

In this class, we will focus on how to generate strategic mailing lists and labels using three products included with your MLS subscription: Realist, iMap, and Remine.



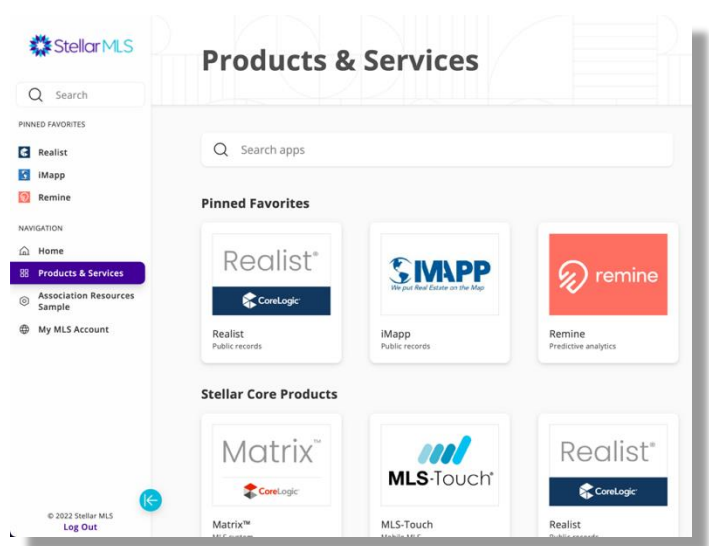
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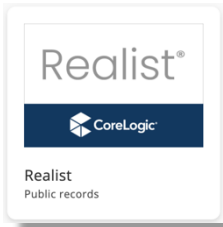
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Step-by-step instructions will be provided but keep in mind this class is not an in-depth training on each of these incredibly powerful products – our focus shall be on generating mailing lists and labels only.

If you have yet to access Realist, iMapp, or Remine, simply log in at <http://www.stellarmls.com> as they are all conveniently located on the **Products & Services** page of your Stellar Central workspace.

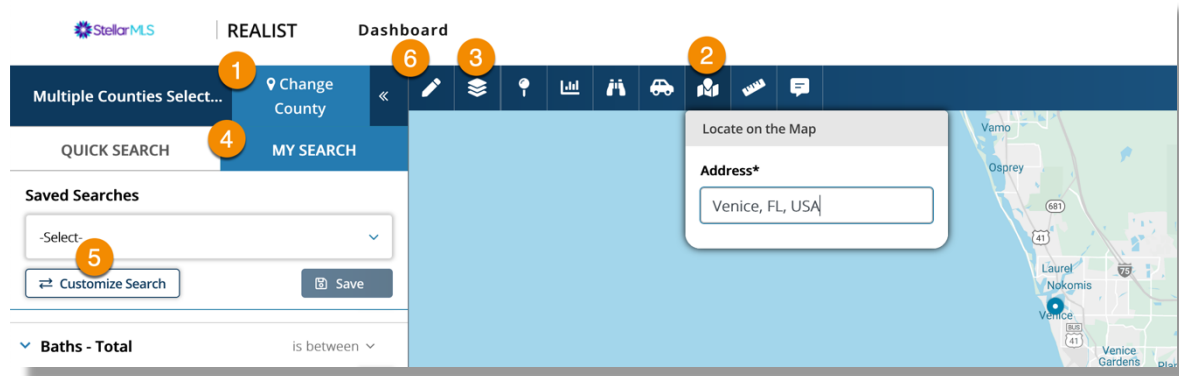
**Bonus Tip:** You can pin products and resources to the Main Navigation area of Stellar Central for quick access in the future!





## EXAMPLE 1: Realist

Scenario: Create mailing labels to all owners within the Waterford neighborhood in Venice



Step 1: Confirm your selected counties (you may have up to 8; Be sure to include Sarasota for this example)

Step 2: Use the *Locate on the Map* tool to zero in on the area of interest

Step 3: Select the Neighborhood Layer

Step 4: Select “My Search” [allows for additional criteria]

\*\*Saved Searches dropdown menu: Realist Defaults: Tax Search / Foreclosure Search/ MLS Search/My Search Default

\*Note: To delete a search template, Click the Save Button, then select the search, delete.

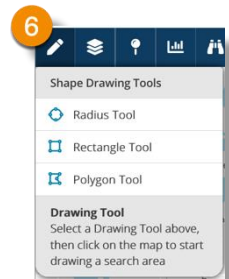
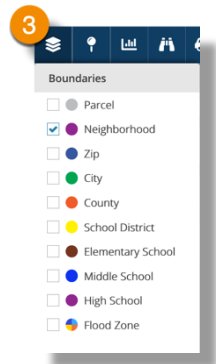
Step 5: Click the **Customize Search** button to add the following search field:  
 - Core Logic Land Use [Sfr – often overlooked]

Step 6: Click the pencil icon to use the Shape Drawing Tools to outline the Waterford neighborhood [polygon]

**\*\*Important: If the line of a drawn shape touches ANY part of an adjacent parcel, it will be included!**

Step 7: Rather than click the SEARCH button, click on your drawn shape!

Step 8: Sort by MLS Status [the column with the colored icons]



TIP: Click the column header then again to reverse the sort order

Step 9: Deselect any on-market listings (ex. Active, Pending, etc.)

The screenshot shows the StellarMLS REALIST Dashboard. On the left, there are search filters for 'Map Tools Applied', 'MLS Listing Number', 'MLS Status', 'MLS Listing Price', 'MLS Sale Price', 'Sale Price', and 'MLS Pending Date'. A callout box labeled '9' highlights a list of 14 items with checkboxes and status icons. A callout box labeled '8' highlights the '630 selected' count. A callout box labeled '7' highlights the 'Search' button. The main area shows a map of Venetian Lakes and a table of results.

	Address	Property City	Property ZIP	County	Land Use - C
<input type="checkbox"/>	1807 Ashley Dr	Venice	34292	Sarasota	Single Family
<input type="checkbox"/>	1550 Belfry Dr	Venice	34292	Sarasota	Single Family
<input type="checkbox"/>	1440 Brenner Park Dr	Venice	34292	Sarasota	Single Family
<input type="checkbox"/>	1740 Kilruss Dr	Venice	34292	Sarasota	Single Family
<input type="checkbox"/>	1660 Valley Dr	Venice	34292	Sarasota	Single Family
<input type="checkbox"/>	1613 Slate Ct	Venice	34292	Sarasota	Single Family
<input type="checkbox"/>	1437 Geneagles Dr	Venice	34292	Sarasota	Single Family
<input type="checkbox"/>	1622 Liscount Dr	Venice	34292	Sarasota	Single Family
<input type="checkbox"/>	1550 Waterford Dr	Venice	34292	Sarasota	Single Family
<input type="checkbox"/>	1405 Brenner Park Dr	Venice	34292	Sarasota	Single Family
<input checked="" type="checkbox"/>	1562 Belfry Dr	Venice	34292	Sarasota	Single Family
<input checked="" type="checkbox"/>	1623 Valley Dr	Venice	34292	Sarasota	Single Family
<input checked="" type="checkbox"/>	1615 Slate Ct	Venice	34292	Sarasota	Single Family
<input checked="" type="checkbox"/>	1464 Trune Way	Venice	34292	Sarasota	Single Family

Step 10: Notice the *results vs selected* number

Step 11: Choose your output method from the variety of options shown below the list of properties.

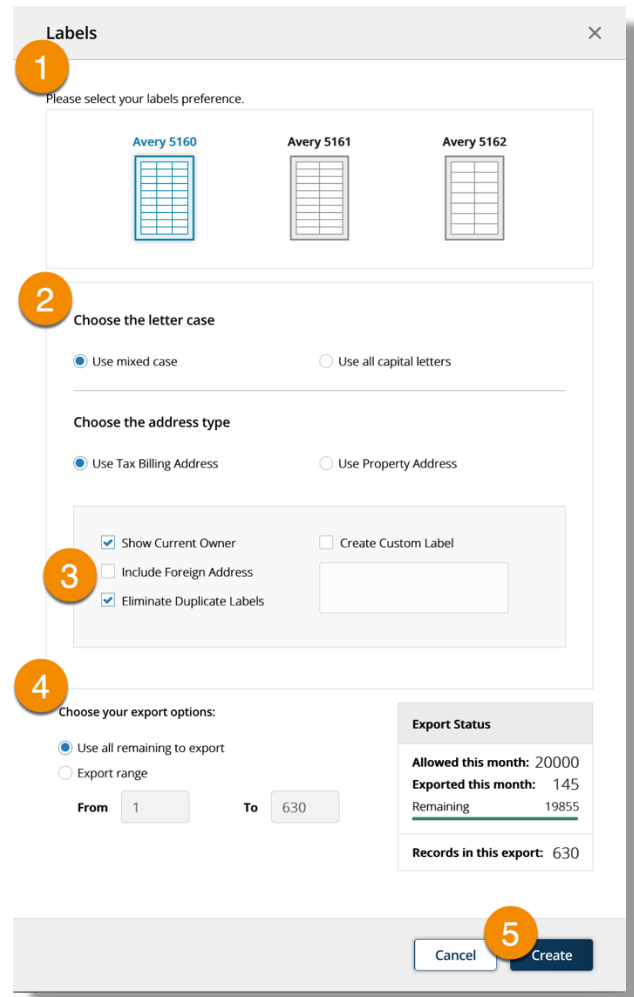
**Export** will allow the property data to be downloaded in CSV format.

For this example, click the **Labels** button.

The screenshot shows the bottom of the StellarMLS interface with the 'Labels' button highlighted. The table of results is visible above it, showing the same 14 items as in the previous screenshot.

Step 12: Review the settings in the Labels pop-up window

1. Select the label style
2. Choose the address type
  - a. Use Tax Billing Address
3. Address Type Options
  - a. Check *Show Current Owner* to add the owner name to the label output
  - b. Check *Eliminate Duplicate Labels*
4. Choose the number of records to export
5. Click the **Create** button



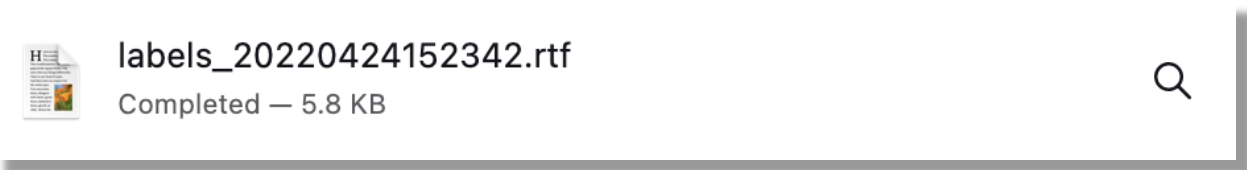
The screenshot shows the 'Labels' pop-up window with the following settings:

- 1** Please select your labels preference. Three Avery label styles are shown: Avery 5160, Avery 5161, and Avery 5162. Avery 5160 is selected.
- 2** Choose the letter case.  Use mixed case,  Use all capital letters.
- Choose the address type.  Use Tax Billing Address,  Use Property Address.
- 3** Address Type Options.  Show Current Owner,  Include Foreign Address,  Eliminate Duplicate Labels. A 'Create Custom Label' checkbox is also present with an empty text field.
- 4** Choose your export options:  Use all remaining to export,  Export range. From: 1, To: 630.
- 5** Export Status summary:

Allowed this month:	20000
Exported this month:	145
Remaining:	19855
Records in this export:	630

Buttons: Cancel, Create

\*\*Labels are then downloaded to your computer as a text file.



Open the file and print the addresses onto the type of label style selected in Step 12-1 above.

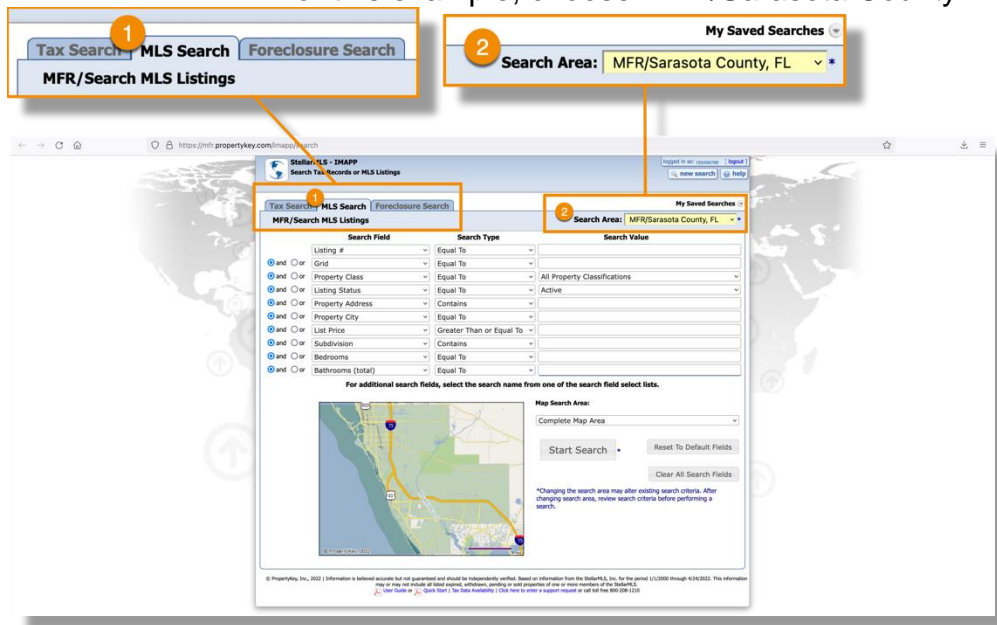


## EXAMPLE 2: iMapp

Scenario: Create labels for residential listings in Venice that expired within the last year and were not relisted

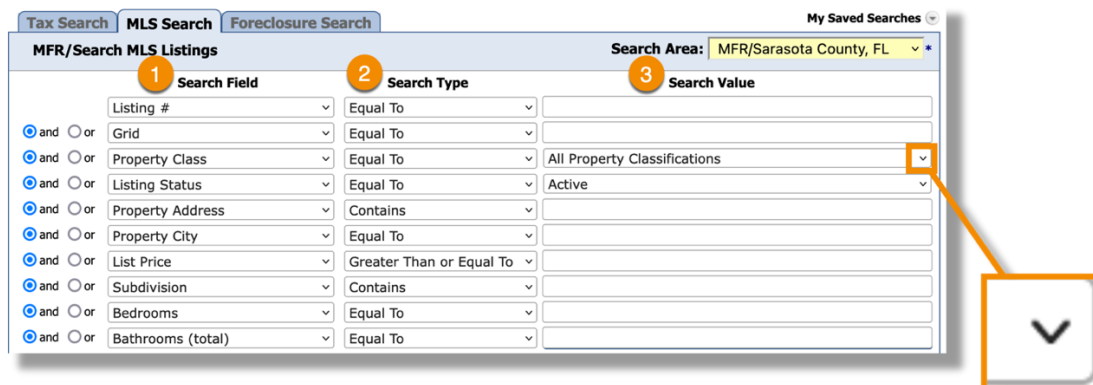
Step 1: Select the MLS Search tab

Step 2: Verify your desired county from the Search Area dropdown menu  
For this example, choose MFR/Sarasota County

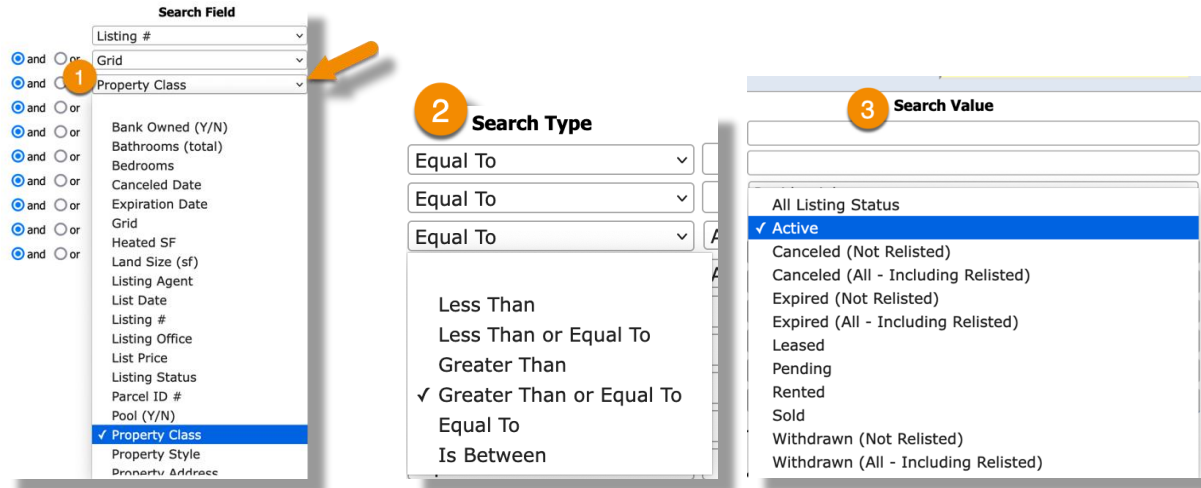


Note the three columns:

1. Search Field
2. Search Type
3. Search Value

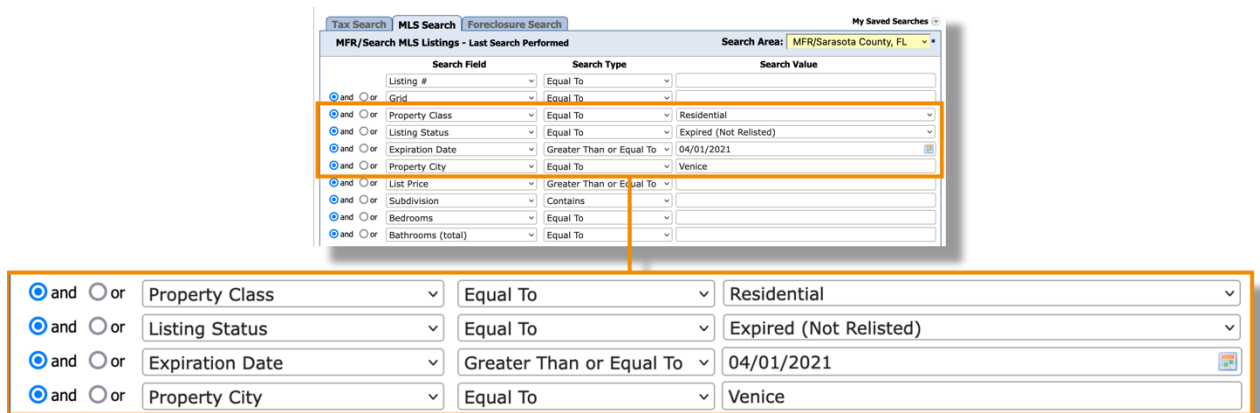


Click on any field that displays an arrow in its value to select available options.



**NOTE: The options available in the Search Type (2) and Search Value (3) fields will vary depending on the value selected in the first column, Search Field (1)**

Step 3: For this example, select the following options shown below. Remember, you may need to change the selection in the Search Field column from the default. Once complete, you should only have four values in column 3 – Leave all remaining fields in the Search Value column blank:



**SEARCH FIELD**

Property Class  
\*Property Style  
Listing Status  
Expiration Date  
Property City

**SEARCH TYPE**

Equal To  
\*Contains  
Equal To  
Greater Than or Equal To  
Equal To

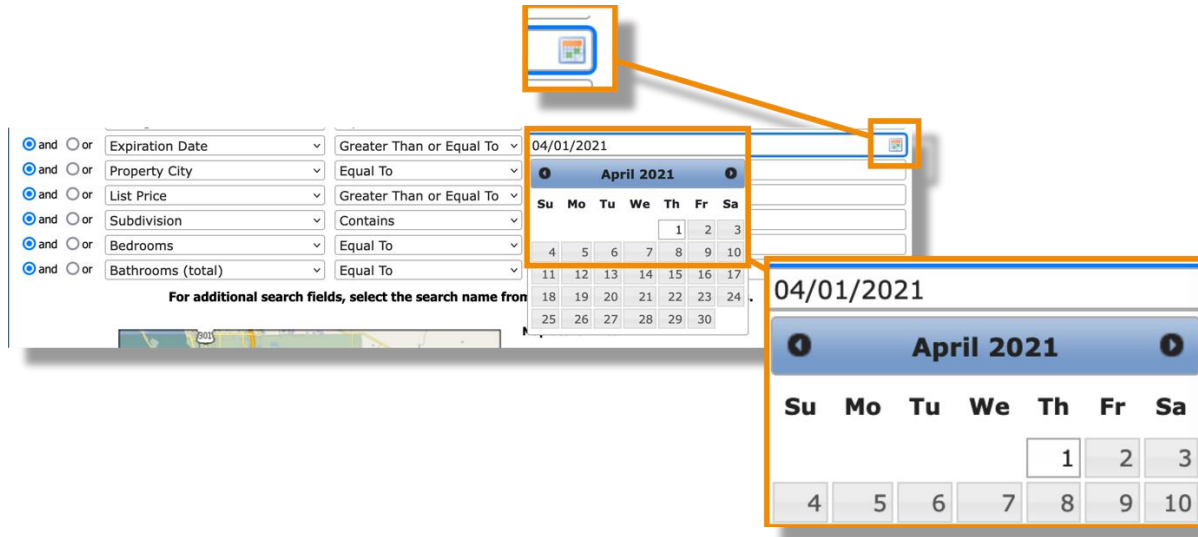
**SEARCH VALUE**

Residential  
\*Single  
Expired (Not Relisted)  
04/01/2021  
Venice

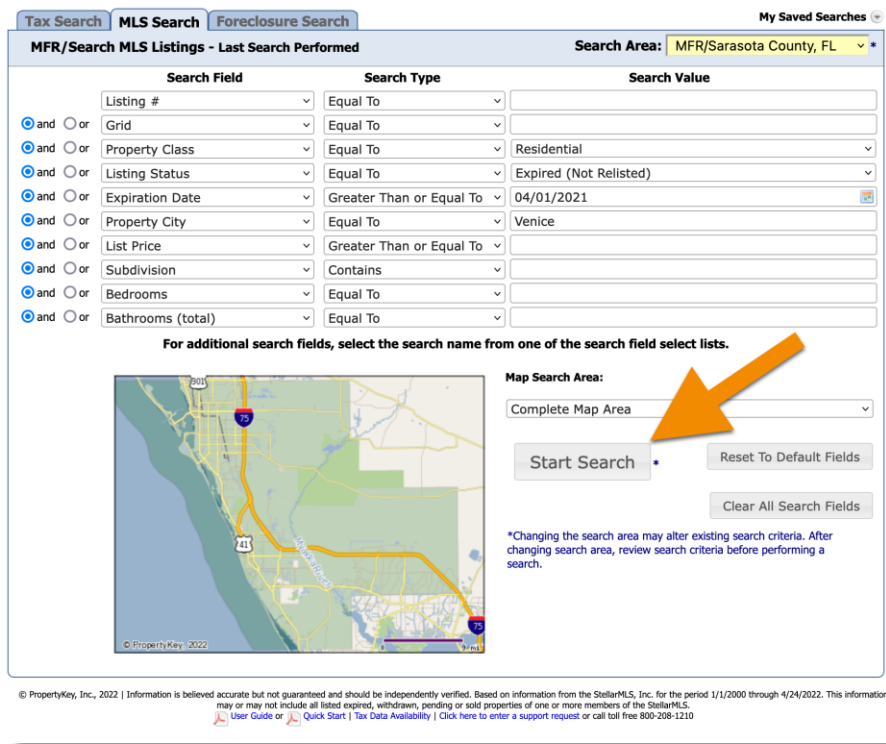
**Note:**

To enter an Expiration Date, either type directly into the Search Value field using the format MM/DD/YYYY or click the calendar icon to bring up a pop-up calendar display.

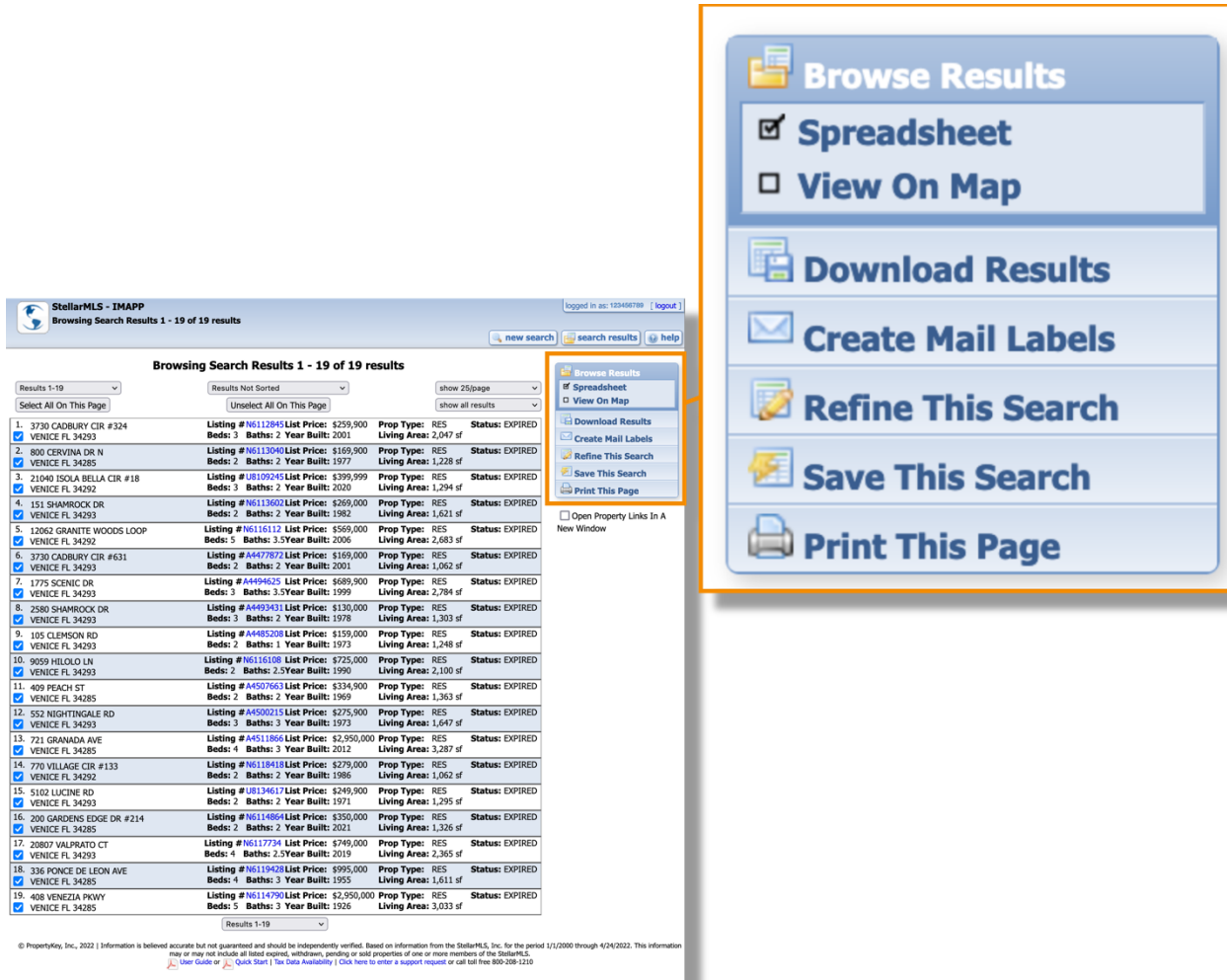
If using the calendar display, navigate to the particular month/year using the forward and back buttons on either side of the month and year then click the specific date on the calendar.



**Step 4: Click the Start Search button**



Step 5: Review the results list and then select an output option shown in the upper-right menu display (**Download Results** or **Create Mailing Labels**):



The screenshot shows the StellarMLS search results interface. The main area displays a list of 19 search results, each with details like listing number, address, list price, and status. An inset menu in the upper right corner highlights the following options:

- Browse Results**
  - Spreadsheet
  - View On Map
- Download Results**
- Create Mail Labels**
- Refine This Search**
- Save This Search**
- Print This Page**

Although you could choose **Download Results** and save the property list and data as a file in either comma-separated values (CSV), Microsoft Excel 97 or newer (XLS), or dBase III (DBF) format, for this example, we will generate mailing labels. The labels will include both owner-occupied and absentee properties as well as remove any duplicates (if applicable) based on the mailing address of the owner(s) tax bill. The final list will then be saved as a PDF file that can be printed on label stock.

To begin, click the **Create Mail Labels** button

A new page opens that contains two sections: *Select Label Source* and *Select Output Format*



Here are the selections for our example:  
In the **Select Label Source** section:

1. Owner Name @ Owner Address
2. Check the box next to *Remove Duplicate Results Based On*
  - a. Then choose *Unique Owner Address* from the dropdown menu below
3. Check the box next to *Only retrieve labels with valid zip codes*

*Selected options*

**Bonus Tip**

4. Choose **Create Labels in PDF Format** (if not already selected)
5. Choose the desired label template [ex Avery 5160]
6. **Generate Labels In PDF Format**

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When ready, click the **Generate Labels In PDF Format** button (6) to download the PDF and receive the following page of instructions and information:

**LABELS SUCCESSFULLY CREATED**

Your labels are finished & should start downloading in a few seconds. If the download doesn't start automatically, click here to retrieve the file.

**Notes:** the data downloaded through this program is licensed for internal research purposes by the named subscriber only. Any reuse, resale or other dissemination of this data in whole, in part, or in summary is strictly prohibited.

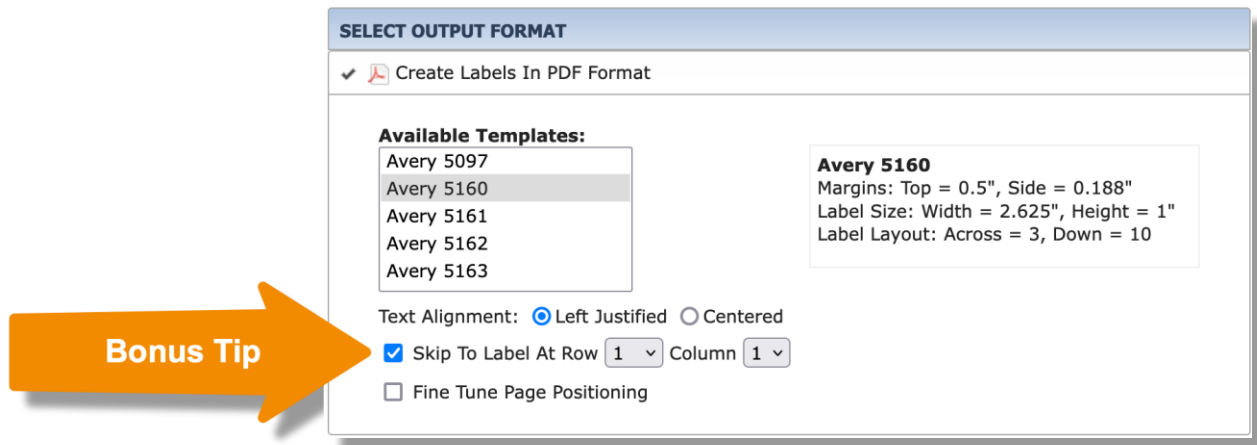
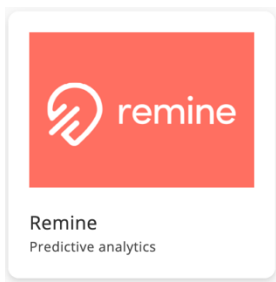
**Instructions:**

- You will need a PDF viewer like Adobe Acrobat to view and print these labels. For best results, we recommend Acrobat 4.0 or newer. If you do not have Acrobat or need updates, you can download the software from this link. Other PDF viewers should work but are not supported.
- When printing labels, you may need to change some settings in the print dialog to ensure the output is positioned correctly on the label page. In Acrobat, from the print dialog box, change the following settings in the "Page Handling" section:
  - Page Handling:
    - Page Scaling: Fit to Model
    - Page Positioning: Center
    - Blackbox These: Auto-Print and Center
    - Task Options: Choose Paper Source by PDF page size
- Other PDF viewers may have similar settings necessary to ensure your output is properly scaled to the label page size.
- Be sure to test your print settings with a sample sheet before printing a large number of labels.
- PDF files contain one or more pages of labels, you can try printing one page on a normal sheet of paper, place it on a stack of labels and hold both together all for a single print; this should be able to see the label scaled free through the print viewer.
- The Post Office requires a small amount of spacing between the top and the edge of the label for USPS certified mailings. There should be 1/16" clearance around all edges of the label.

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Confirmation screen

**BONUS TIP:** Check the box to select the *Skip To Label* option to enter a starting location on the blank label page. This is a great way to continue using a page of labels if a previous label printing job left some unused labels on the page!

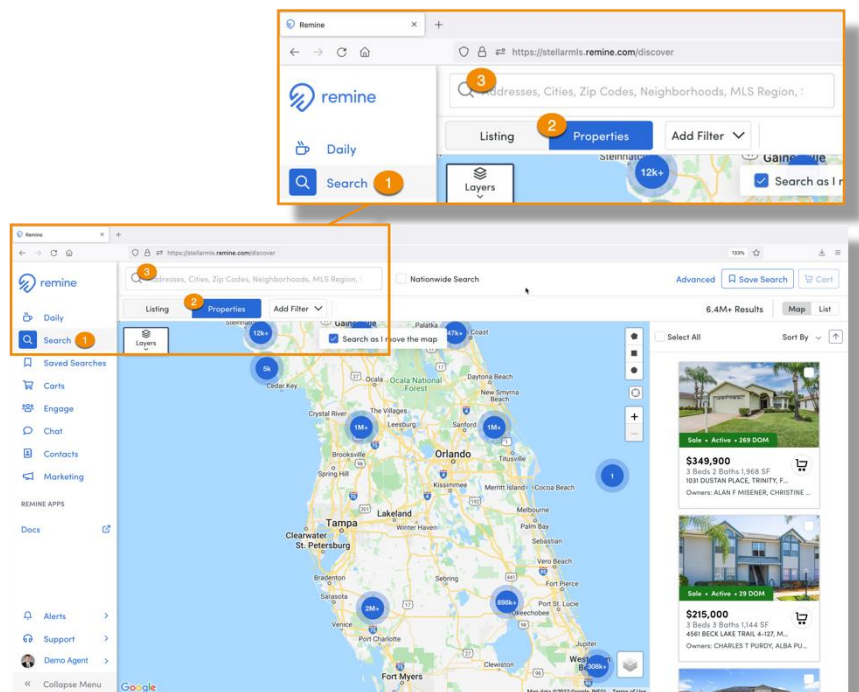
## EXAMPLE 3: Remine

Scenario: Create a mailing list using Remine's vast array of filters to hone in specifically on those owners in Palmer Ranch who may be interested in downsizing.

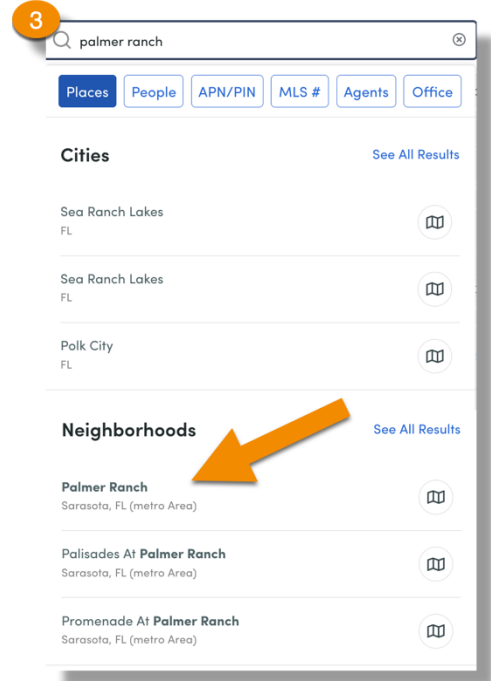
To begin, launch into Remine by clicking on its icon.

Once Remine opens:

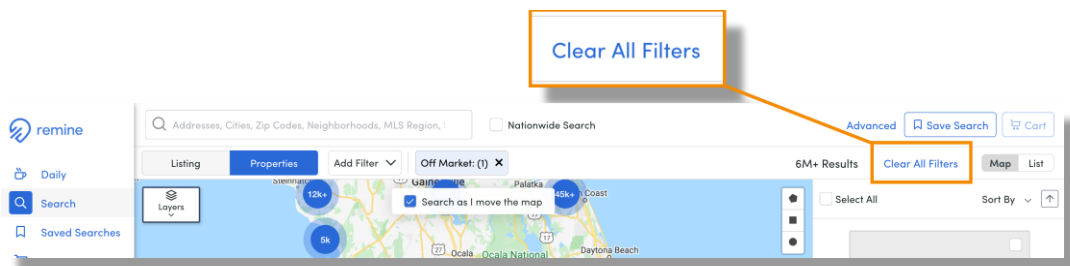
1. In the left column, click **Search** from the list of menu options
2. Once the Search page opens, click the **Properties** button above the map



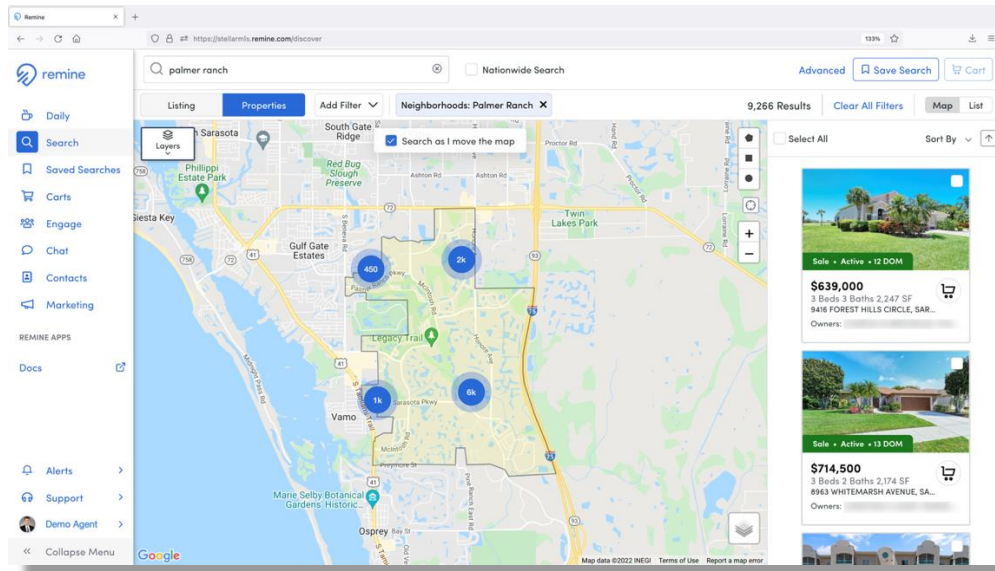
3. Enter “Palmer Ranch” into the search box (without the quotes) and then scroll down to select the matching result in Sarasota from the Neighborhoods section of the dropdown results pane



**TIP:** If you have used Remine in the past, there is a chance that the filters from your last search will still be shown. When you first open the Search page, be sure to click the **Clear All Filters** option (if it appears) near the upper-right corner of the screen:



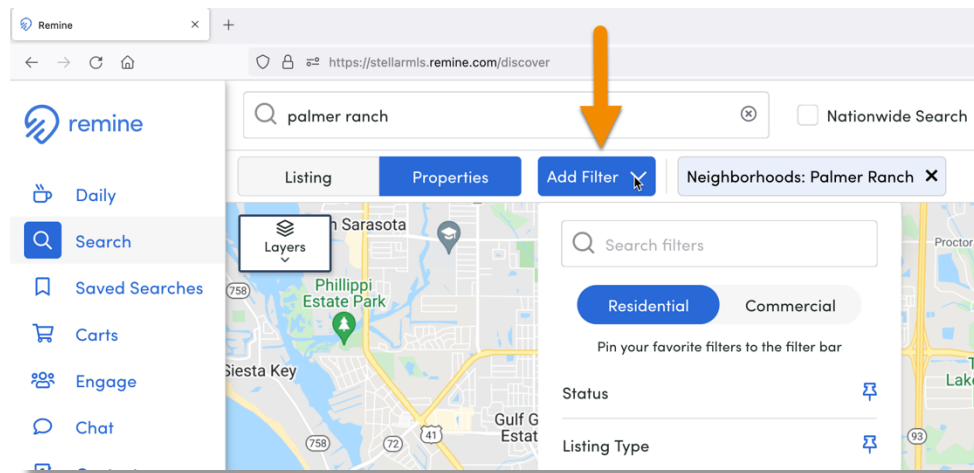
After completing steps 1-3 above, you should now have a screen that looks like this:



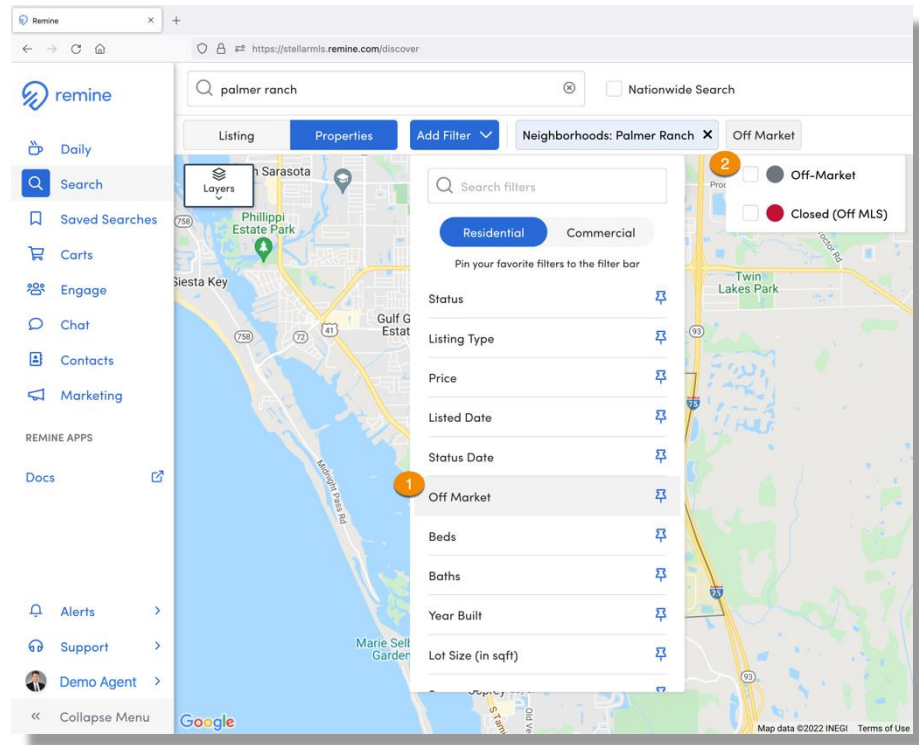
## Step 4: Adding Filters

Just above the map display, click the **Add Filter** button to reveal a list of filter options. Be sure to have the Residential button highlighted in the menu.

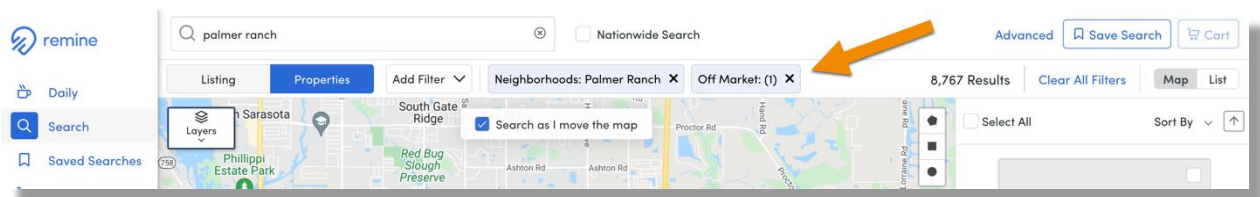
**Note:** The filters available in this menu should look familiar as they contain criteria that you would likely find when searching in the MLS such as Status, Beds, Baths, etc.



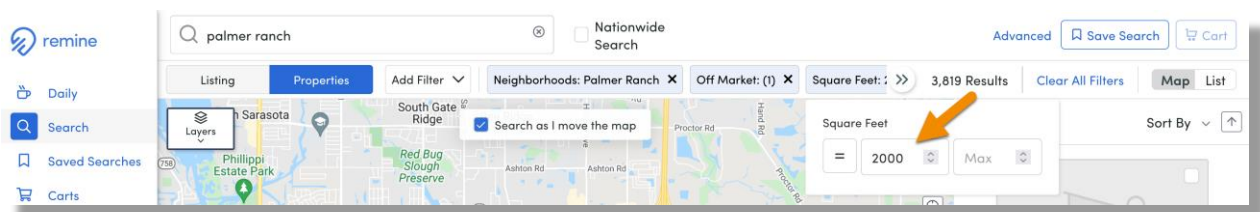
From the Add Filter menu, click **Off Market** from the list, then check the box in the menu that appears above the map for “Off-Market”



The Off Market filter has now been added to the list above the map:



Repeat the process, and click **Square Feet** from the Add Filter menu then enter 2000 in the minimum field:



## Step 5: Adding Layers

In the upper-left corner of the map, locate the main Layers button.



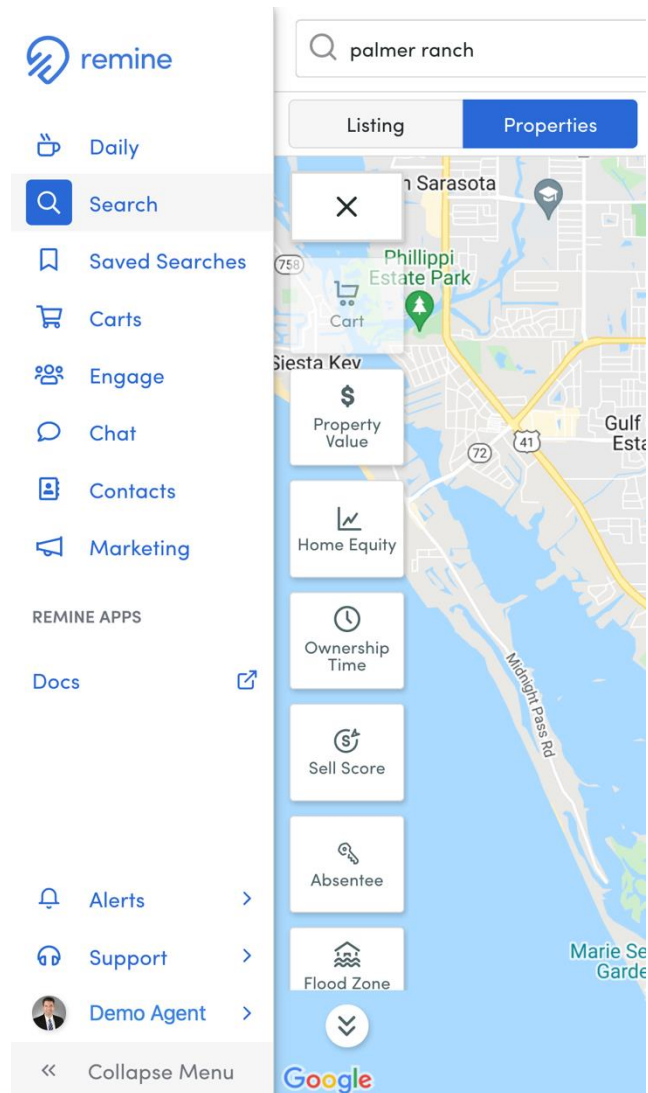
Click the button to reveal the available layers along the left of the map display, click it again to hide the layers.

*Note: If the list of layers is already displayed, the Layers button appears as an X, allowing you to close the Layers menu.*

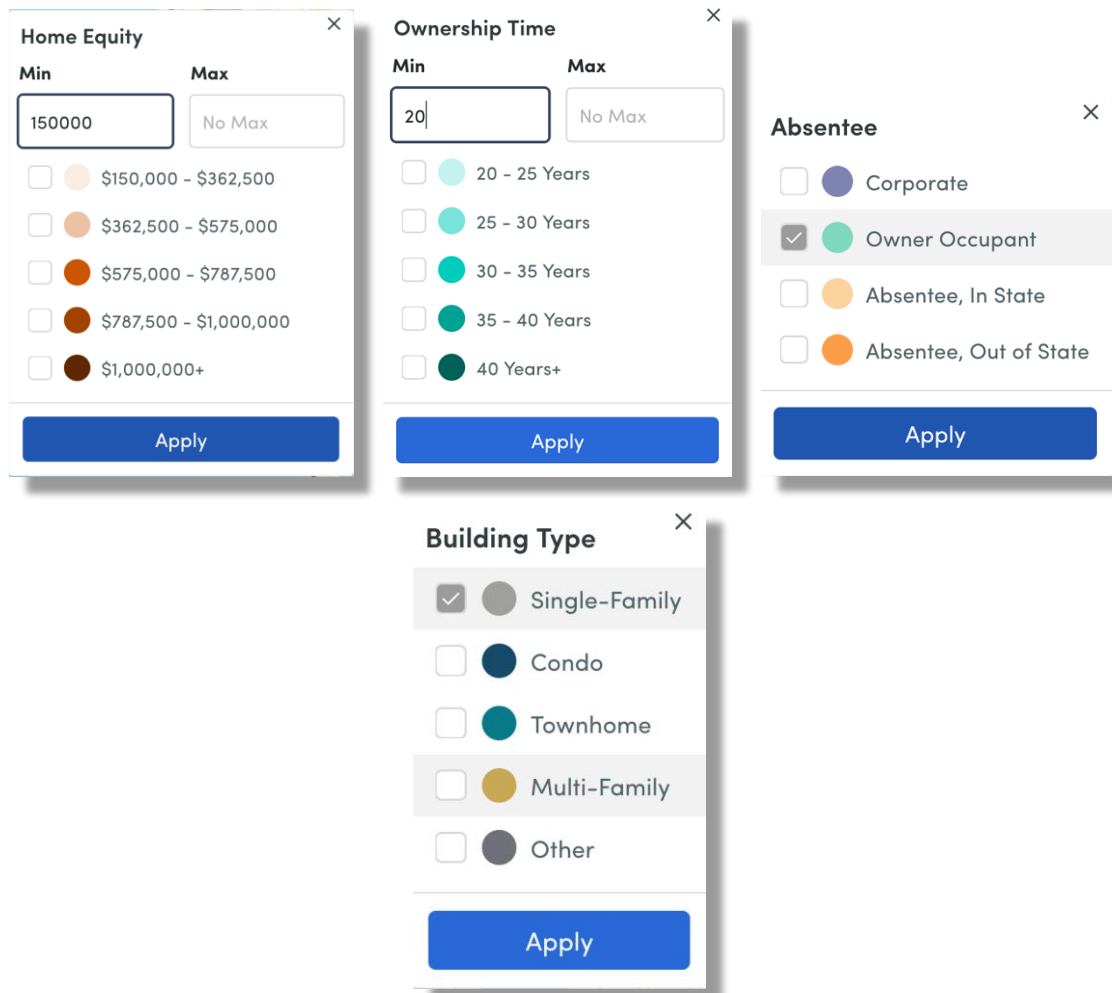
In this example, click on each of the following layer buttons to then add criteria (see page 15 for specific settings):

- Home Equity
- Ownership Time
- Absentee
- Building Type

**Tip:** You may advance through the list of layer buttons either by scrolling with a computer mouse wheel (or trackpad) or by simply clicking the circular navigation button that appears above or below the layer button list.



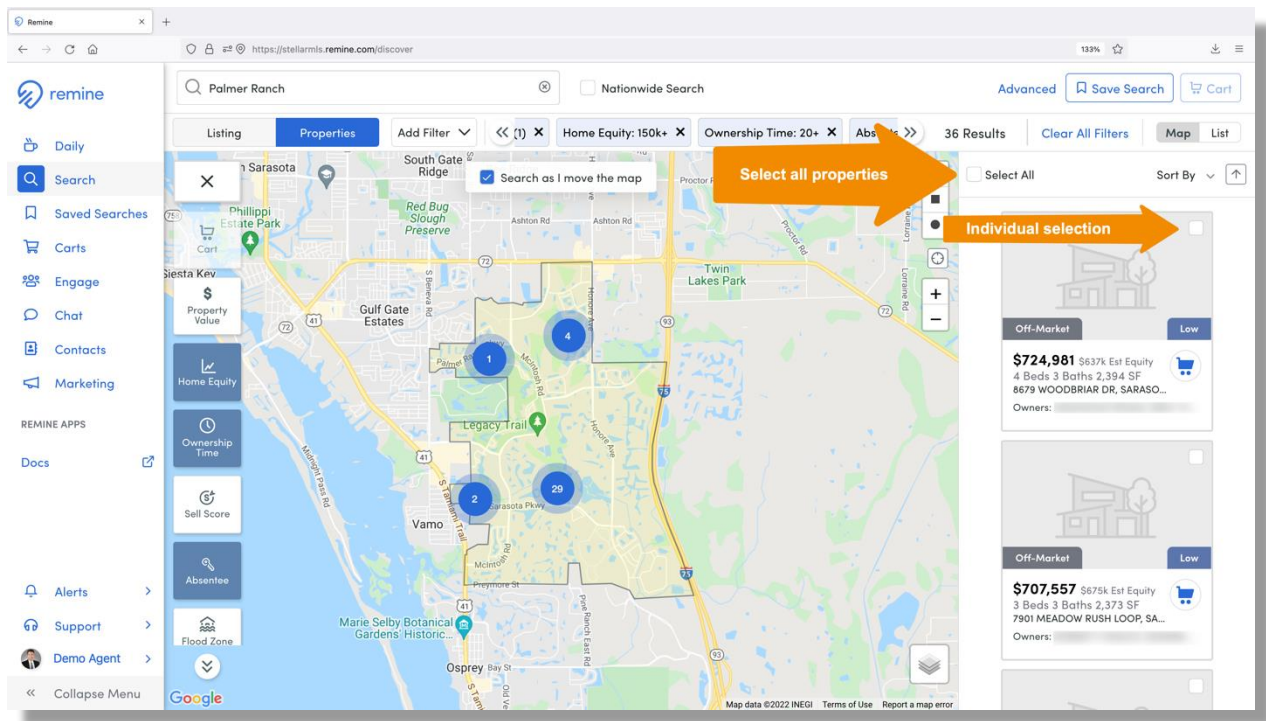
After clicking each layer button, here is the breakdown of the criteria used in this example – be sure to click the **Apply** button in the window each time to add the layer criteria:



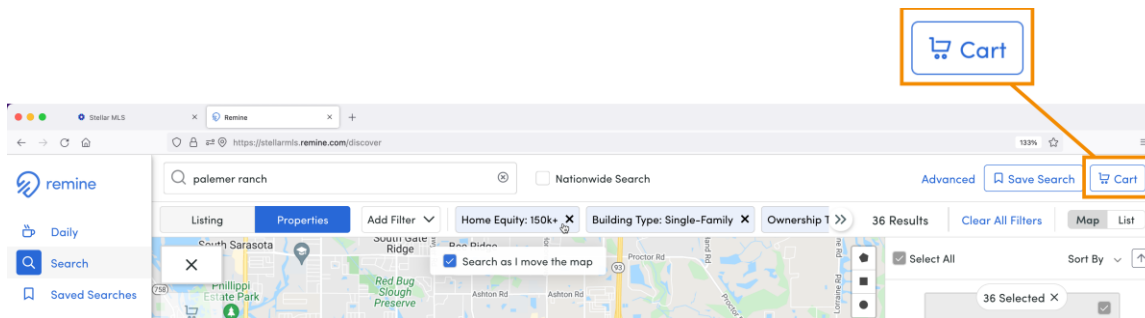
*Optional: Add the **Mortgage Age** layer to remove those owners who have perhaps refinanced within the last three years.*

Step 6: Add the properties to a Cart

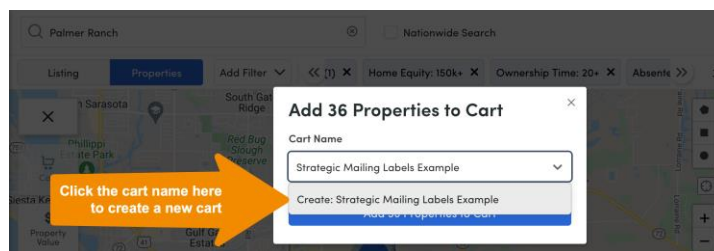
To create labels or export the data for the matching properties, you first need to add them to a cart. Properties can be selected individually, or you may use the Select All option at the top of the list.



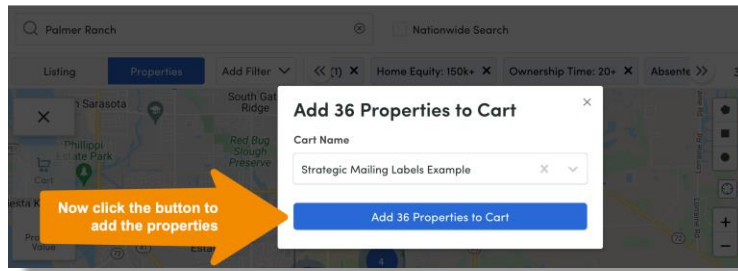
Once selected, the Cart button in the upper-right corner of the display becomes active:



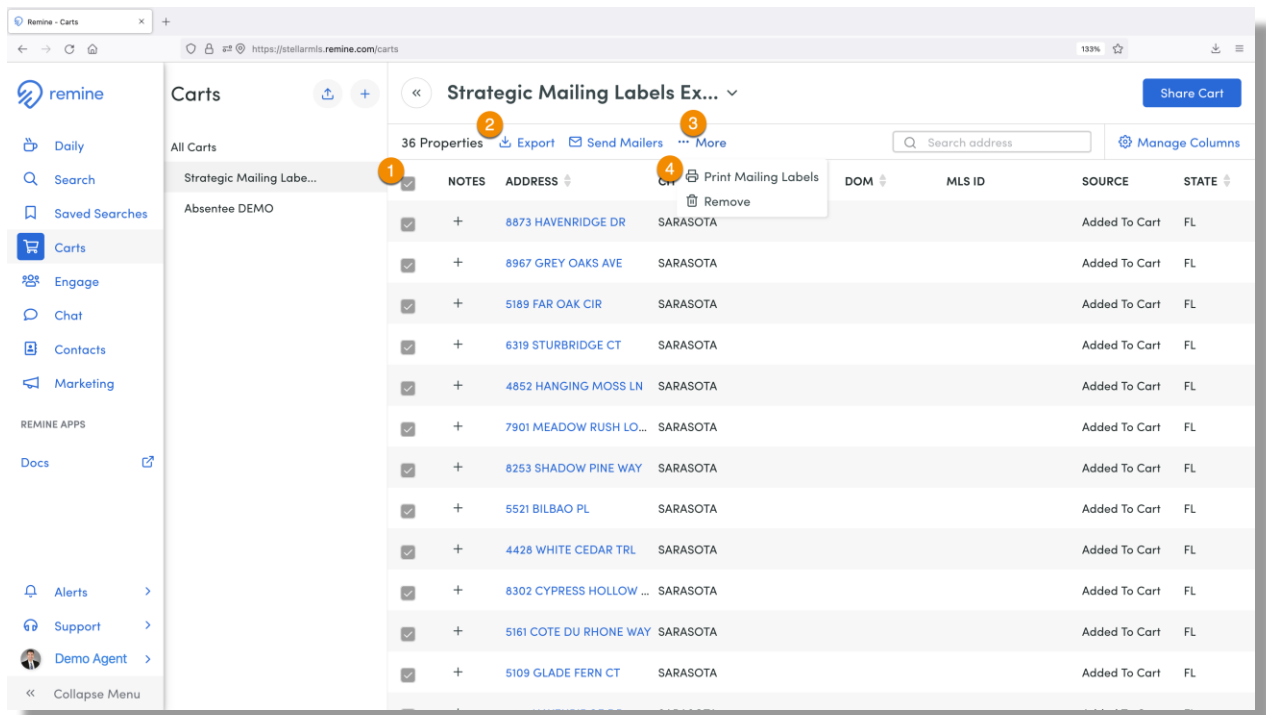
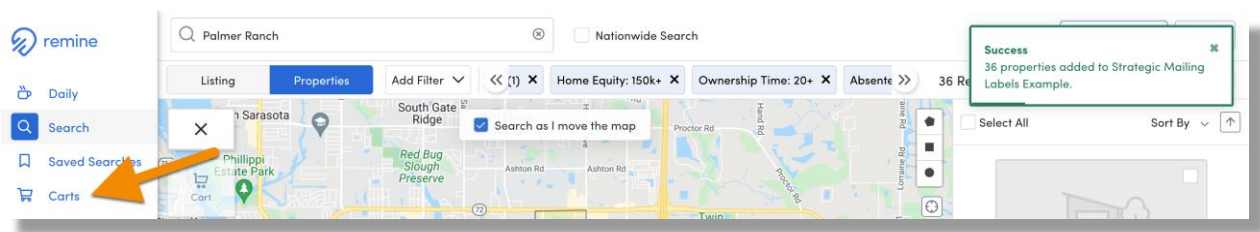
Click the Cart button and the dialog below appears. For this example, we will create a new cart just for these properties. Enter a name for the cart and be sure to click the name below the text entry box to create it. (If you have other carts saved, when you begin typing, the system will display existing carts that match the text you input)







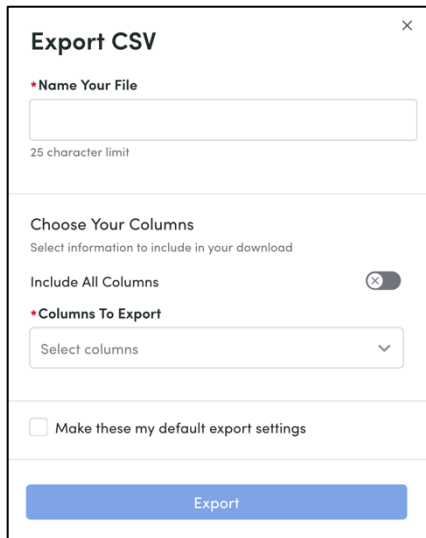
A confirmation will appear in the upper-right corner that you have added the properties to a cart. Now click the Carts link in the menu on the left of the screen:



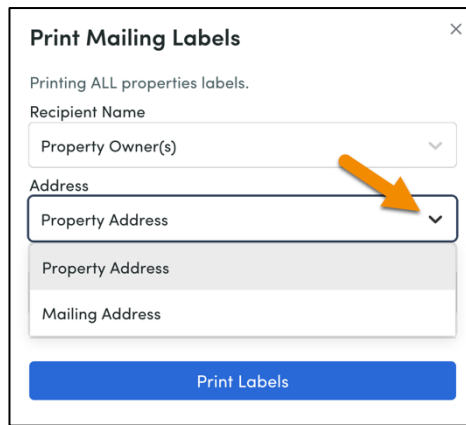
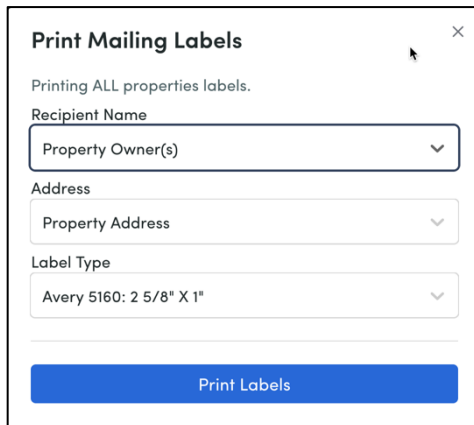
Your new cart should appear at the top of the list on the Carts page. With the cart selected, check the box (1) to select all properties in the cart.

Now you can choose to either download the records in CSV (Comma Separated Values) format by clicking **Export** (2) or generate mailing labels by first clicking the **...More** menu (3), then **Print Mailing Labels** (4).

## Export options:



## Print Mailing Label options:



Note: *Property Address* is the physical location of the property whereas *Mailing Address* is where the tax bill is mailed. (Click the field to change selections)

Lastly, select the type of label stock you will be using and click the **Print Labels** button to download a PDF file to your computer that you may then use as the document to print once you load labels into your printer.