

MLS Lead Generation Tools

In this class, we review several Stellar MLS tools designed to help you generate leads through your websites and social media platforms.

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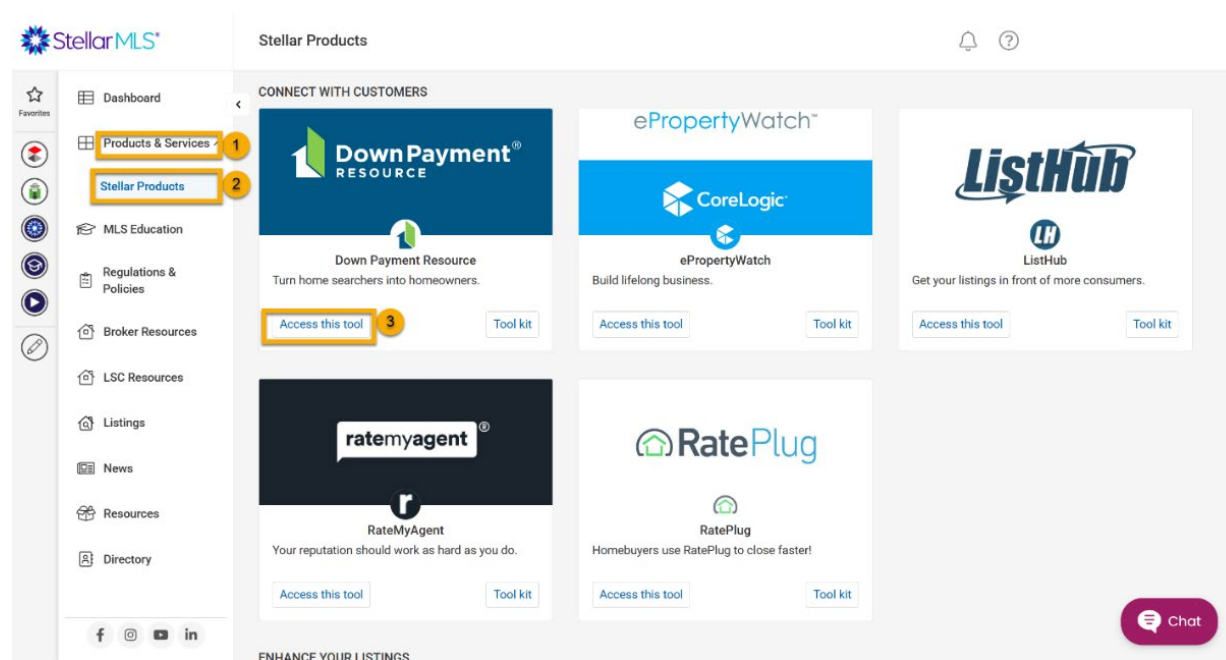
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Down Payment Resource

More than 70% of listings in the MLS are eligible for one or more down payment assistance programs. Stellar MLS provides access to Down Payment Resource (DPR) to help you easily identify these opportunities. In addition to the DPR icon  displayed on eligible listings, Down Payment Resource includes a lead generation tool called Down Payment Connect.

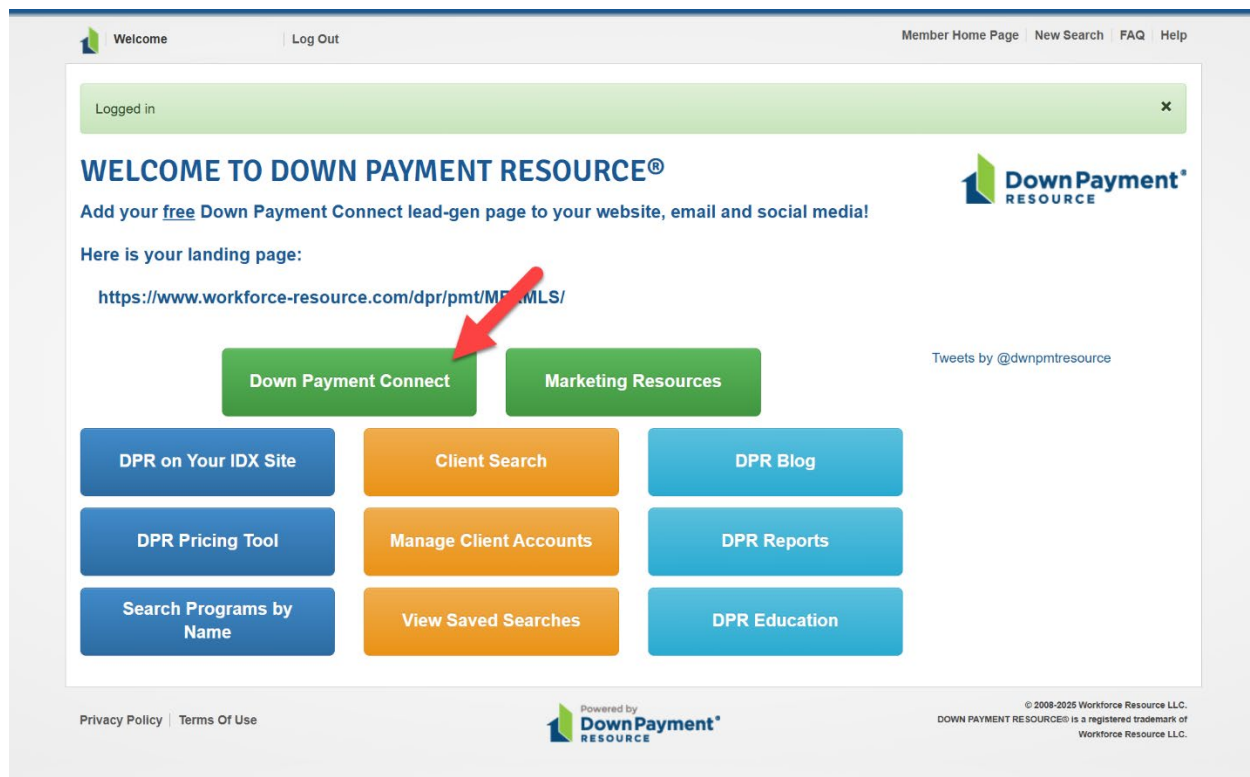
Access Down Payment Resource

1. From Stellar Central, select Products & Services from the left-side navigation menu.
2. Select Stellar Products.
3. Locate the Down Payment Resource (DPR) tile and click Access this tool.



Down Payment Connect (Lead Generation)

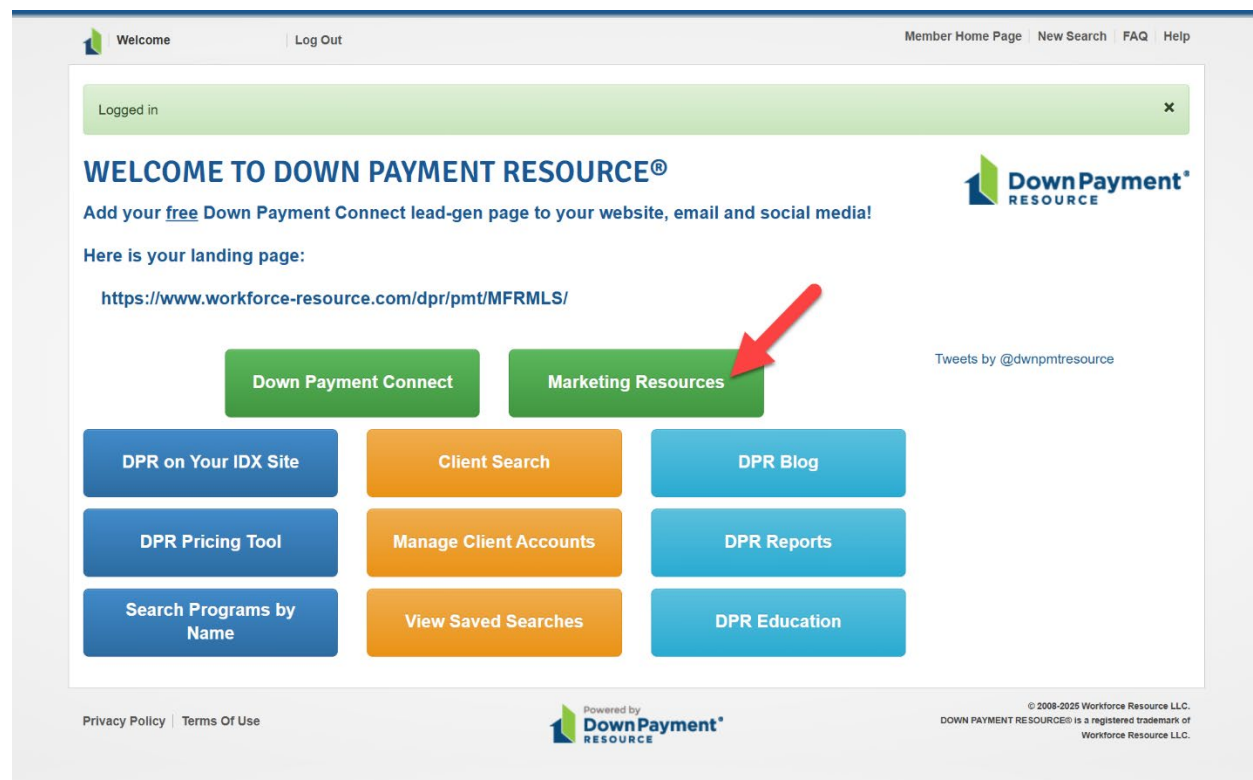
- Click Down Payment Connect to access the personalized link.
- Copy and paste the personalized link on a website or social media account.



When a prospect clicks the link, a form can be completed with details such as the home being considered, income, veteran status, and other qualifying information. An email is sent to the agent with a report of down payment programs the prospect may qualify for, enabling follow-up with program details.

Marketing Resources

In DPR, select Marketing Resources to download graphics, social media images, customizable flyers, and video clips for marketing use.

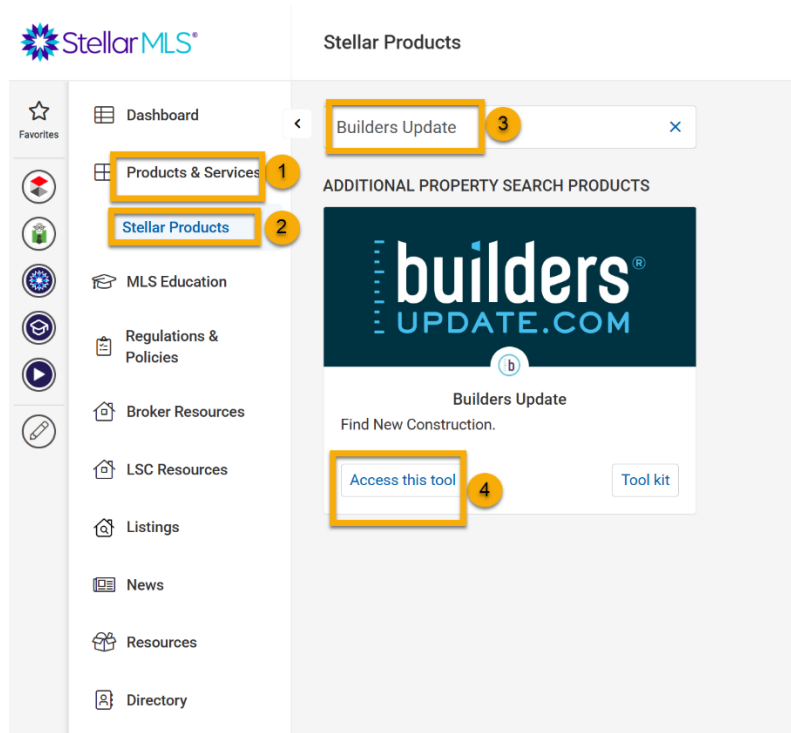


My New Home Spotlight (Builders Update)

Builders Update is a new construction search product that provides an icon/snippet that can be embedded on a website. The snippet links to a Builders Update search page for new home communities. Search results display only the agent's contact information (no builder information). All leads are delivered to the agent.

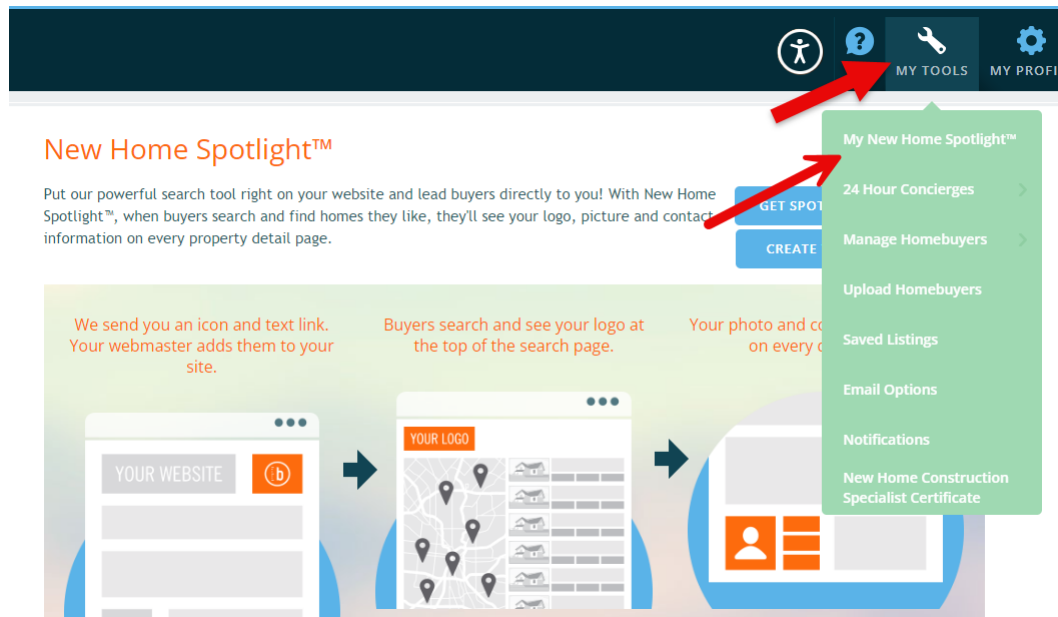
Accessing Builders Update

1. Log in to the MLS account.
2. From Stellar Central, select Products & Services from the left-side navigation menu.
3. Select Stellar Products.
4. Locate the Builders Update tile (or search Builders Update) and click Access this tool.



Setting Up My New Home Spotlight

1. Open the Tools tab.
2. Select My New Home Spotlight.
3. Upload or confirm the logo and agent photo.
4. Create a URL.

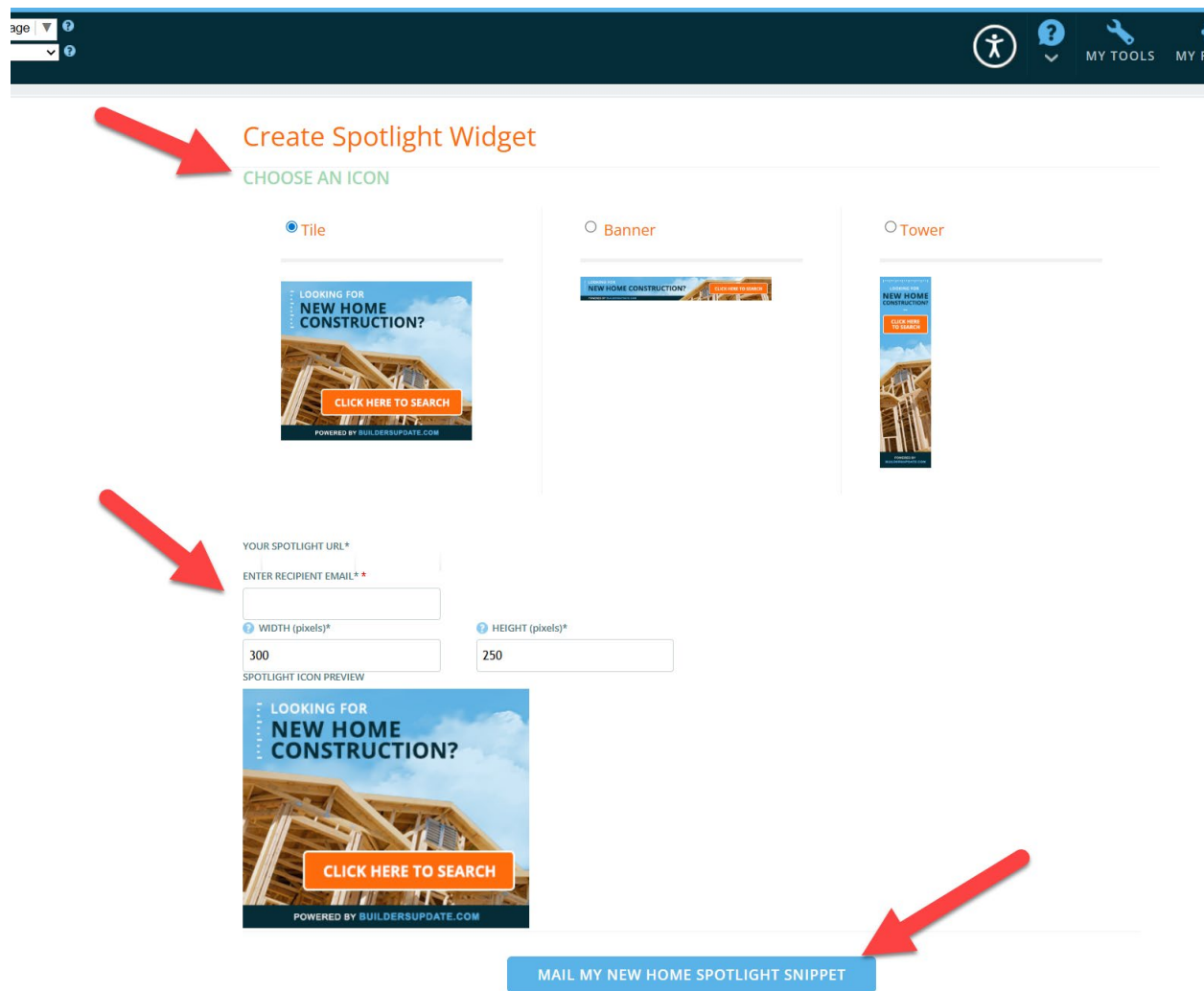


In Builders Update, the agent can choose the name of the personal URL. The URL can be linked directly from a website or social media post.

Note: A personal URL should be used for Builders Update. This URL follows the agent and cannot be changed or updated.

Website Widget Option

If a widget is desired for a website, select an icon. After an icon is selected, an HTML code snippet is emailed to the agent for insertion into the website.



ago

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MY TOOLS

MY P

Create Spotlight Widget

CHOOSE AN ICON

☒ Tile

☐ Banner

☐ Tower

LOOKING FOR
NEW HOME
CONSTRUCTION?

CLICK HERE TO SEARCH

POWERED BY BUILDERSUPDATE.COM

YOUR SPOTLIGHT URL*

ENTER RECIPIENT EMAIL* *

WIDTH (pixels)*

300

HEIGHT (pixels)*

250

SPOTLIGHT ICON PREVIEW

LOOKING FOR
NEW HOME
CONSTRUCTION?

CLICK HERE TO SEARCH

POWERED BY BUILDERSUPDATE.COM

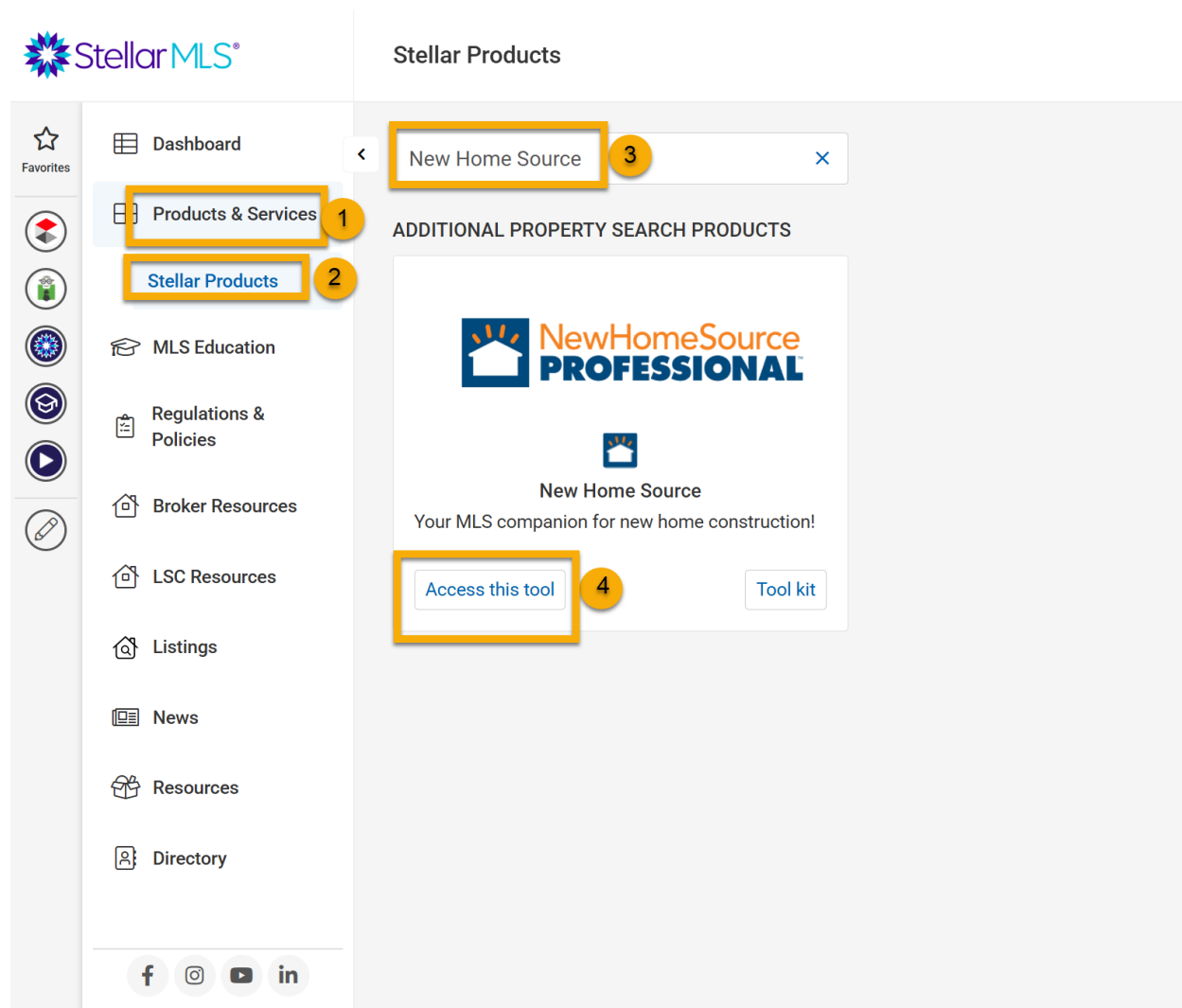
MAIL MY NEW HOME SPOTLIGHT SNIPPET

ShowingNew.com (NewHomeSource Professional)

NewHomeSource Professional is another new construction search product that provides a branded consumer site.

Accessing NewHomeSource Professional

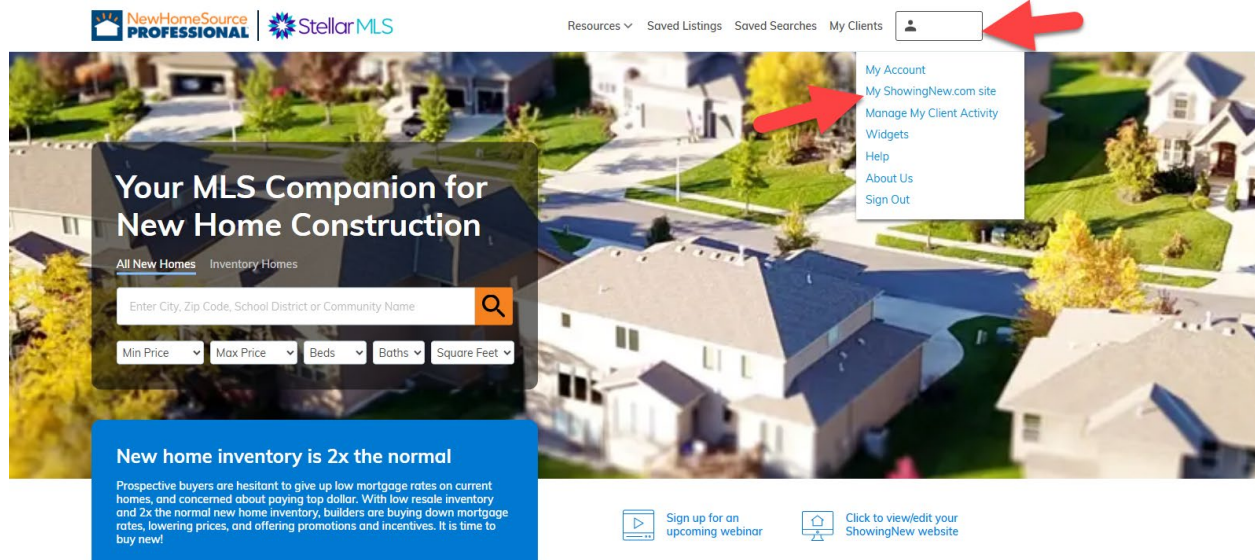
1. Log in to the MLS account.
2. From Stellar Central, select Products & Services from the left-side navigation menu.
3. Select Stellar Products.
4. Locate the NewHomeSource Professional tile (or search New Home Source) and click Access this tool.



The screenshot displays the StellarMLS interface. On the left is a navigation sidebar with a 'Favorites' section at the top. Below it, the 'Products & Services' menu item is highlighted with a yellow box and a red circle labeled '1'. Within this menu, the 'Stellar Products' sub-item is also highlighted with a yellow box and a red circle labeled '2'. The main content area is titled 'Stellar Products' and features a search bar at the top containing the text 'New Home Source', which is highlighted with a yellow box and a red circle labeled '3'. Below the search bar, under the heading 'ADDITIONAL PROPERTY SEARCH PRODUCTS', there is a tile for 'NewHomeSource PROFESSIONAL'. This tile includes the logo, a small house icon, the text 'New Home Source', and the tagline 'Your MLS companion for new home construction!'. At the bottom of this tile, the 'Access this tool' button is highlighted with a yellow box and a red circle labeled '4'. To the right of this button is a 'Tool kit' button. The bottom of the sidebar contains social media icons for Facebook, Instagram, YouTube, and LinkedIn.

Creating and Customizing a ShowingNew.com URL

- Hover over the agent name in the upper-right corner, then select My showingnew.com site.
- Customize the showingnew site URL.
- Update profile information (name, email, license number).
- Add social media links.
- Upload a headshot, brokerage logo, and home page background.
- Use the link next to the custom URL to copy widget code for a website.





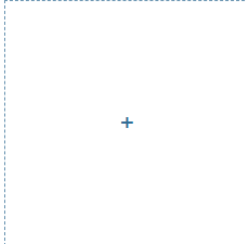
Resources ▾ Saved Listings Saved Searches My Clients 

Site Details Popular Searches About Me

Previous

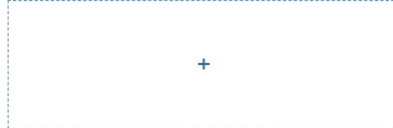
Save

Headshot



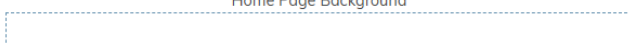
Upload Headshot

Brokerage Logo *



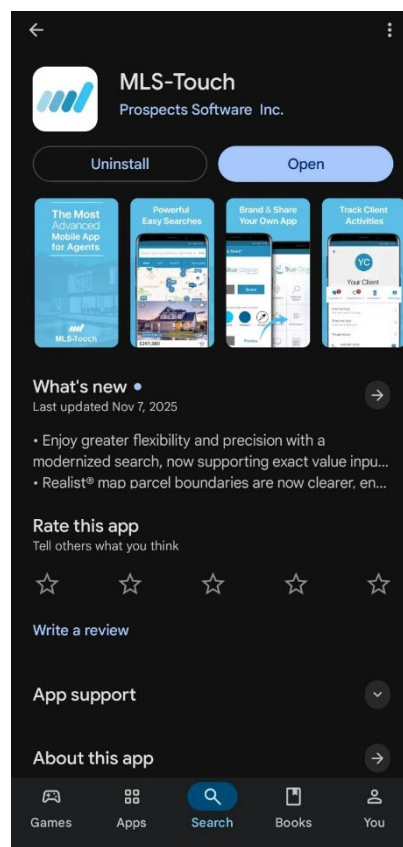
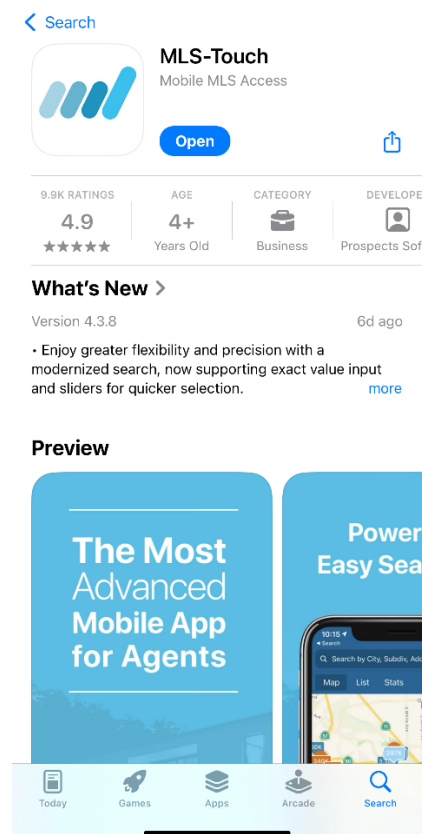
Upload Brokerage Logo

Home Page Background



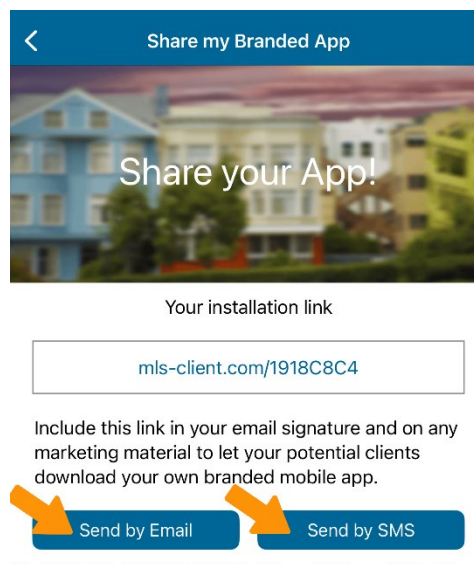
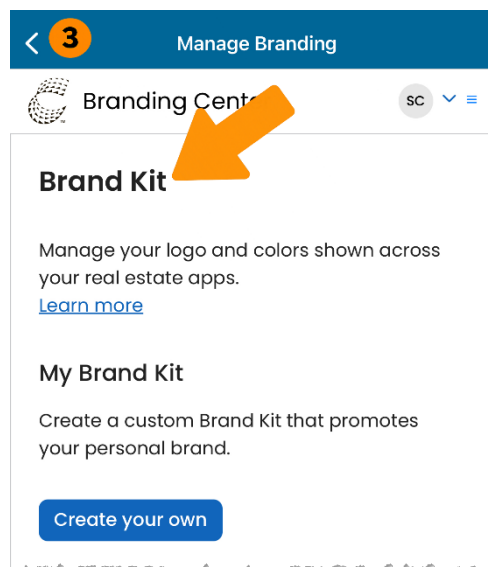
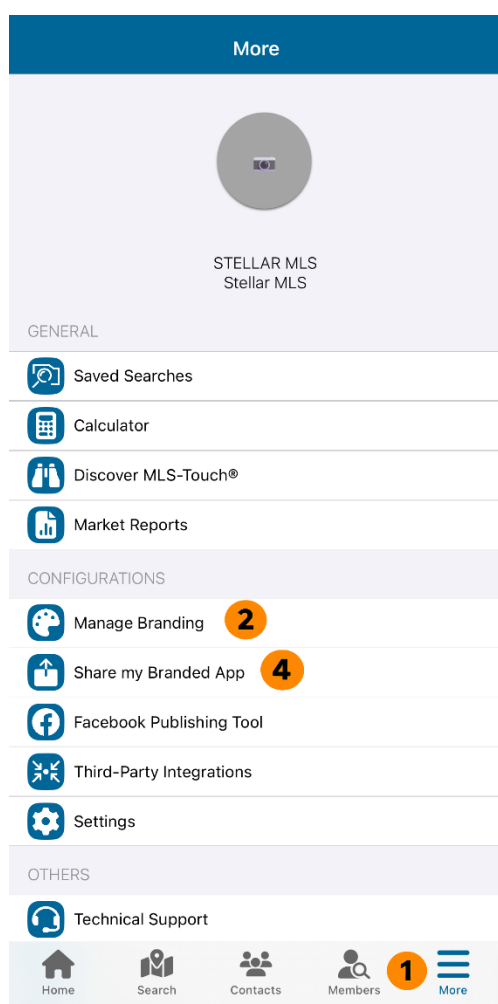
MLS-Touch

MLS-Touch is the mobile extension of Matrix. This mobile application can be shared with current customers for communication through the app. The application can also be shared with non-customers to capture potential leads and new contacts. MLS Touch can be downloaded for free from the Apple App Store or Google Play Store.



Branding and Sharing the App

1. Open the app and select **More** (bottom-right corner).
2. Select **Managing Branding** to brand the shareable app.
3. Use the back arrow (top-left) to return to the **More** menu.
4. Select **Share My Branded App** to access the link and sharing options.

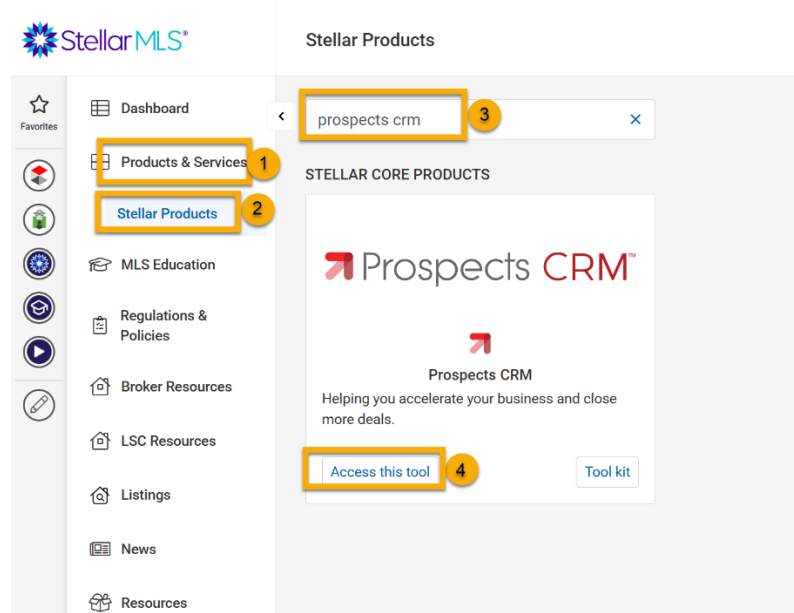


Prospects CRM

With a Stellar MLS subscription, Prospects CRM is included as a customer relationship manager designed to help organize and grow a real estate business. A CRM keeps contacts, conversations, notes, and follow-up tasks in one place, making it easier to stay consistent and responsive. It supports structured follow-through with to-do lists and reminders, and it can streamline outreach through tools like virtual cards and email campaigns that keep branding and messaging consistent. Over time, a CRM also provides a clearer view of communication history and results, which supports better planning, more efficient workflows, and stronger long-term relationships.

Accessing Prospects CRM

1. From **Stellar Central**, select **Products & Services** from the left-side navigation menu.
2. Select **Stellar Products**.
3. Locate the **Prospects CRM** tile (or search **Prospects CRM**) and click **Access this tool**.

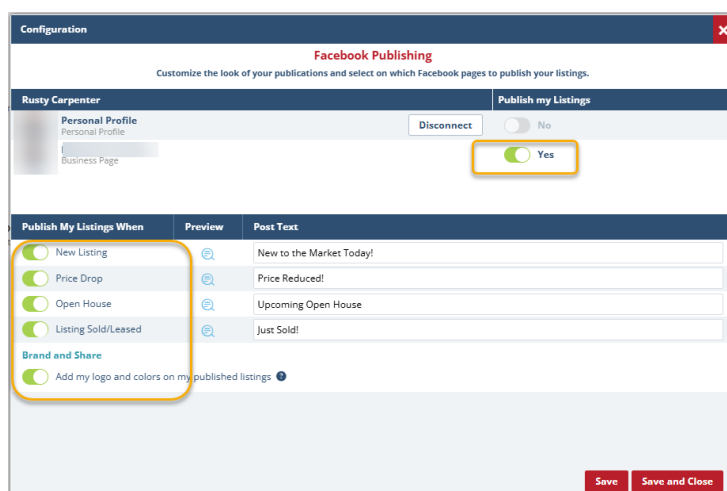
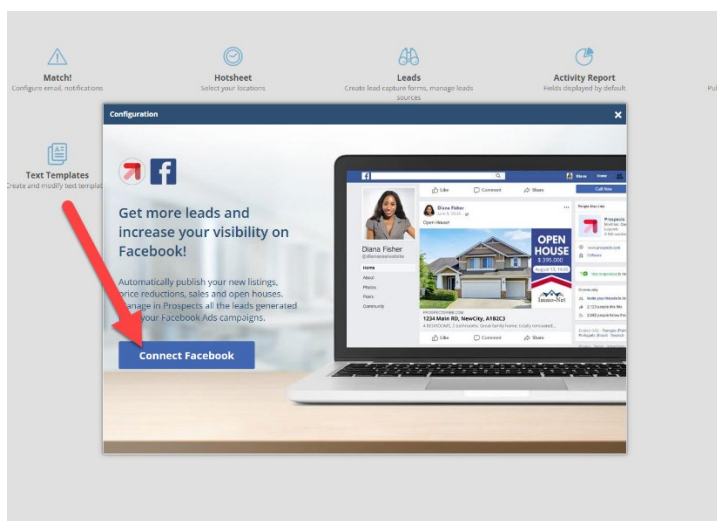
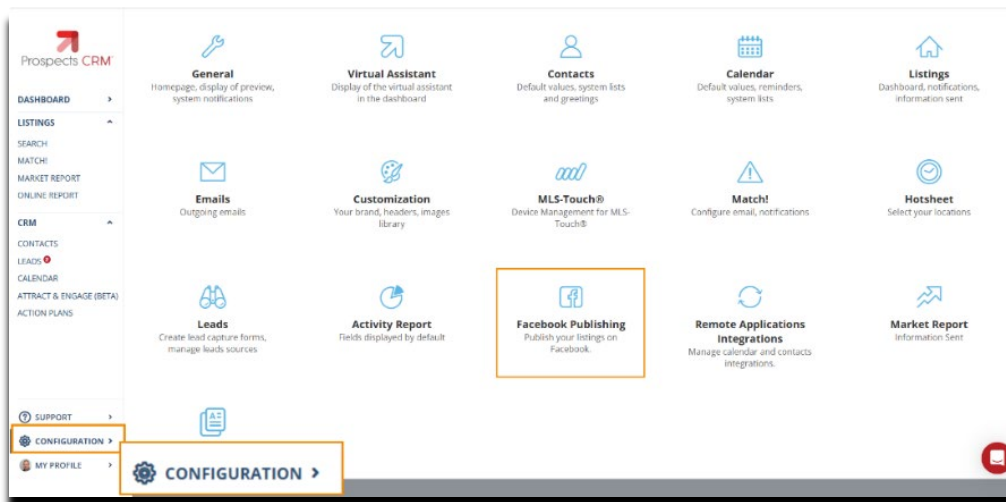


Facebook Publishing

Prospects CRM includes Facebook Publishing. By linking a business Facebook page to Prospects CRM, market reports can be created and posted directly to Facebook.

Customers can click to view the report and request services.

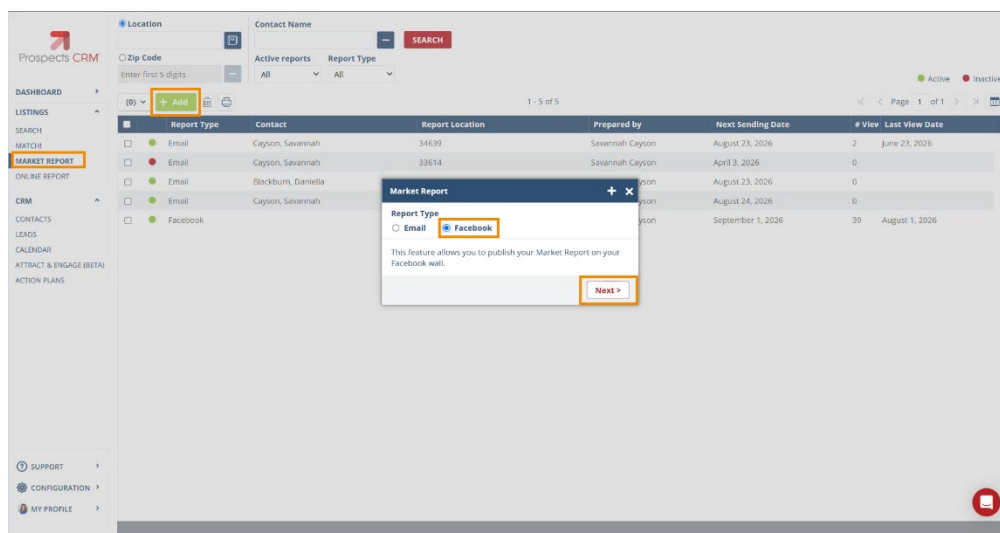
1. In Prospects CRM, select Configuration (lower-left corner) and choose Facebook Publishing.
2. Click Connect Facebook and follow the prompts to link the business page.
3. Under Publish my Listings, set the toggle to Yes.
4. Under Publish My Listings When, select the post types to publish automatically (best practice: enable all available post types).



Publishing Market reports to Facebook

After you connect your Facebook to Prospects CRM, you can configure automatic posts about the Market for any location.

Select Market from the left side menu, then the add button. A pop-up menu will appear, and you will select Facebook then next.



Follow the steps in the pop-up menu to adjust the frequency of your posts, the message that will appear on your post, the location, price range, and property type. When you are finished, select save and close at the bottom right corner of the pop-up menu.

