MLS Lead Generation Tools Course Notes

Remine Consumer Site and App

Studies show that up to 90% of consumer home searches begin online and approximately 75% of searches begin from a mobile device! Therefore, it is critical to provide potential buyers with tools to conduct their own searches.

By connecting people and property, Remine creates opportunity – the opportunity for you to save time door knocking and make smarter, data-backed strategies so you can become the neighborhood expert.

Best of all, when an agent shares their profile link or sends the Remine app directly to a customer, all search information is branded to that agent!

Update Branding
1. Open Remine from the Products & Services page of Stellar Central Workspace
2. Click your name near the lower-left corner of the screen
3. Upload/Verify your agent photo, contact info

First, click on your name in the Remine menu and access your settings. Scroll to the Public Homepage
Section. Create the URL for your customer-facing site.
Copy the link using the copy section to the right of the URL. Share the copied link on your Social Media, Website and emails.

Go to the "Contacts" tab of Remine.
The majority of the rich data in Remine is EXCLUSIVELY FOR REALTORS®. However, there is a robust
consumer site to give your current and prospective customers access to search certain items in Remine
and have all the results branded to you.

Under the "Contacts" tab, you can either add contacts individually or update contacts from a CSV file. You can also add contacts from the "Associated People" section of a property card in Remine. Once you invite contacts to Remine, they will need to create an account.
The Engage tab allows you to track the activity of your contacts. You can also invite your contacts to "StepOne", which provides them with a credit report
Is there a Remine app, and if so, how is the app different?

Yes, there is a Remine app. If you click on your name at the bottom of the sidebar menu and then select "settings" (the same place you went for your personal URL), scroll to the very bottom. There is a link to have app texted to you. Once you download the app through this link, you will then need to register and will receive a confirmation email to finalize the process. The app has many of the features of the desktop version, but does not allow you to do exports, uploads, downloads, or printing. The app also has a safety timer (pull up a property card and click "Start Tour") and the ability to quickly invite contacts from your mobile device to Remine.

Down Payment Connect (Down Payment Resources)

Seventy percent of listings in the MLS are eligible for one or more down payment assistance programs. Stellar MLS offers you a product called Down Payment Resource (DPR) to help you identify these programs. While there is a DPR icon within these listings, Down Payment Resource also offers a lead generation tool called Down Payment Connect.

To access Down Payment Resources (DPR), click on DPR on your products and services. Then click on the Down Payment Connect button to access your personalized link. Hyperlink this to your web site or social media account. When a prospect clicks the link, they can fill out information about a home they want to buy, their income, Veteran status, etc. You are then emailed with a report of Down Payment Programs for which the prospect may qualify and will be able to reach out to the person with the information.

There is also a button called "Marketing Resources" in Down Payment Resources (DPR.) Here you can download a variety of graphics, social media images, customizable flyers, and video clips that can be utilized in your marketing efforts.

My New Home Spotlight (Builders Update)

Through Builders Update, a new construction search product, an agent can get a snippet (icon) to embed on his or her web site which will take potential buyers to a Builders Update search page to search for new home communities. Only the agent's contact information will be displayed on search results (no builder information). The agent will be sent all leads.
1) Launch Builders Update from Stellar Central, products and services
2) Go to the *Tools* tab, and then to *My New Home Spotlight*.
3) To set up the My New Home Spotlight tool, upload or confirm your logo and agent photo, and create a URL. In Builders Update, the agent can decide the name of their personal URL. The URL can be linked directly from a web site or social media posting.

4) If an agent wants a button for their web site, they may also select an icon to use. Once an icon is selected, a HTML code snippet will be emailed to agent, which can be inserted into the web site.

ShowingNew.com Site (NHSPro)

New Home Source Professional, or NHSPro, another new construction search product, offers agents a branded consumer site. NHSPro can be accessed from rpodcuts and services section on Stellar Central, and by clicking on the agent's name in the top corner, the ShowingNew.com site can be accessed.

A custom URL can be created, and an agent photo and company logo (which can be linked to the agent or company's website) can be added. The agent's designations, license number and contact information can be entered, and a custom background image uploaded. This link can be posted to the agent's webpage or social media sites, allowing consumers to search for new construction and have the results be branded to the agent. NHS Pro also provides branded code for a widget that you may embed in your website if you prefer.

What's My Home Worth Web Site (CloudCMA)

Through CloudCMA, you can get a link to a branded "What's My Home Worth" landing page. Launch CloudCMA from Stellar Central, products and services, and then go to the Cloud CMA settings *(the avatar on the top right corner with your photo or initials)*. There is a *Lead Generation* option, where you can find your URL, which can be hyperlinked to your web site or social media pages.

Tip: We highly suggest that you complete your Cloud CMA account profile and view your CMA pages before sending out reports. Send one to yourself so you will know what needs editing!

Cloud CMA Property Reports, Flyers, and Settings

Cloud CMA can also be used to generate branded, highly customizable Property Reports, and Flyers. When you launch Cloud CMA, there is a tab for each of these reports.

*Property Reports c*an be populated either with a single MLS number or an address. They include information on listings, neighborhood info, schools, area restaurants (from Yelp), comparable sales, an on-line valuation estimate, and mortgage info. The color, font, layout, etc. can be customized.
*Flyers c*an be populated with a single MLS number or an address. Several templates are available. Flyers contain a QR code that links to a property report. When creating the flyer, pages for the linked property report can be selected.

Settings

Prior to using any of these tools in Cloud CMA, it is critical for you to configure all settings. By clicking on the avatar on the top right corner of the screen (with either your photo or initials), there are options for Account Settings and Custom Pages.

Account settings:
- **Profile** – Name, company, email, photo, logo, and location.
- **Contact Info** – add a variety of contact info including license number, designations, social media pages, phone, web site, etc. *Anything added here shows up on the Cover Page and Contact page of the CMA.*
- **Custom Pages** – create or upload custom pages to go in the CMA.

As Cloud CMA is integrated with MLS subscriptions, the password, MLS Credentials, Integrations and Billing tabs are not used. Also, it is recommended for you to create a sample CMA and review the pages prior to using the lead generation tool.

eProperty Watch

Surveys consistently show that a substantial amount of a seasoned agent's business comes from referrals and repeat business from past customers. eProperty Watch allows you to send both past and prospective customers a monthly report full of information on their home and neighborhood, with up-to-date information on their home's value, nearby listings and transactions, local trends, and more.

You can access eProperty Watch from Stellar Central, products and services or from the External Links widget on the Matrix Home Page, there is an eProperty Watch link. The basic package is included in your Stellar MLS subscription.

Under the "Clients" tab, up to 2500 contacts (in the free version) can be added or imported. To add or import a contact, enter their name email address, and property address. Then, monthly reports will be sent to that customer on your behalf with valuable information about their property and market.

Matrix Agent Web Page

A free, very basic web page is available through Matrix. To configure, click your name in the upper-right corner of Matrix and select *My Information* on the next screen. Then go to the *Agent Web Page* tab. You will want to set up your *Header* and *Portal Profile* first. Under the *Agent Web Page* tab, you will have the opportunity to enable your web page, see the URL, add home page content, set up your search form preferences, and include a sign-up sheet to your page. Note that you can forward a domain that you own to this web site.

Matrix Listing Share Feature

This feature allows an agent to share a link directly to their listings in Matrix. To configure, go to the *My Matrix* tab and then select *My Listings*. On the following page, choose the listing you would like to share by checking its selection box in the far left of the single line view. The 'Share Listing' button is then available in the button bar below the display. Please note: This feature is exclusive to a particular listing agent and available only for Active listings and those listings that have sold within the past six (6) months.