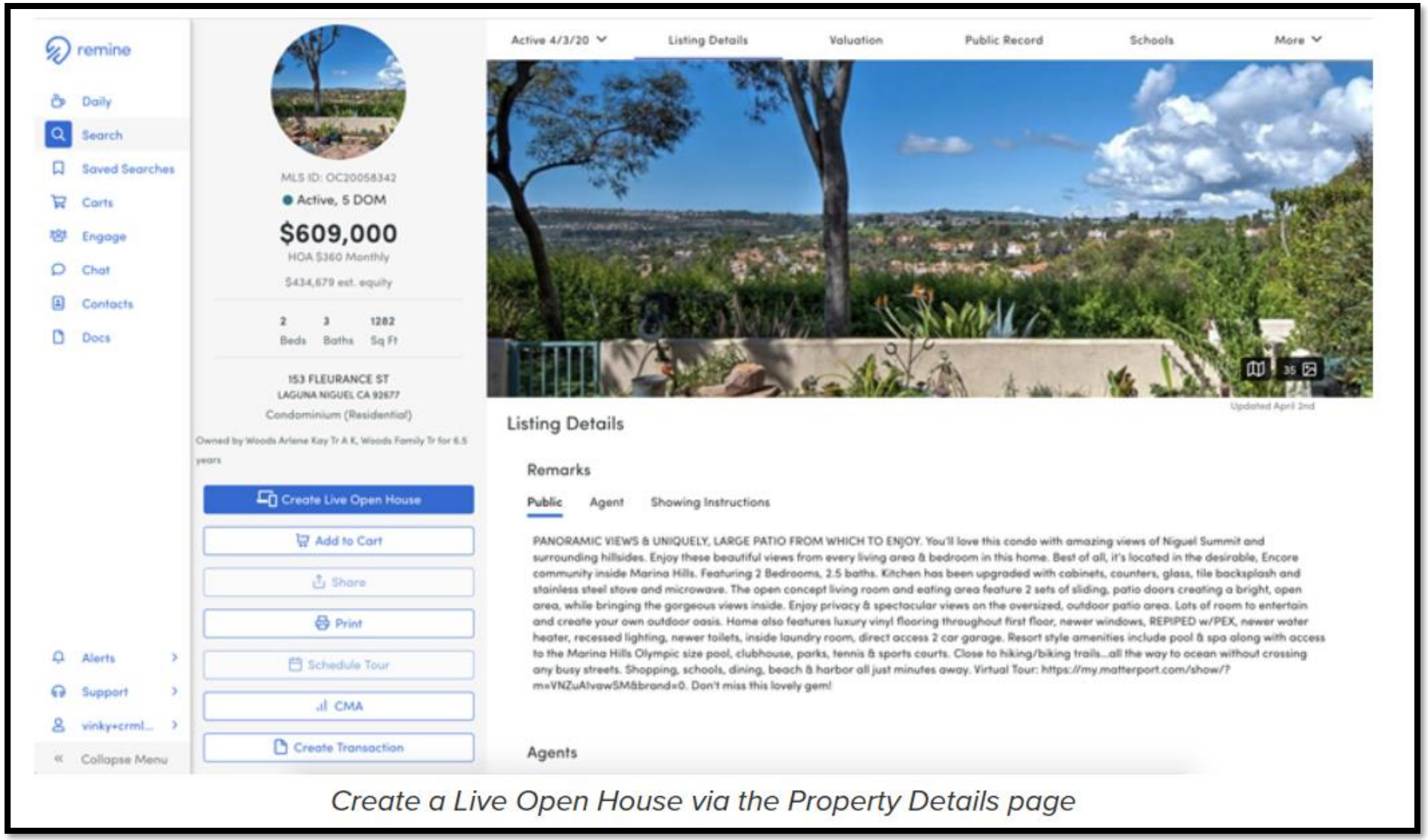
Host
all your live open house links on Homesnap.
NEW FEATURE!

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

Accessing Remine From Stellar Central



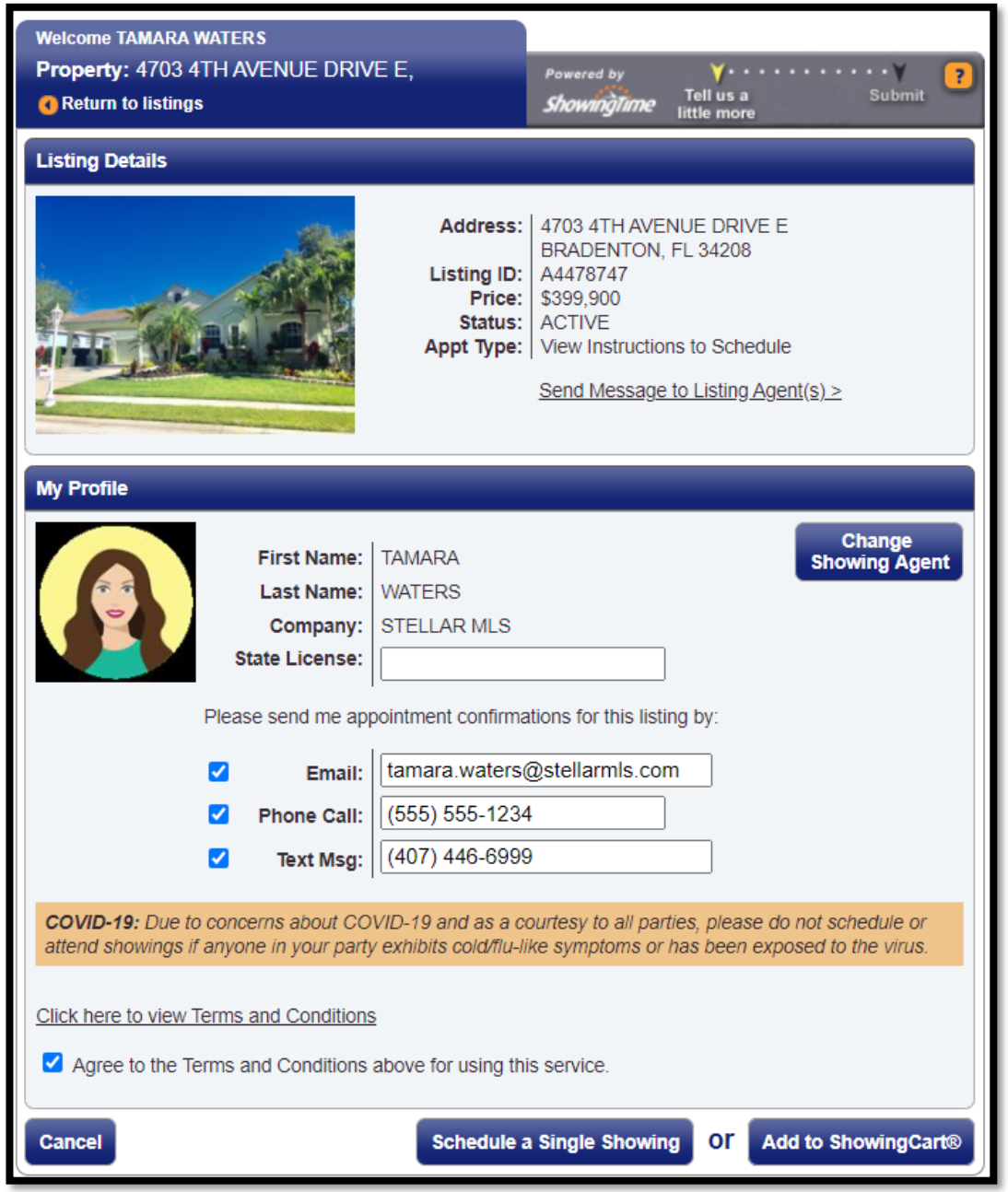
REMINE – Create Live Open House



Create a Live Open House via the Property Details page

ShowingTime™

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



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.

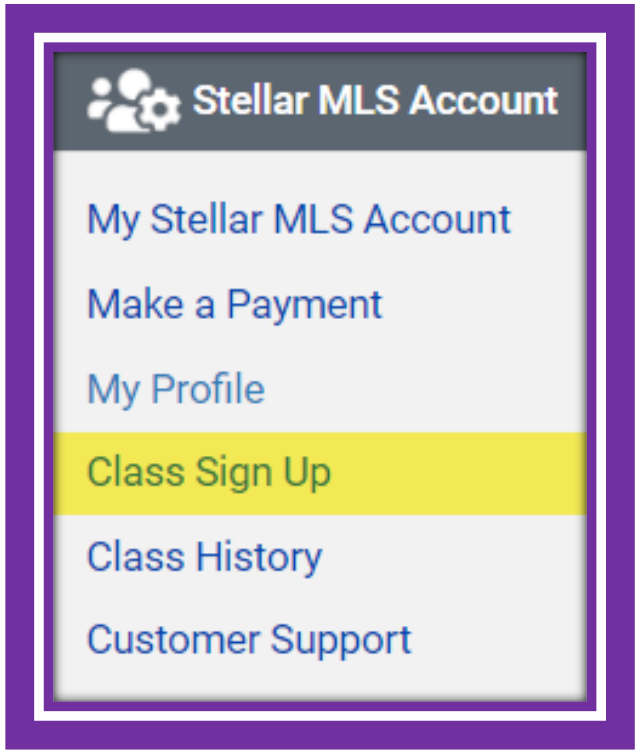
- **In-Person and Virtual Appts**
  This allows for the buyer's agent to request either in person or virtual showings, so they have the choice to see your listings however they are comfortable with.

- **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
Stellar MLS


Stellar MLS Account
My Stellar MLS Account
Make a Payment
My Profile
Class Sign Up
Class History
Customer Support