

Lead generation is crucial in real estate as it helps agents and agencies identify potential customers, whether buyers or sellers. By generating quality leads, real estate professionals can build a pipeline of interested prospects, increase their conversion rates, and ultimately drive sales. Effective lead generation strategies, such as digital marketing and networking, ensure a steady flow of opportunities, helping agents stay competitive in a dynamic market.

In this course, you will learn how to generate leads from products you have access to with your Stellar MLS subscription. We will dive into Down Payment Resource, Builders Update, and NewHomeSource Professional.

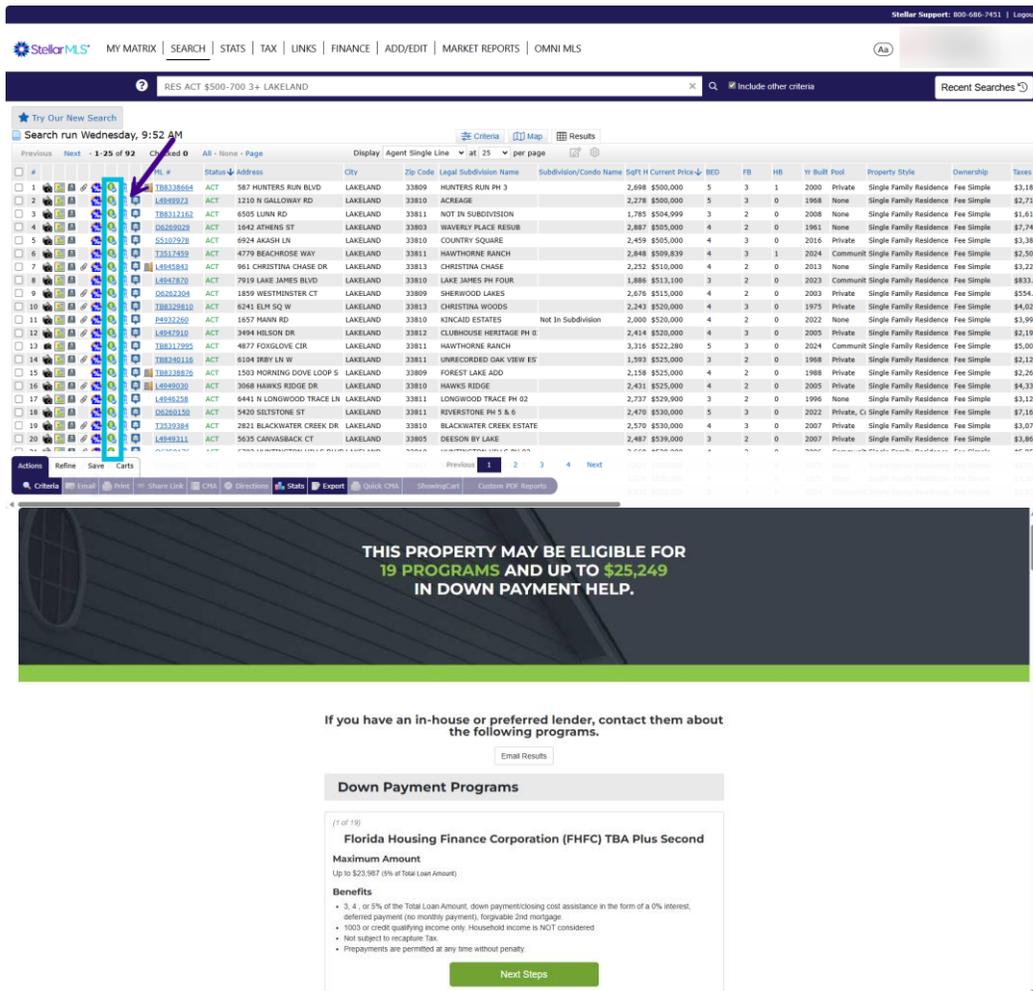
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Down Payment Resource

Did you know that almost 80% of the listings in the MLS are eligible for one or more down payment or closing cost assistance programs? Stellar MLS offers its members a unique tool called Down Payment Resource, which is automatically integrated into your listings. This tool highlights properties in the MLS that qualify for down payment or closing cost assistance.

When conducting a search, any property that qualifies for such assistance will display an icon on the left side of the search results. Each icon is specific to the property it represents. To learn more about the programs a property qualifies for, simply click on the icon, and the Down Payment Resource page will open with detailed information about that property's eligibility.



RES ACT \$500-700 3+ LAKELAND

Search run Wednesday, 9:52 AM

#	Agent	Status	Address	City	Zip Code	Legal Subdivision Name	Subdivision/Condo Name	SqFt	H	Current Price	BED	FB	HR	W Built	Pool	Property Style	Ownership	Taxes
1	T88338664	ACT	587 HUNTERS RUN BLVD	LAKELAND	33809	HUNTERS RUN PH 3		2,698	5	\$500,000	5	3	1	2000	Private	Single Family Residence	Fee Simple	\$3,188.00
2	L4989272	ACT	1210 N GALLOWAY RD	LAKELAND	33810	ACREAGE		2,278	5	\$500,000	5	3	0	1968	None	Single Family Residence	Fee Simple	\$2,719.00
3	T88312162	ACT	6505 LUNN RD	LAKELAND	33811	NOT IN SUBDIVISION		1,785	5	\$504,999	3	2	0	2008	None	Single Family Residence	Fee Simple	\$1,614.00
4	D6269029	ACT	1642 ATHENS ST	LAKELAND	33803	WAVELY PLACE RESUB		2,887	5	\$505,000	4	2	0	1961	None	Single Family Residence	Fee Simple	\$7,745.00
5	S5020278	ACT	6924 AKASH LN	LAKELAND	33810	COUNTRY SQUARE		2,459	5	\$505,000	4	3	0	2015	Private	Single Family Residence	Fee Simple	\$3,394.00
6	T3512459	ACT	6779 BEACHROSE WAY	LAKELAND	33811	HAWTHORNE RANCH		2,848	5	\$509,839	4	3	1	2024	Community	Single Family Residence	Fee Simple	\$2,500.00
7	L4955853	ACT	961 CHRISTINA CHASE DR	LAKELAND	33813	CHRISTINA CHASE		2,252	5	\$510,000	4	2	0	2013	None	Single Family Residence	Fee Simple	\$3,224.00
8	L4947870	ACT	7919 LAKE JAMES BLVD	LAKELAND	33810	LAKE JAMES PH FOUR		1,886	5	\$513,100	3	2	0	2023	Community	Single Family Residence	Fee Simple	\$833.98
9	D6262304	ACT	1859 WESTMINSTER CT	LAKELAND	33809	SHERWOOD LAKES		2,676	5	\$515,000	4	2	0	2003	Private	Single Family Residence	Fee Simple	\$554.00
10	T88329810	ACT	8241 ELM SQ W	LAKELAND	33813	CHRISTINA WOODS		2,243	5	\$520,000	4	3	0	1975	Private	Single Family Residence	Fee Simple	\$4,020.00
11	T8922500	ACT	1557 HAWK RD	LAKELAND	33810	KINCADO ESTATES	Not In Subdivision	2,089	5	\$520,000	4	2	0	2022	None	Single Family Residence	Fee Simple	\$3,955.00
12	L4987010	ACT	3494 HILSON DR	LAKELAND	33812	CLUBHOUSE HERITAGE PH X		2,414	5	\$520,000	4	3	0	2001	Private	Single Family Residence	Fee Simple	\$2,195.00
13	T88312925	ACT	4877 FOXGLOVE CIR	LAKELAND	33811	HAWTHORNE RANCH		3,316	5	\$522,280	5	3	0	2024	Community	Single Family Residence	Fee Simple	\$5,000.00
14	T88340116	ACT	6104 EBBY LN W	LAKELAND	33811	UNRECORDED OAK VIEW ES		1,593	5	\$525,000	3	2	0	1968	Private	Single Family Residence	Fee Simple	\$2,124.00
15	T88338879	ACT	1503 MORNING DOVE LOOP S	LAKELAND	33809	FOREST LAKE ADD		2,158	5	\$525,000	4	2	0	1968	Private	Single Family Residence	Fee Simple	\$2,264.00
16	L4949030	ACT	3068 HAWKS RIDGE DR	LAKELAND	33810	HAWKS RIDGE		2,431	5	\$525,000	4	2	0	2005	Private	Single Family Residence	Fee Simple	\$4,333.00
17	L4966258	ACT	6441 N LONGWOOD TRACE LN	LAKELAND	33811	LONGWOOD TRACE PH D2		2,737	5	\$526,000	3	2	0	1996	None	Single Family Residence	Fee Simple	\$3,127.00
18	D6260510	ACT	5420 SILTSTONE ST	LAKELAND	33811	REVERSTONE PH 5 & 6		2,470	5	\$530,000	5	3	0	2022	Private, C	Single Family Residence	Fee Simple	\$7,166.00
19	T3532384	ACT	2821 BLACKWATER CREEK DR	LAKELAND	33810	BLACKWATER CREEK ESTATE		2,570	5	\$530,000	4	3	0	2007	Private	Single Family Residence	Fee Simple	\$3,070.00
20	L4949311	ACT	5635 CANVASBACK CT	LAKELAND	33805	DEESON BY LAKE		2,487	5	\$539,000	3	2	0	2007	Private	Single Family Residence	Fee Simple	\$3,864.00

THIS PROPERTY MAY BE ELIGIBLE FOR 19 PROGRAMS AND UP TO \$25,249 IN DOWN PAYMENT HELP.

If you have an in-house or preferred lender, contact them about the following programs.

Down Payment Programs

(1 of 19)

Florida Housing Finance Corporation (FHFC) TBA Plus Second

Maximum Amount
Up to \$23,987 (6% of Total Loan Amount).

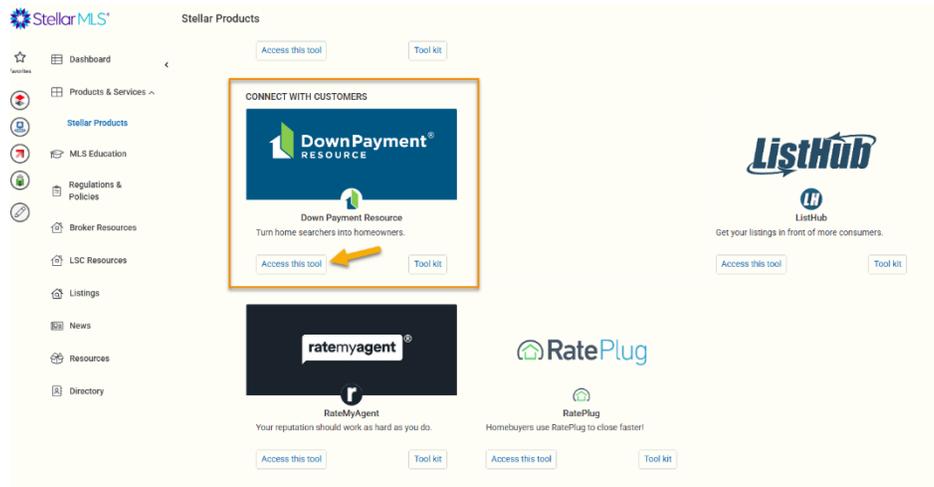
Benefits

- 3.4, or 5% of the Total Loan Amount, down payment/closing cost assistance in the form of a 0% interest, deferred payment (no monthly payment), forgivable 2nd mortgage.
- 1003 or credit qualifying income only. Household income is NOT considered.
- Not subject to reciprocity fee.
- Prepayments are permitted at any time without penalty.

Next Steps

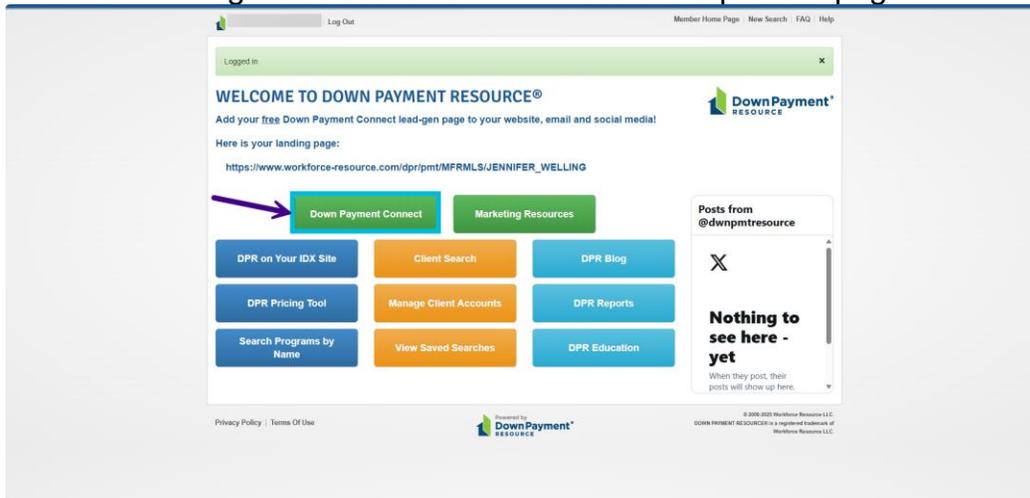
Down Payment Resource not only simplifies identifying properties eligible for down payment and closing cost assistance, but it also offers a lead generation feature called Down Payment Connect. This tool allows agents to easily promote and share these programs with potential clients, helping them build a pipeline of prospects.

To access the Down Payment Resource product without leveraging properties, you will need to access the Stellar Products section of Stellar Central and scroll down until you reach the Connect with Customers section of the page. You will see Down Payment Resource listed there. To access the product, simply click onto Access this Tool link in the bottom left corner of the product tile.



This will launch the product and log you in through SSO. This will bring you to the agent resource page. There are several helpful tools to review on this page, but let's start with your customized agent landing page for lead generation.

To access your customized URL, you will need to select the Down Payment Connect button. It is one of the green buttons found towards the top of the page.



Once you click on the Down Payment Connect tab, this will allow you to access your personalized link. This is a hyperlink that you can add to your very own website or social media accounts. When a customer or prospect clicks on this link, they can fill out information about a home they are interested in purchasing to learn about various down payment programs that the house qualifies for. When a customer clicks on the link to learn about the various programs, they are then prompted to add in their first name, last name and email address to obtain more information about the programs. You, as the agent, are then emailed the report of the various programs with the customer or prospects contact information. A lead for you! The customer is then able to take this list of programs to their loan officer to see if they qualify for additional down payment

assistance. Below are examples of what the customer will see when they use the DPR program.

NOTE
The landing page that the customer accessing is branded to the agent who's link was used to access the product.

CHECK YOUR ELIGIBILITY NOW

Welcome to the Down Payment Resource Center provided by Jennifer Welling. Tell us where you're looking and answer a few questions about your household and see how many programs may match your circumstances.

Enter the **Street Address** and **Zip Code** of a specific property
- OR -
Start typing in the **General Search** field and pick a neighborhood, city or county from the menu.

Street Address (e.g. 123 Main Street) Zip Code
5331 5th Street 53542

General Search (start typing for a menu of options)

Estimated sales price

Number of Units
 Single Duplex Triplex Quadruplex

How many people live in your household?
Include yourself, spouse, children, other adults and senior dependents:
1

Programs
23
Get Details

Welcome Jennifer Welling | Log Out Member Home Page | New Search | FAQ | Help

YOU MAY BE ELIGIBLE FOR 23 PROGRAMS AND UP TO \$65,000 IN DOWN PAYMENT HELP.

Please enter your contact information below to receive the results by email. Jennifer Welling or an associate will contact you with details about the matched programs.

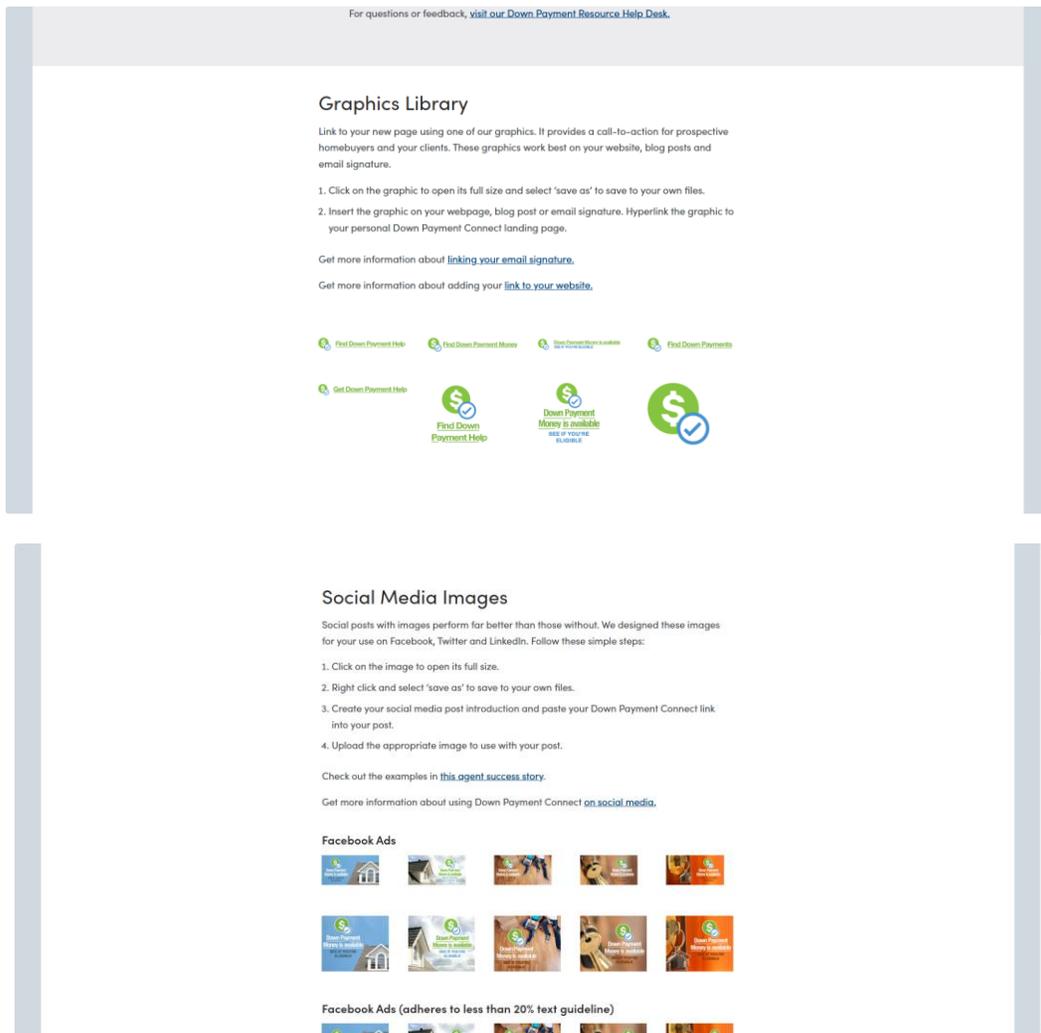
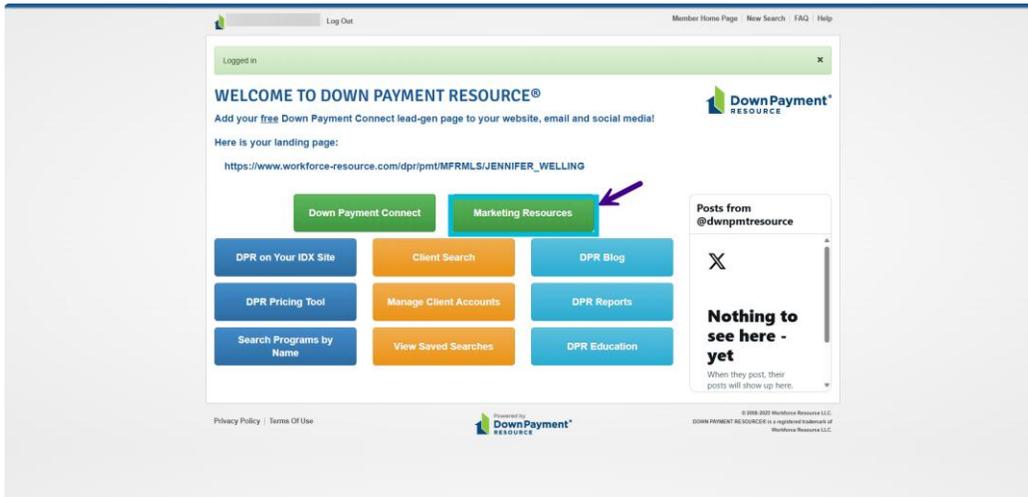
First Name * Last Name *
Email Address * Phone Number

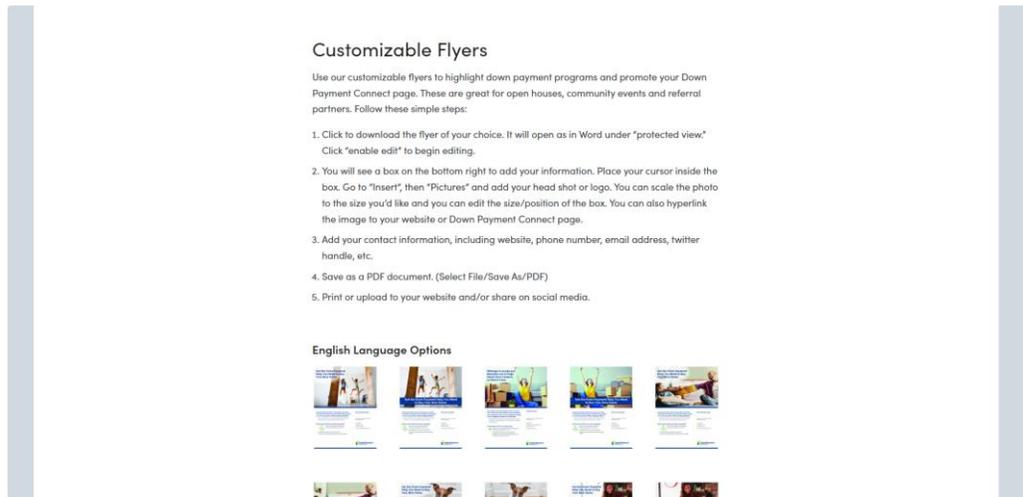
I prefer to be contacted by: I am currently working with a real estate agent:
 Email Phone Yes No

By continuing I acknowledge that I have read your Privacy Policy, Terms Of Use.
Get Program Details

Return to Search Form

Additionally, the Marketing Resources button gives you access to a variety of graphics, social media images, customizable flyers, and video clips that can be utilized in your marketing efforts. You can simply right click on any of the images and paste the desired image into other resources you may be using for marketing. For example, you can add a DPR image to your email signature and hyperlink it to your DPR website!

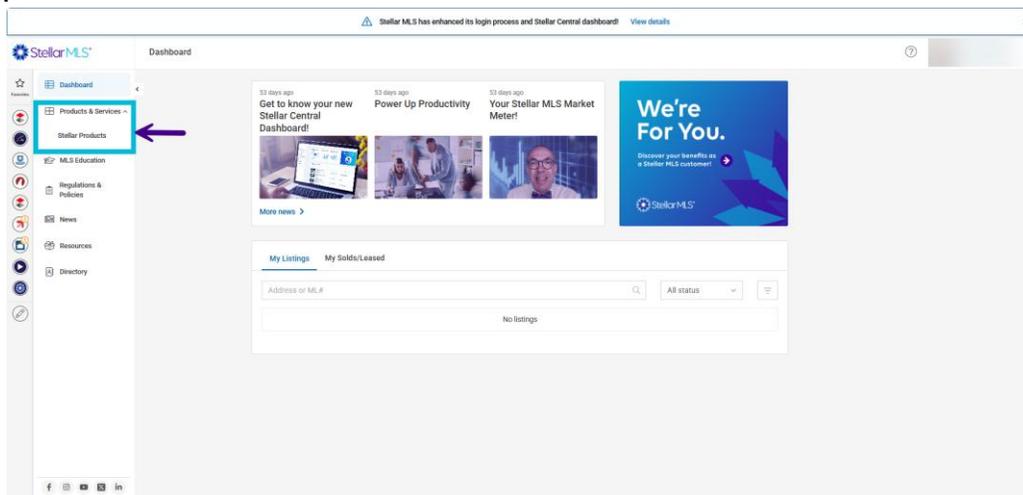


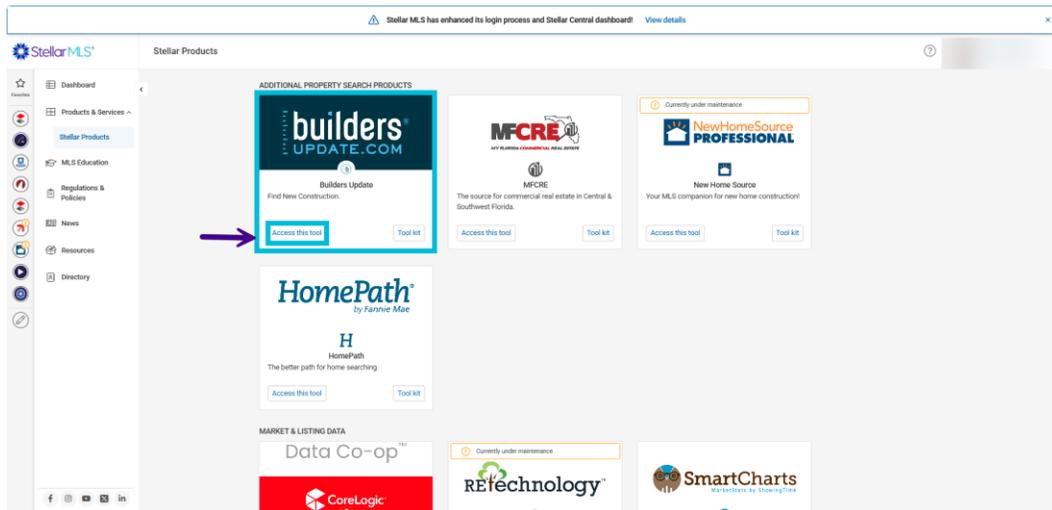


Builders Update

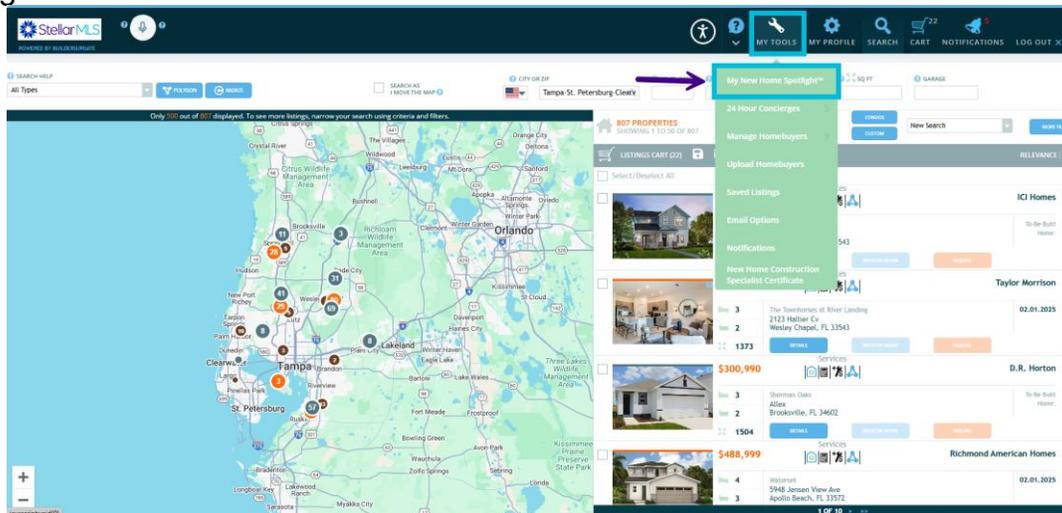
New construction properties offer great opportunities for real estate agents, attracting buyers eager for the latest designs and features. With the right lead generation tools, agents can easily connect with these buyers, showcase fresh listings, and build a steady stream of prospects, helping them stay ahead of the competition and close deals faster.

Builders Update is one of two products you have access to where you and your customers can look for new construction properties while also generating leads for your real estate business. To access the Builders Update product, you should be logged into Stellar Central and access the Stellar Products page. From there, you will scroll down to the Additional Property Search Products section and “Access the Tool” for Builders Update.





Once in Builders update, click on MY TOOLS, then My New Home Spotlight.



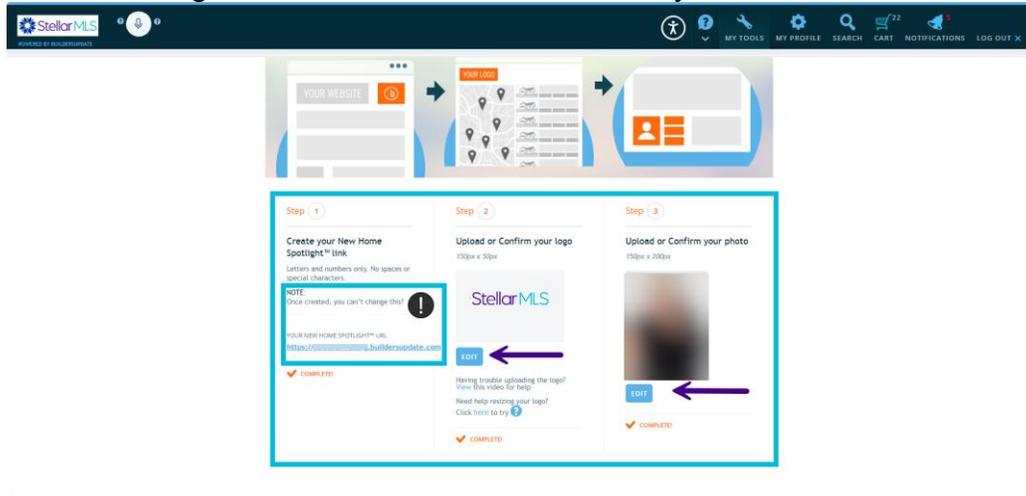
Once you have accessed this area, you will notice that there are three steps to complete to gain use of the customized link.

Step 1: You must create your own customized URL. Please note: Once you lock in your URL, you CANNOT edit this later. It is recommended that you do not use your broker information in your personalized URL. This may change throughout your career, and you will not be able to change it.

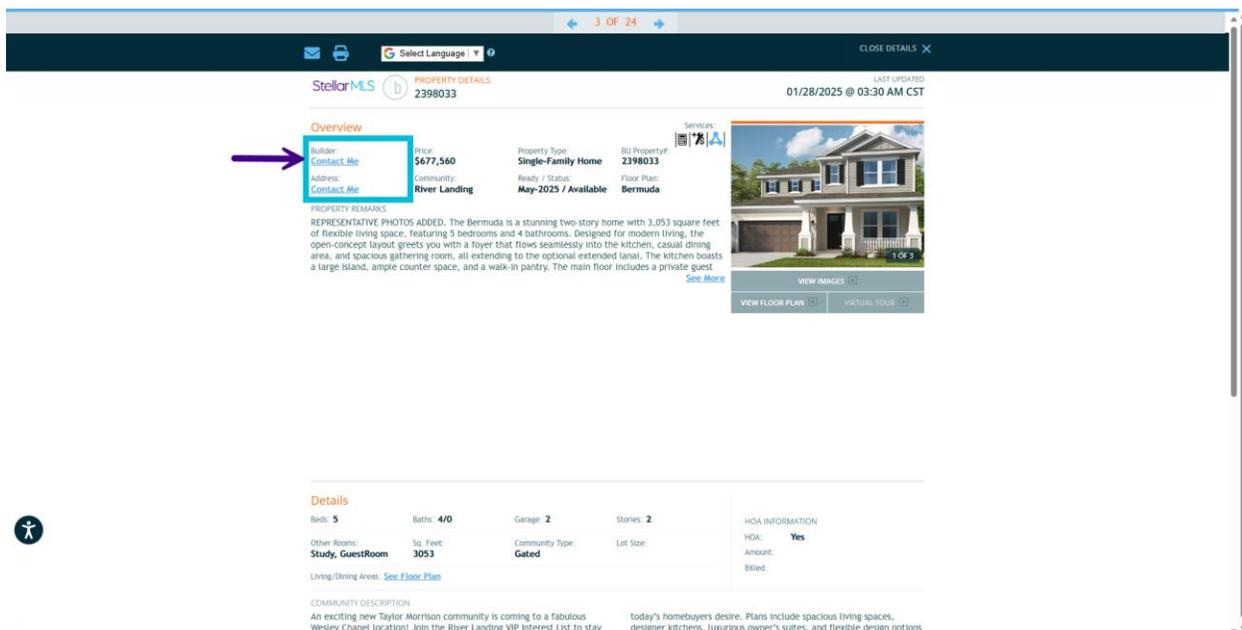
Step 2: You will need to upload a business logo here. This is where you can include your broker information because this can be changed as needed.

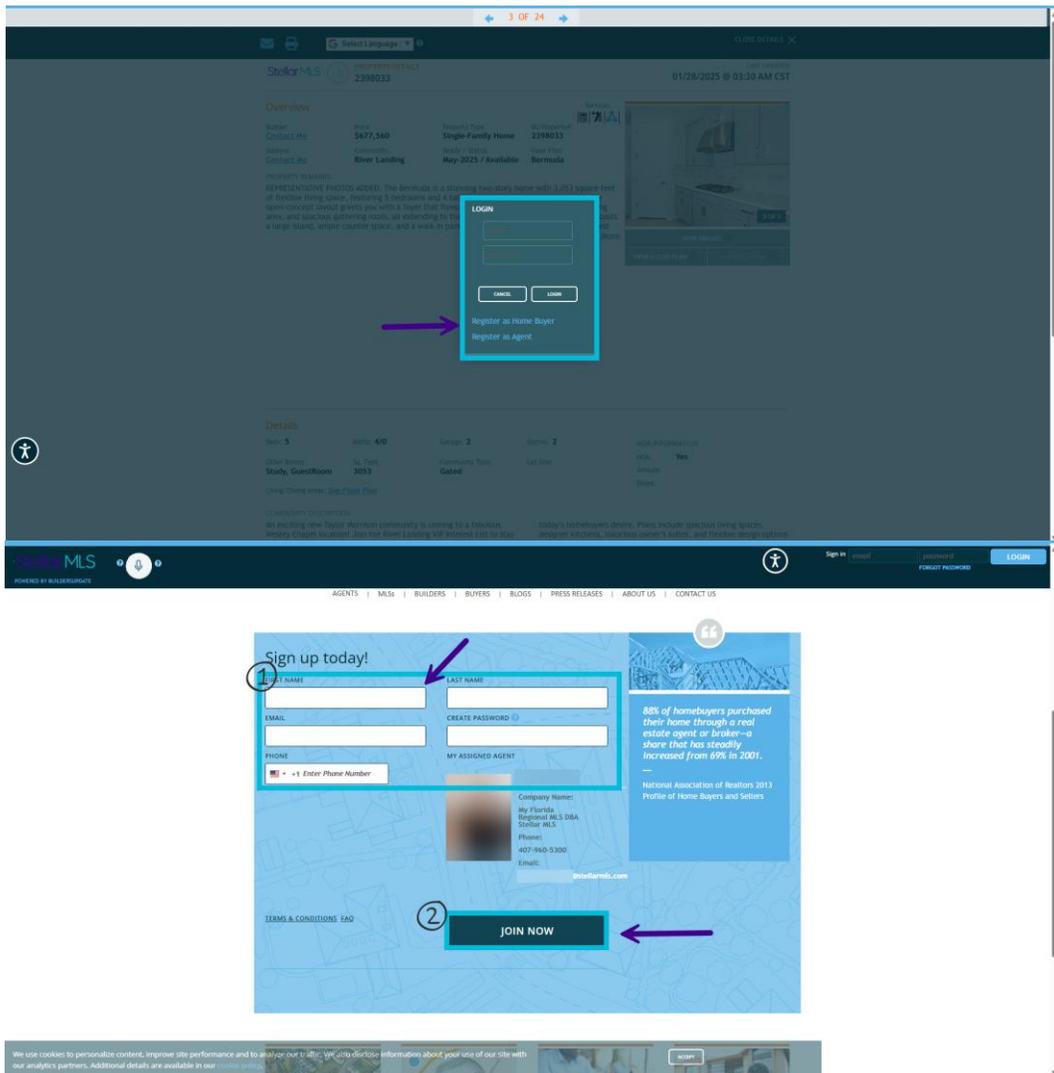
Step 3: You will upload an agent photo here. Please note the minimum pixel requirements as indicated on the page. (150x200)

Once all three steps have been completed, and ONLY after all three steps have been completed, will the agent URL become active and ready to use.

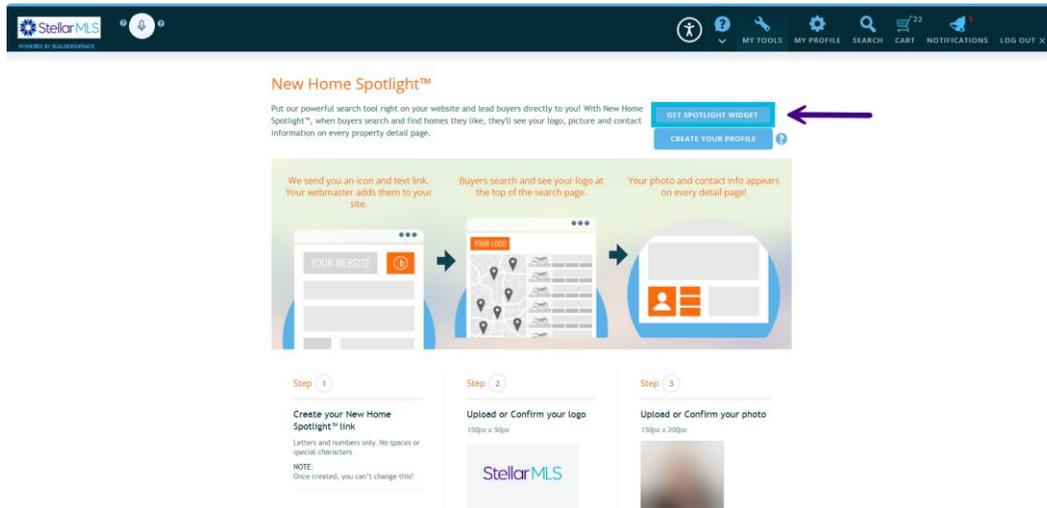


The Agent URL can be shared to agent’s social media outlets allowing potential customers access to your agent landing page in Builders Update. Once the customer clicks onto your URL and finds a property they are interested in getting more information on, they will select the Contact Me link in the property detail report. There, they will register as a Home Buyer and will need to supply the system with their name, email address, and phone number. This, in turn, becomes a lead for you.





You can enhance the agent URL by downloading a spotlight widget, which will help with marketing your new construction business. You can access this widget after selecting the My New Home Spotlight under the My Tools menu. At the top of the page, you will select the Get Spotlight Widget tab.



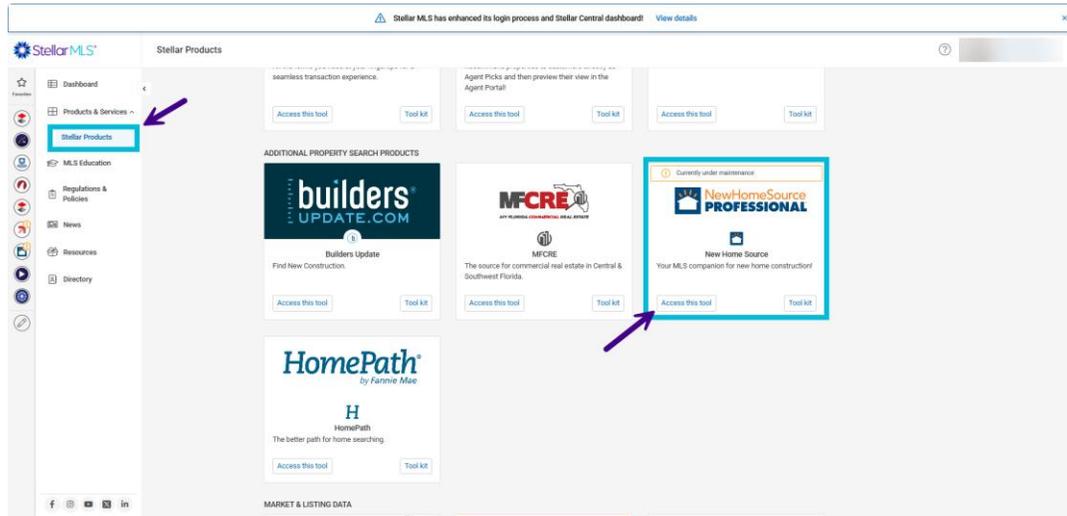
Here, you can select a tile, banner, or tower image. You will want to verify your email address, then select at the bottom of the screen: MAIL MY NEW HOME SPOTLIGHT SNIPPET. The image will then be emailed to you!

As an agent, you can easily add this image to your website, email signature, or social media profiles with an embedded link that directs customers to your personalized Builders Update page. On this page, customers can search for new construction properties, but only your contact information will appear in the search results. This means any inquiries about a property will be directed to you, and you'll receive an email with the customer's details when they request more information.

NewHomeSource Professional

NewHomeSource Professional is another powerful tool for new construction searches. It gives you a customizable agent landing page that helps you build a pipeline of potential new construction customers.

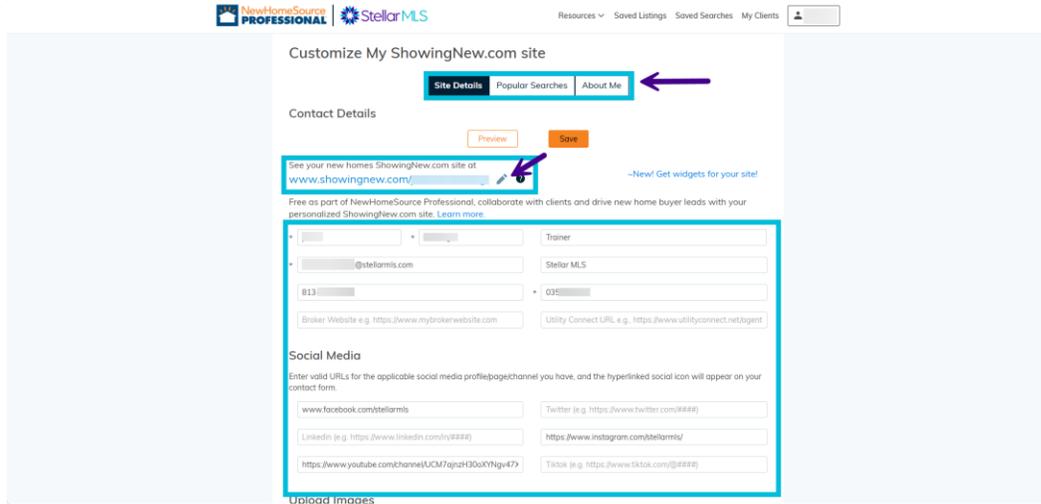
Accessing this product mirrors the same process as the above-mentioned products. Starting at Stellar Central, you will click on the button that says Stellar Products on the left-hand side of the dashboard. You will scroll to the Additional Property Search Products section and select the Access this Tool tab in the lower left corner of the NewHomeSource Professional Tab.



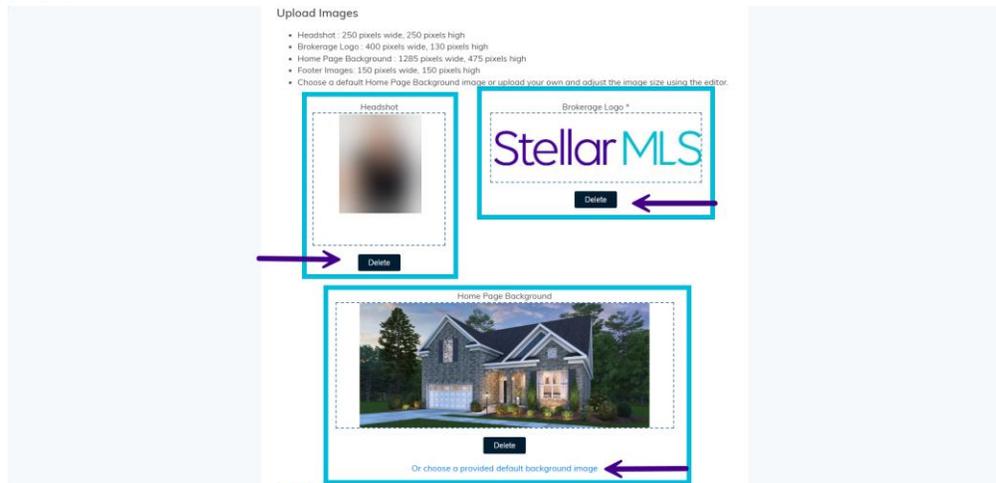
Once you have accessed NewHomeSource Professional, you will want to locate your name in the upper right-hand corner of the page, and then select My ShowingNew.com site.



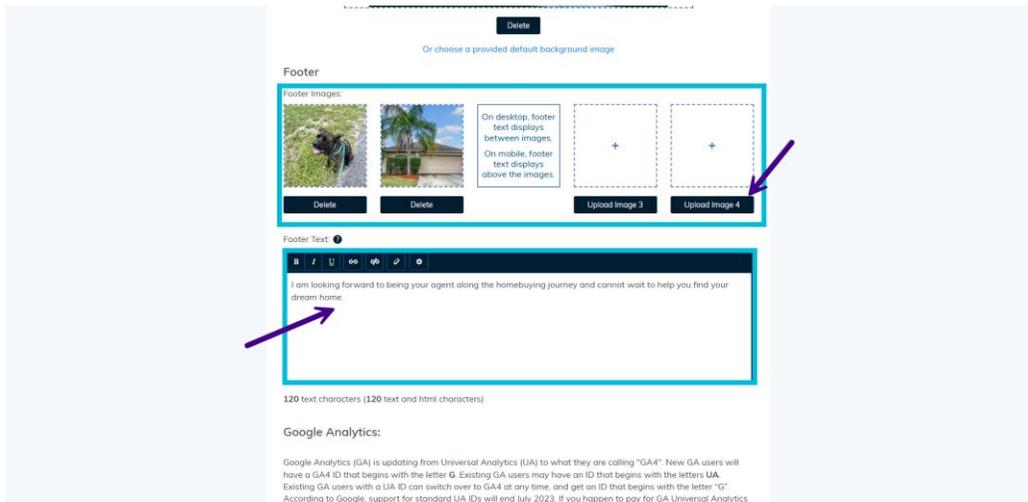
At the top of the page, you will find three tabs. Reviewing each of these tabs will set up your agent landing page for the product giving your customers a direct link to you. You will notice a URL is already created and provided for you. If you wish to edit the URL, you will select the pencil icon found to the right of the provided URL. Underneath the URL, you will find agent information that is attached to your membership. If this information needs to be adjusted, you can do that here. Next, you will find the Social Media section that allows you to supply the URLs connected to your social media platforms.



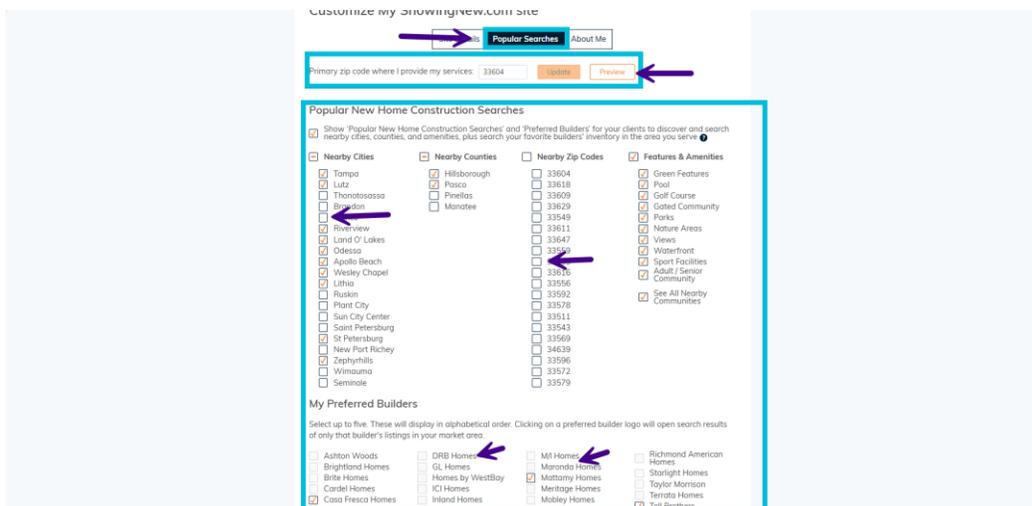
As you continue to scroll down, you will be asked to upload your agent headshot and Broker logo, along with homepage background. Here you can either upload your own photo or select from the default images that are provided by NewHomeSource Professional.



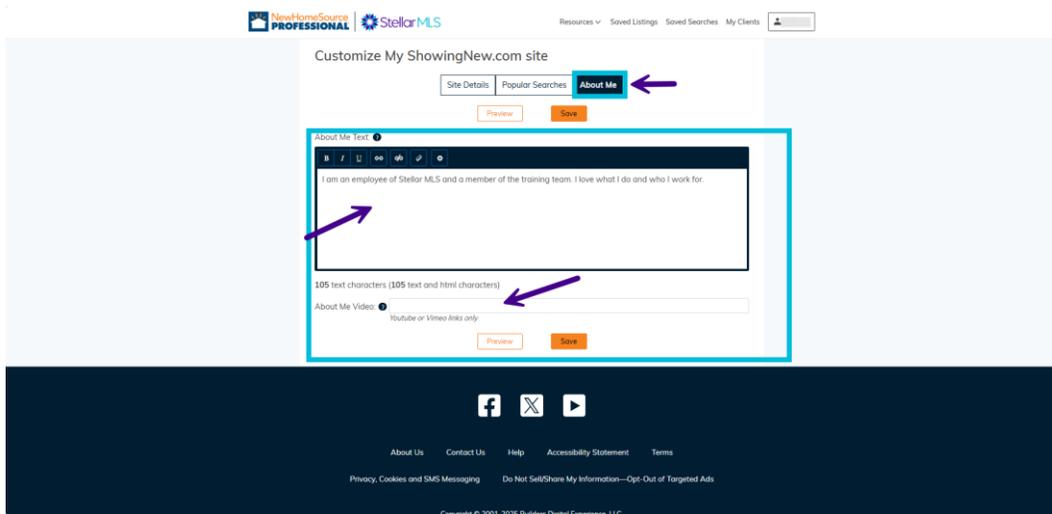
Towards the bottom of this tab, you can add additional footer images that may include currently active properties, additional agent photos, or other photos that compliment your real estate business. There is also a section that allows you to include a brief paragraph about yourself and your eagerness to be their real estate agent.



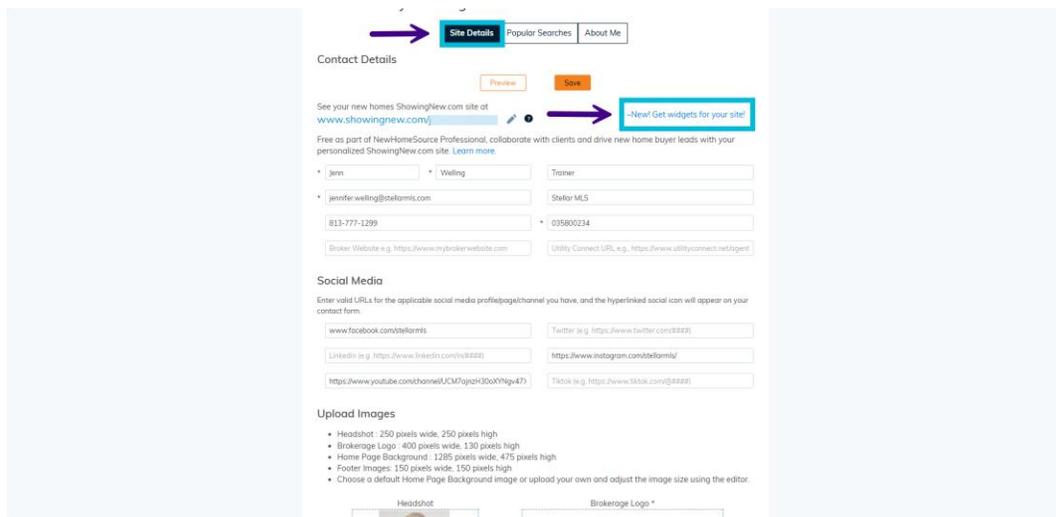
Returning to the top of the page, you can select the Popular Searches Tab. Here, you can select a primary zip code where you conduct your real estate business, but then you can include additional areas including cities, zip codes, and counties, along with specific Features and Amenities that you may specialize in. At the bottom of the page, you may select 5 preferred builders that you work with. Please note additional builders will still be listed, but the preferred builders you select will be highlighted.



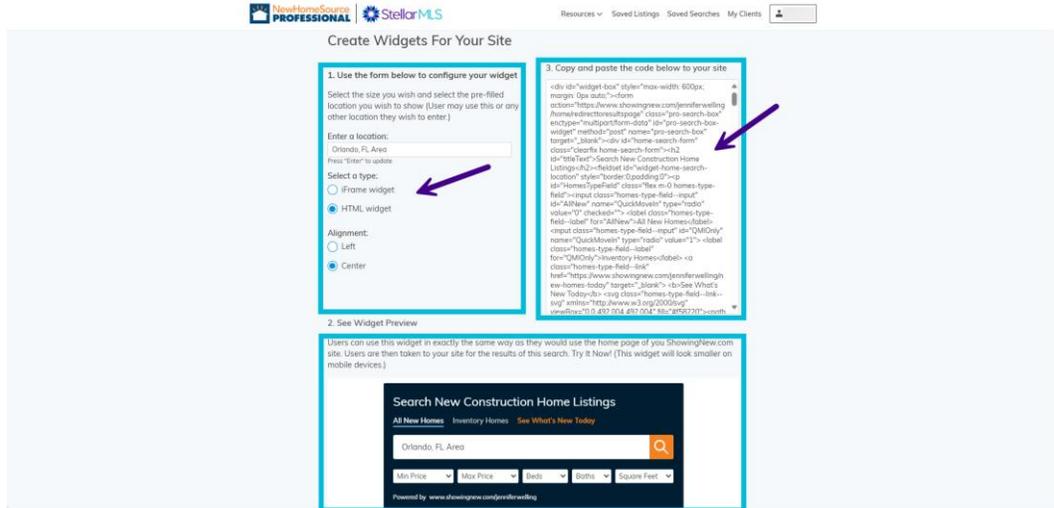
On the About Me tab, you can write a brief synopsis of you as a real estate agent and why a customer would want to work with you. You can also upload a short video if you have one available. Please note: The video needs to be a YouTube or Vimeo link for upload.



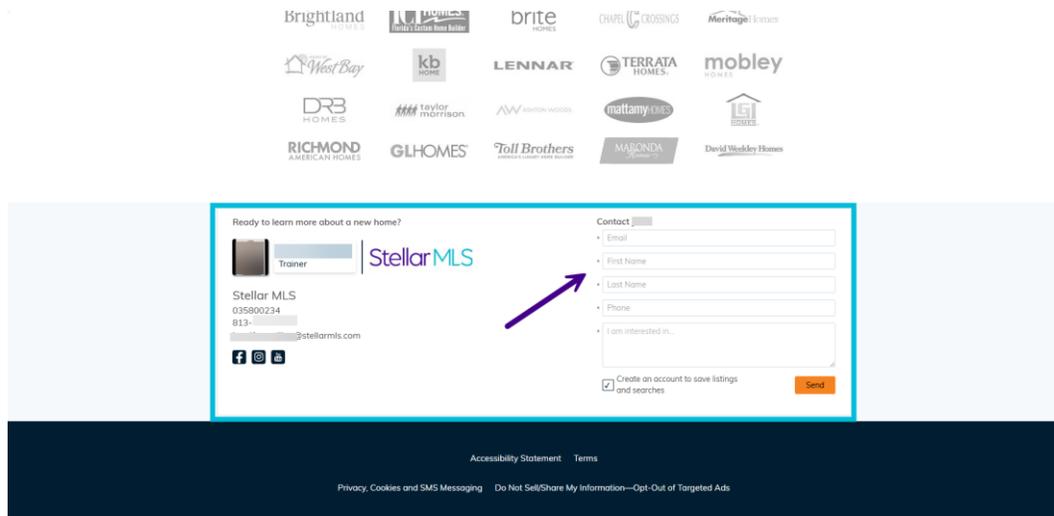
In addition to the customized agent landing page and URL, NewHomeSource Professional also offers agents a downloadable widget to be used on agent webpages and various social media platforms. To download the widget, you will select the hyperlink found in the upper right corner next to your customized URL.

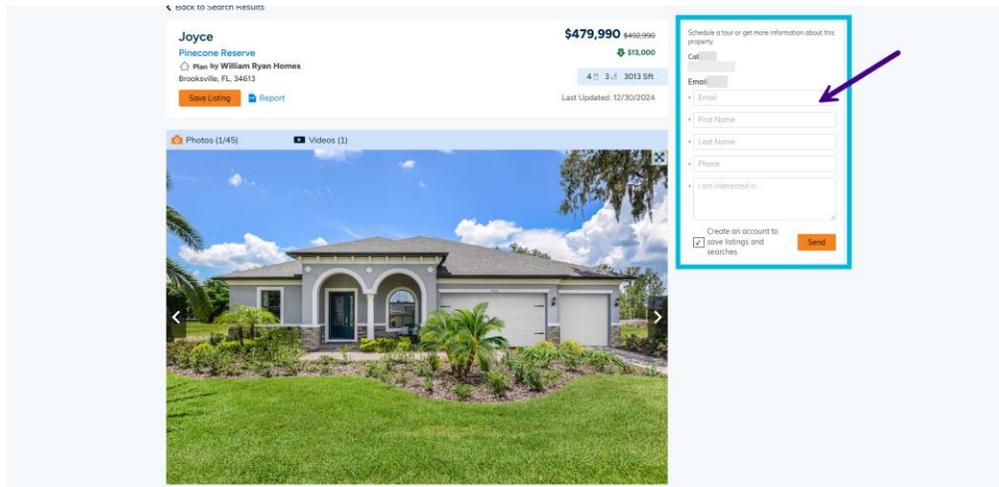


Please note: Widgets require adding complex coding and HTML links to your webpages and platforms. If you maintain your own personal page, or work alongside a web master, the required coding to add this widget is available once selecting the hyperlink. Please reach out to the appropriate resources to implement this fantastic tool.



When a customer comes across your URL or widget, they can click on the link and that will take them to your branded agent landing page. Here, they can search the database for potential properties and request additional information from you, their agent! At the bottom of the agent landing page, there is an information widget that a potential customer will fill out to gain additional information from you. They can also complete the same request from the property detail report. Both options will, in turn, become a lead for you!





Using these tools together will help you build a steady pipeline of potential clients, keeping your real estate business thriving. Customizable agent landing pages, URLs, and widgets are key to growing your client base and expanding your business.