


MLS Lead Generation Tools

In this class, we review several Stellar MLS tools designed to help you generate leads through your website, social media platforms, and email marketing. You will also learn how to create a personalized document containing branded product URL links, making it easier to market yourself online. All URLs created through these tools are uniquely branded to you.

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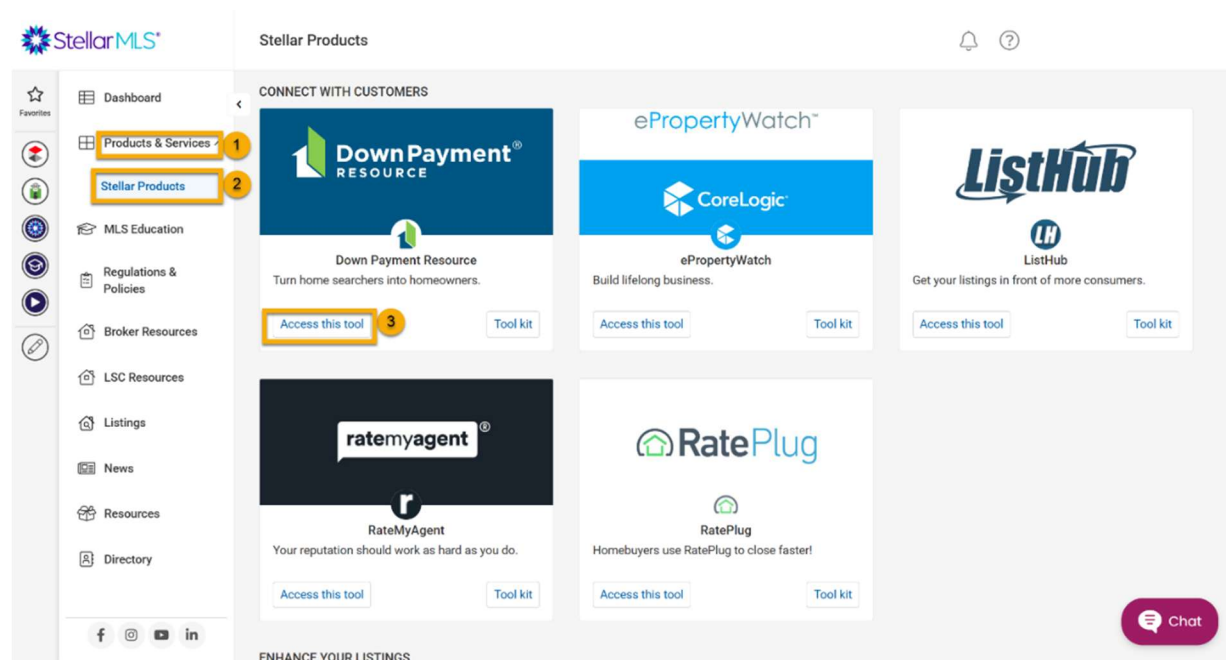
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Down Payment Resource

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.

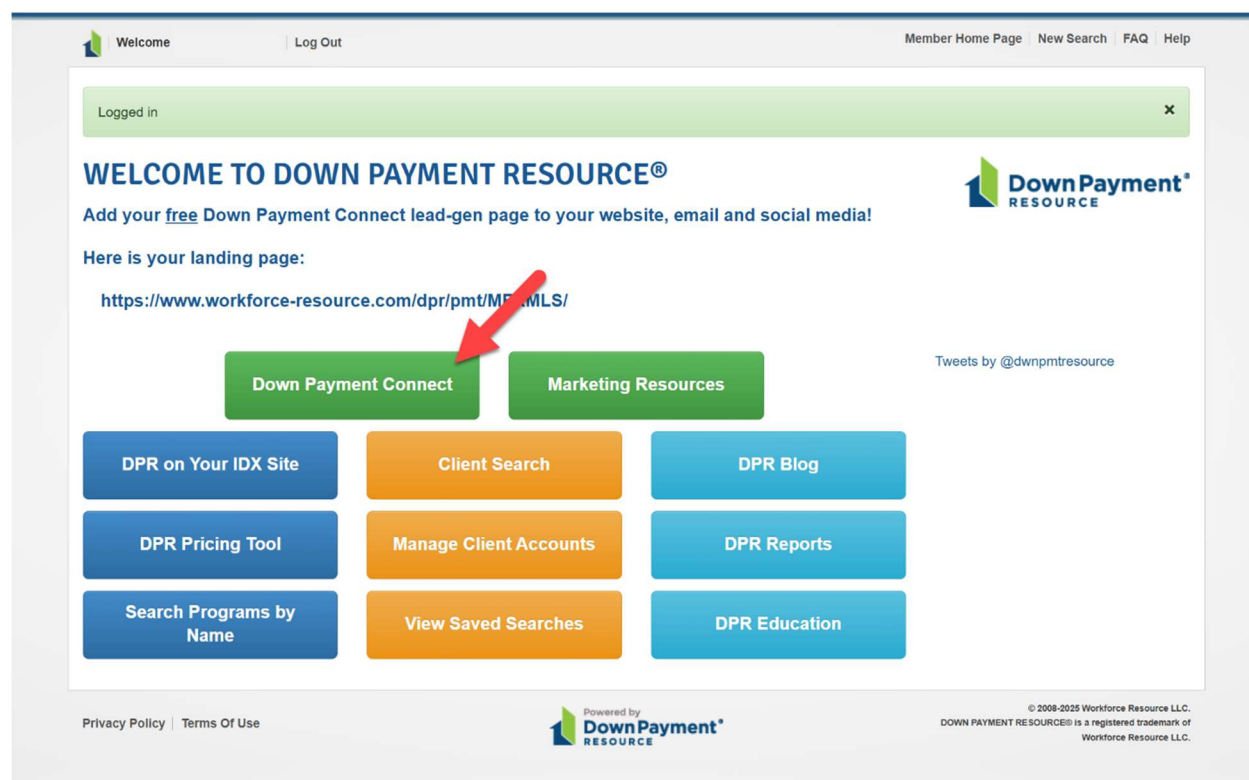
Access Down Payment Resource

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)

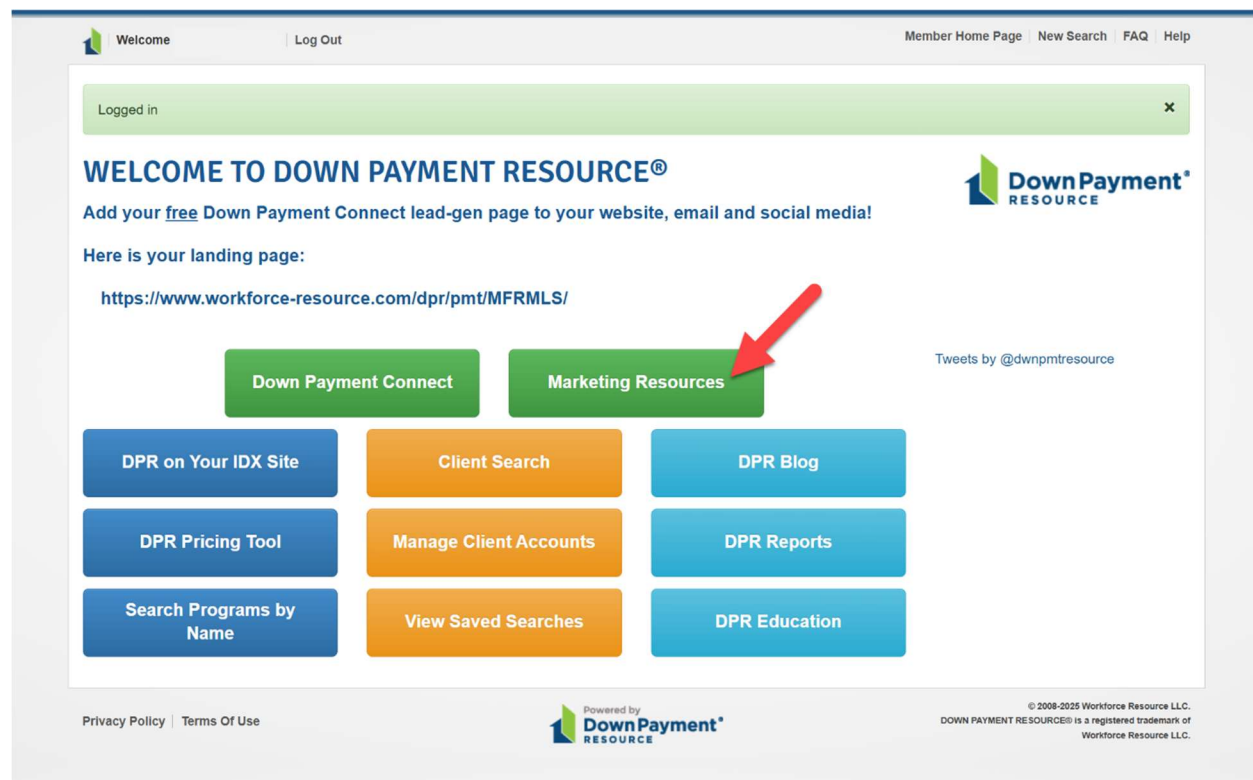
- Click Down Payment Connect to access the personalized link.
- Copy and paste the personalized link on a website or social media account.



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.

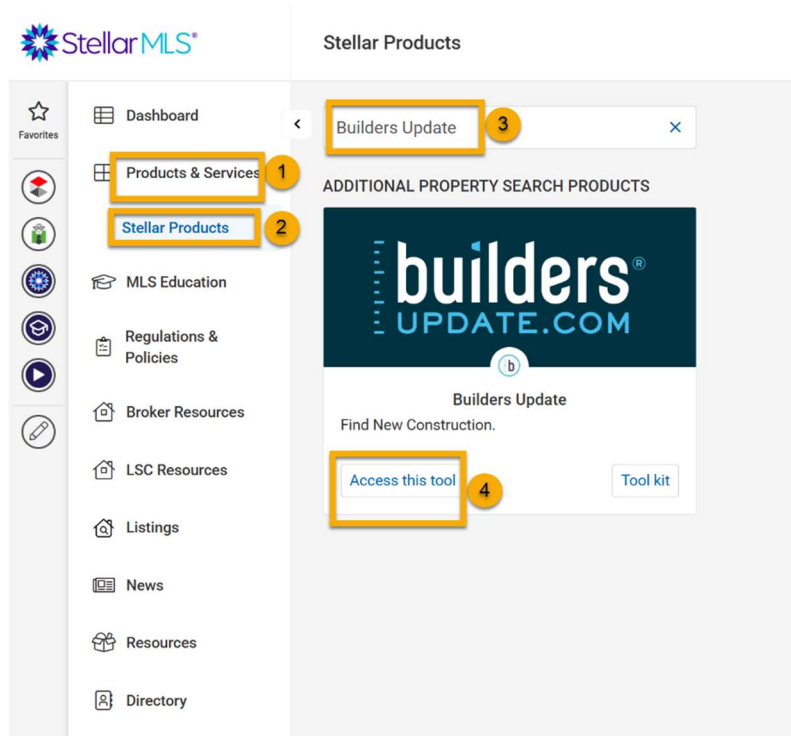


My New Home Spotlight (Builders Update)

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.

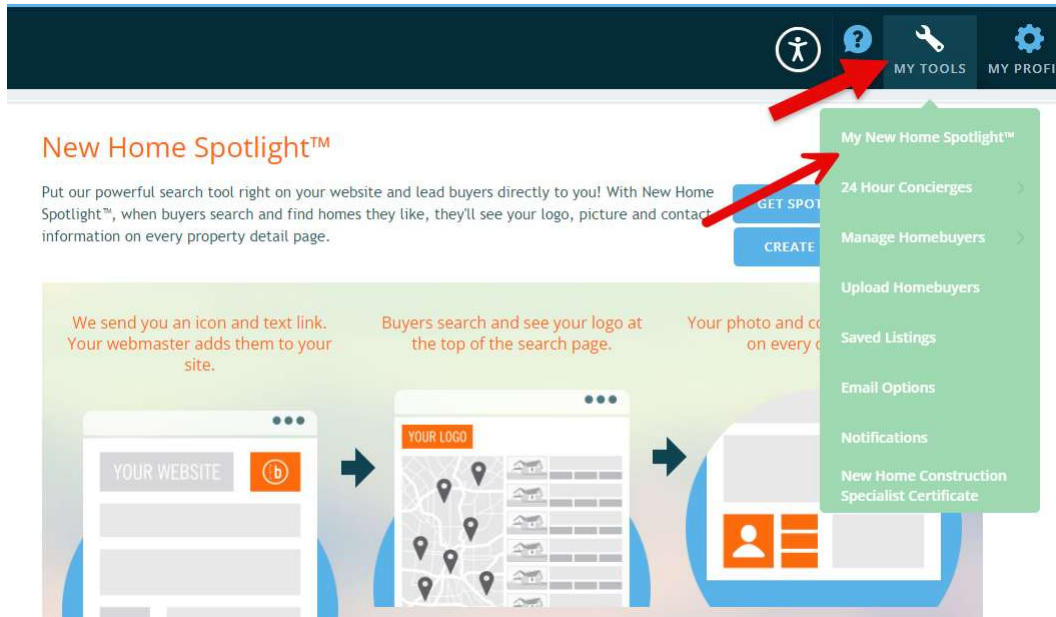
Accessing Builders Update

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.

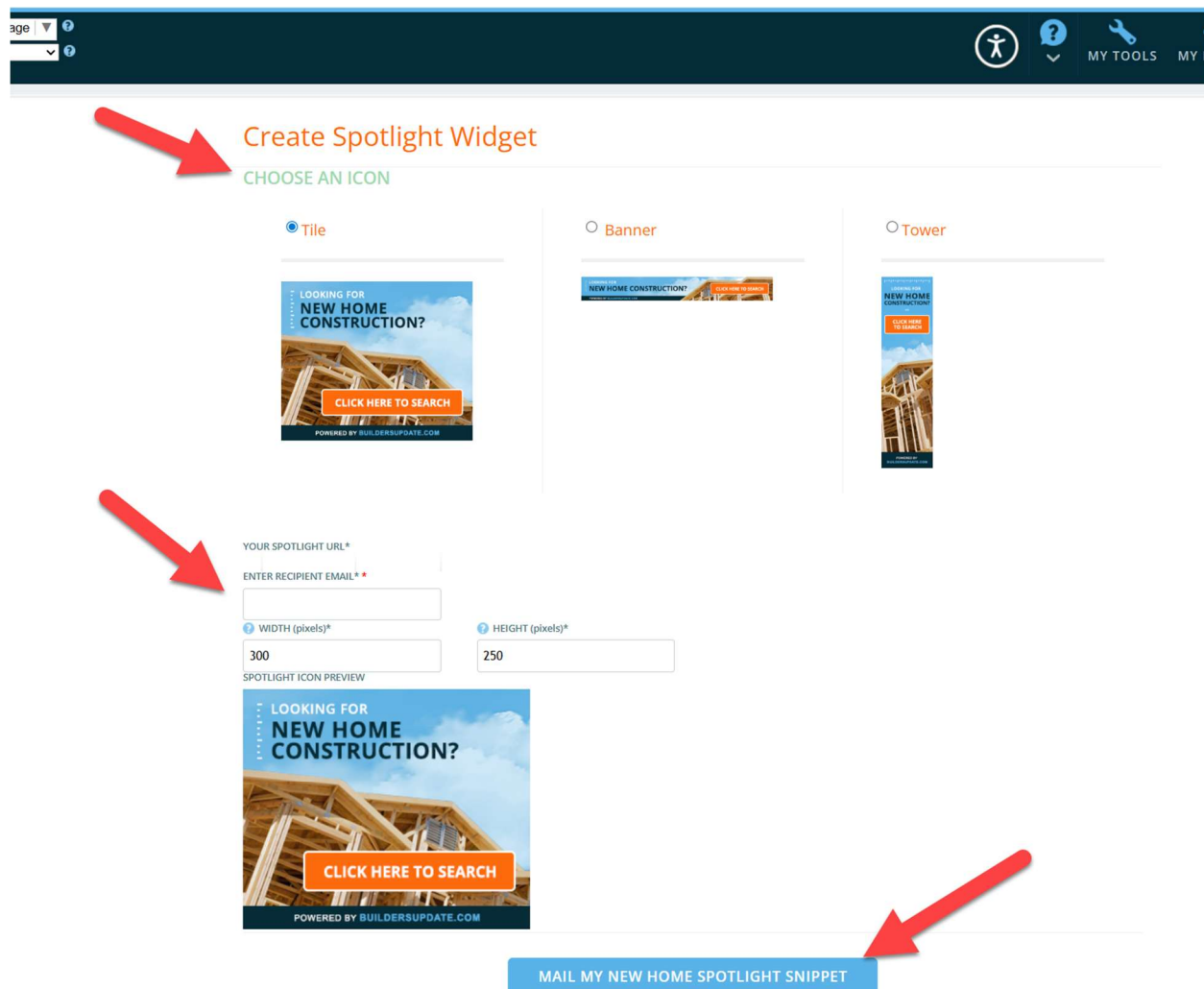


In Builders Update, the agent can choose the name of the personal URL. The URL can be linked directly from a website or social media post.

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.



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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

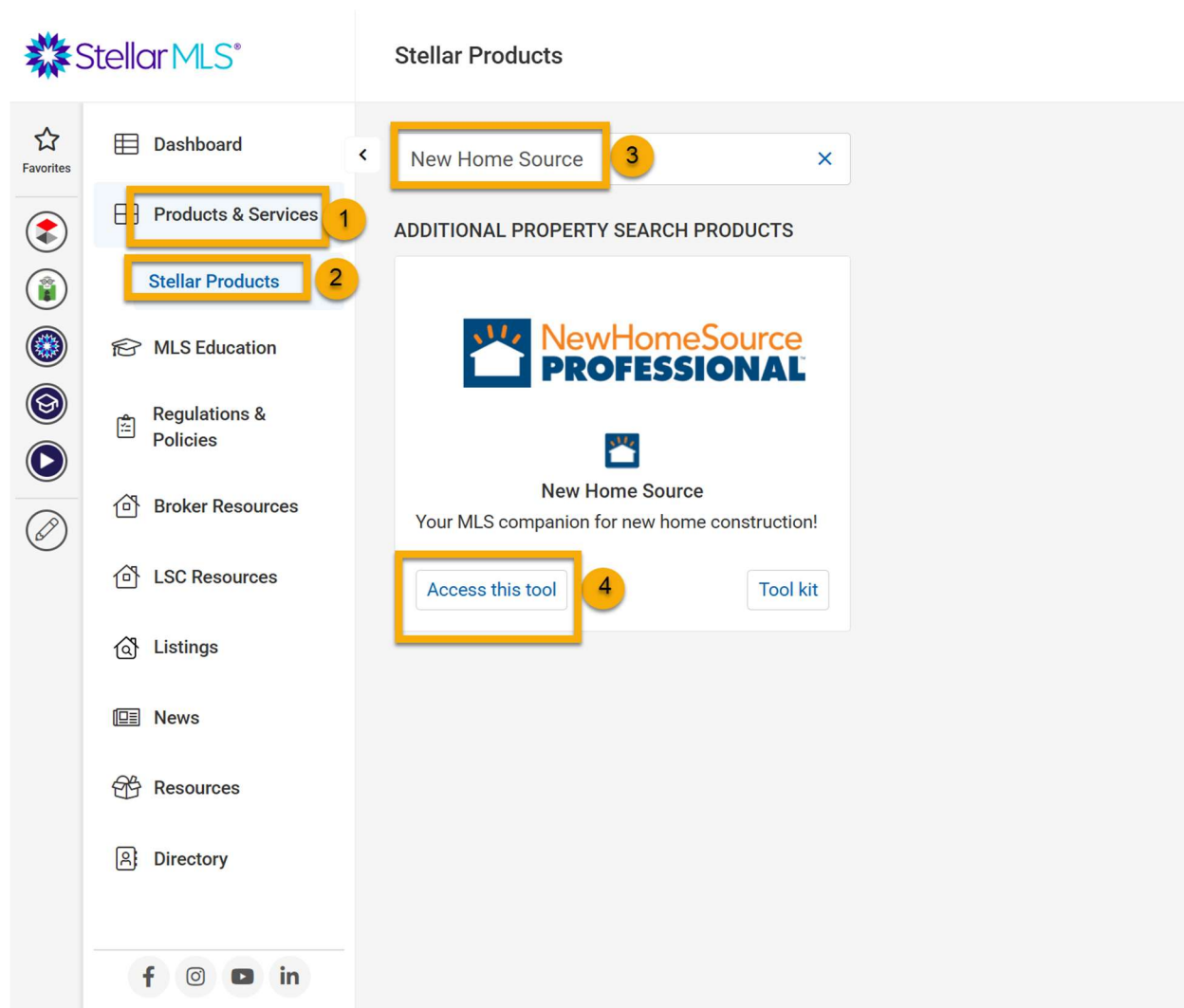
MAIL MY NEW HOME SPOTLIGHT SNIPPET

ShowingNew.com (NewHomeSource Professional)

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

Accessing NewHomeSource Professional

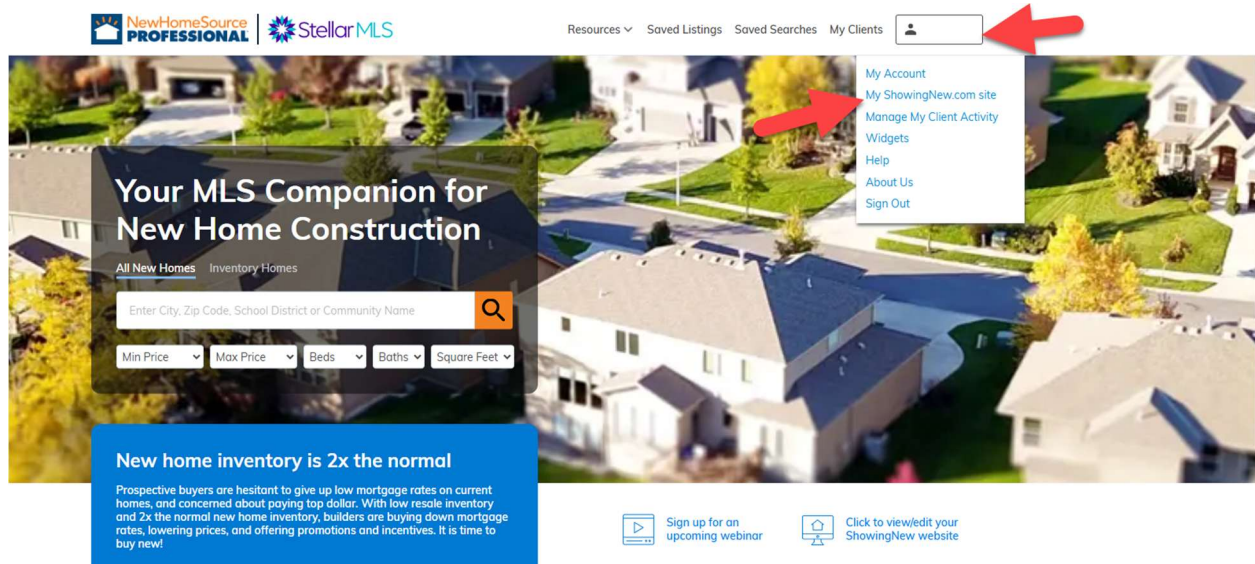
1. Log in to the MLS account.
2. From Stellar Central, select Products & Services from the left-side navigation menu.
3. Select Stellar Products.
4. Locate the NewHomeSource Professional tile (or search New Home Source) and click Access this tool.






The screenshot displays the StellarMLS interface. On the left, a sidebar contains navigation links: Dashboard, Products & Services (highlighted with a yellow box and a yellow circle with the number 1), Stellar Products (highlighted with a yellow box and a yellow circle with the number 2), MLS Education, Regulations & Policies, Broker Resources, LSC Resources, Listings, News, Resources, and Directory. At the top of the main content area, the StellarMLS logo is visible. Below it, the 'Stellar Products' section is shown. A search bar at the top right contains the text 'New Home Source' (highlighted with a yellow box and a yellow circle with the number 3). Below the search bar, the 'ADDITIONAL PROPERTY SEARCH PRODUCTS' section is displayed. It features a tile for 'NewHomeSource PROFESSIONAL' with a house icon. Below the tile, the text 'New Home Source' and 'Your MLS companion for new home construction!' are visible. A yellow box and a yellow circle with the number 4 highlight the 'Access this tool' button on the tile. A 'Tool kit' button is also visible next to it.

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

Prev

Save

Headshot



Upload Headshot

Brokerage Logo *



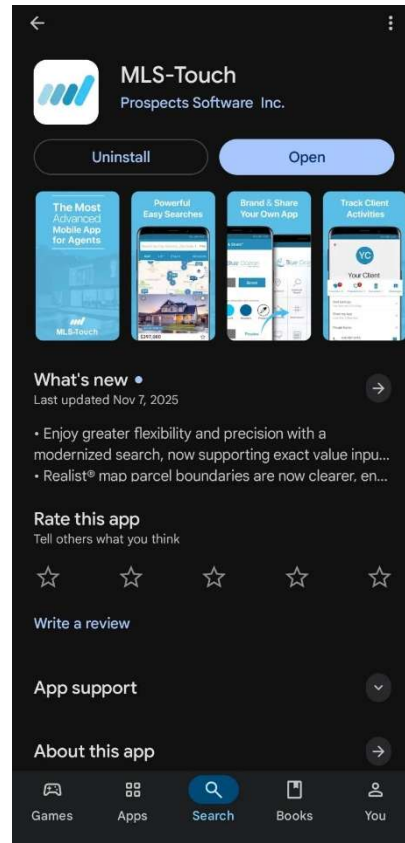
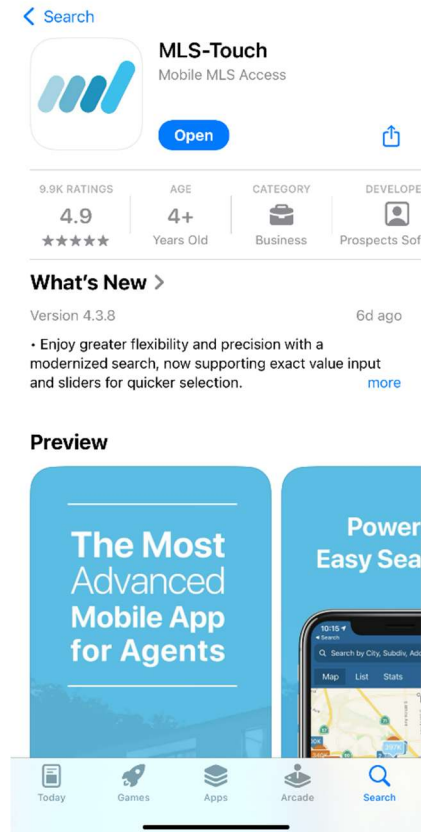
Upload Brokerage Logo

Home Page Background



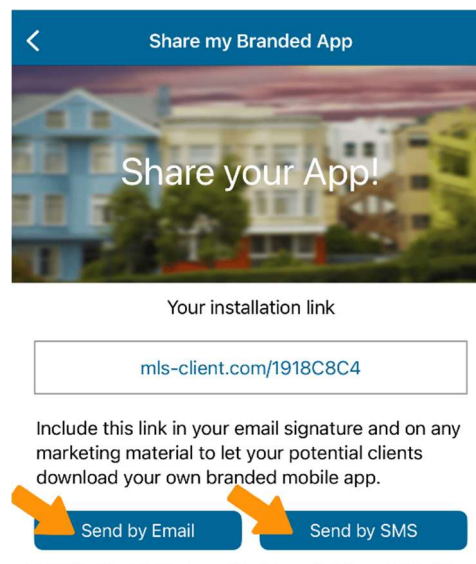
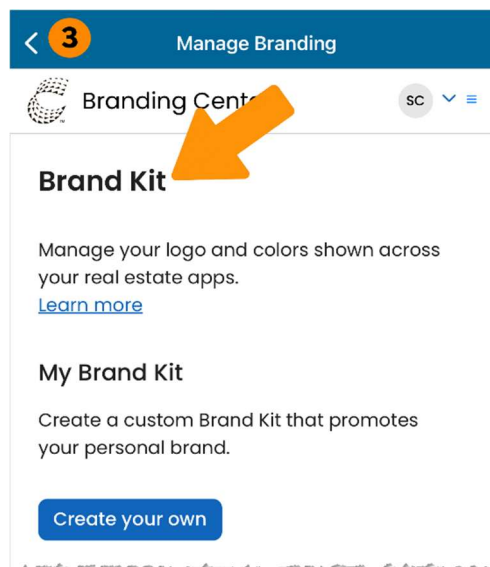
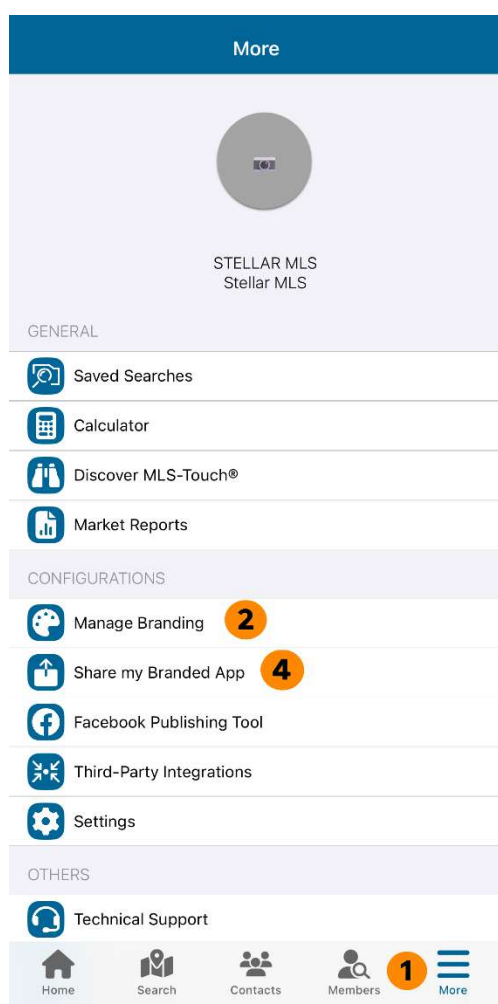
MLS-Touch

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.

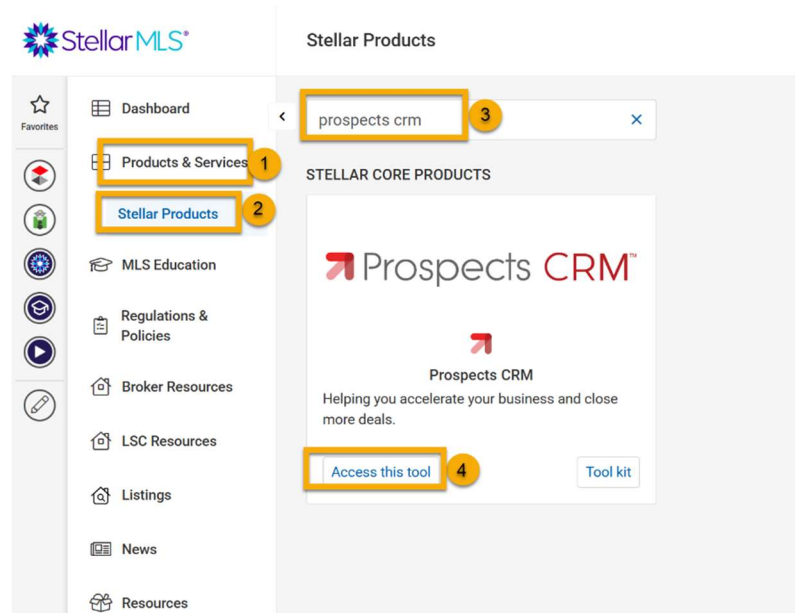


Prospects CRM

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**.

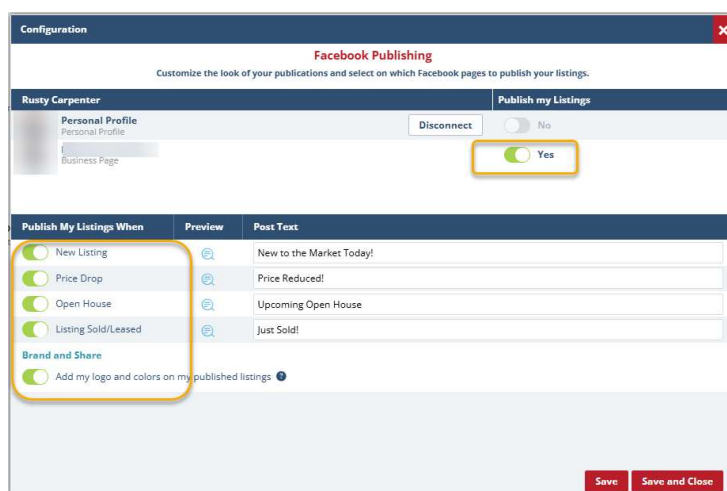
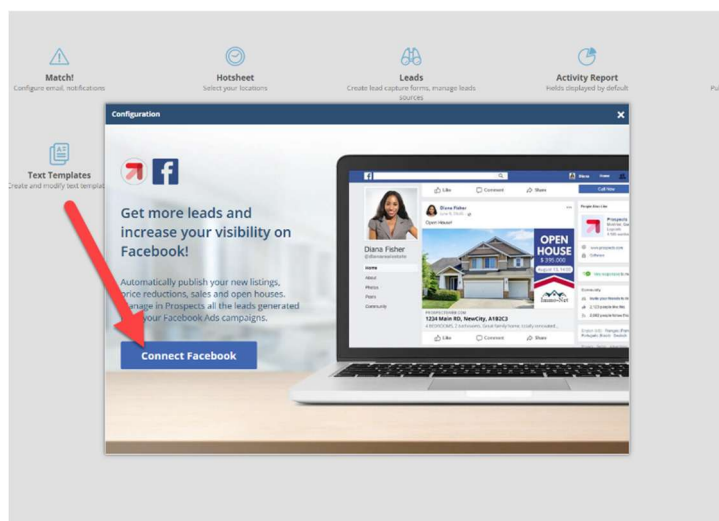
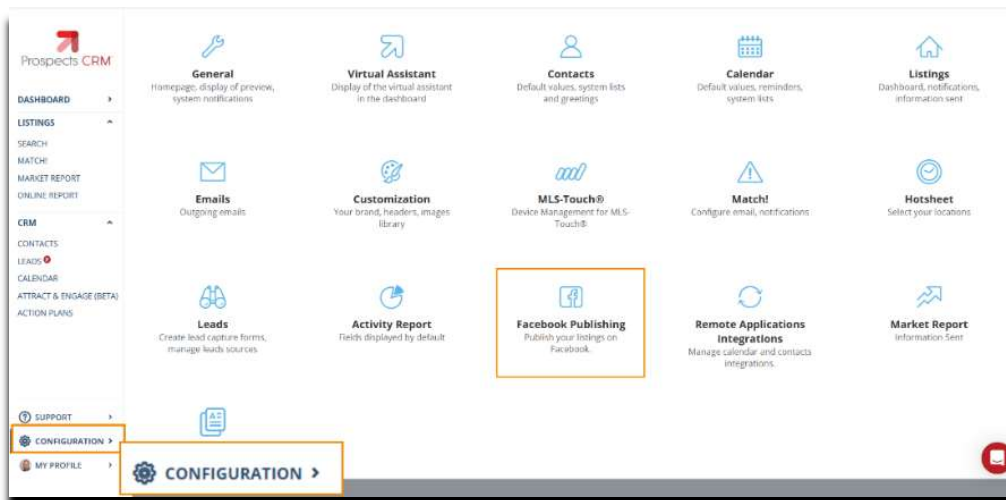


Facebook Publishing

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

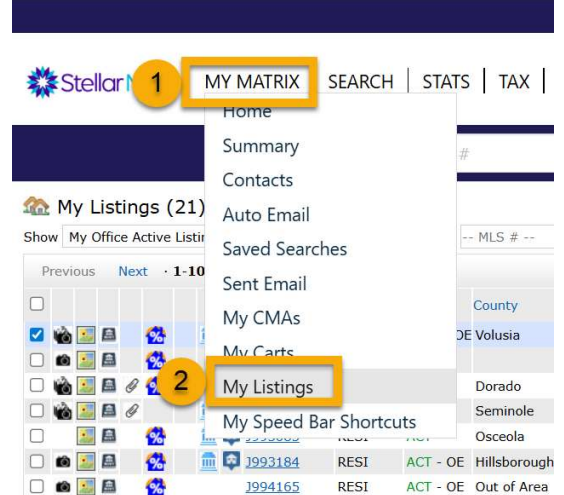
Customers can click to view the report and request services.

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).



Matrix Listing Share Feature

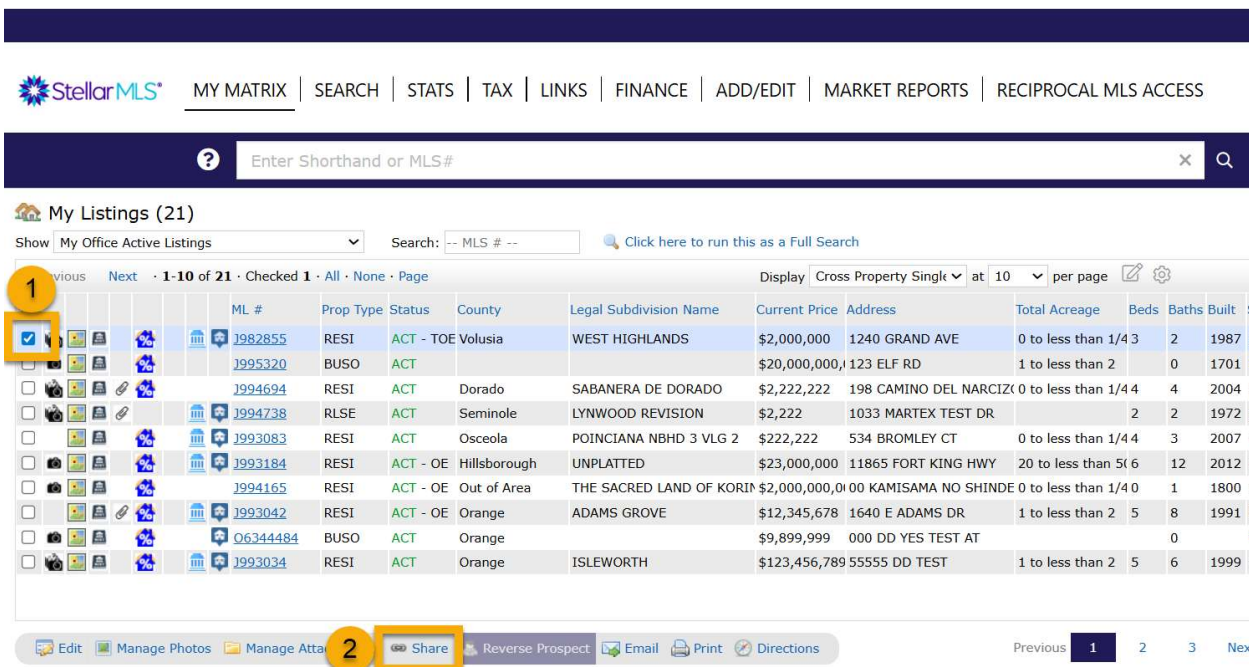
The Listing Share feature allows an agent to share a URL link to listings in Matrix. Access the Listing Share feature by going to the My Matrix tab and choosing My Listings.



Configuring and Using Listing Share

1. Select the listing to share by checking the box in the far-left column in single-line view.
2. Click Share in the action bar below the display.

Important: This feature is exclusive to the listing agent and is available only for **Active** listings and listings that have sold within the past six (6) months.



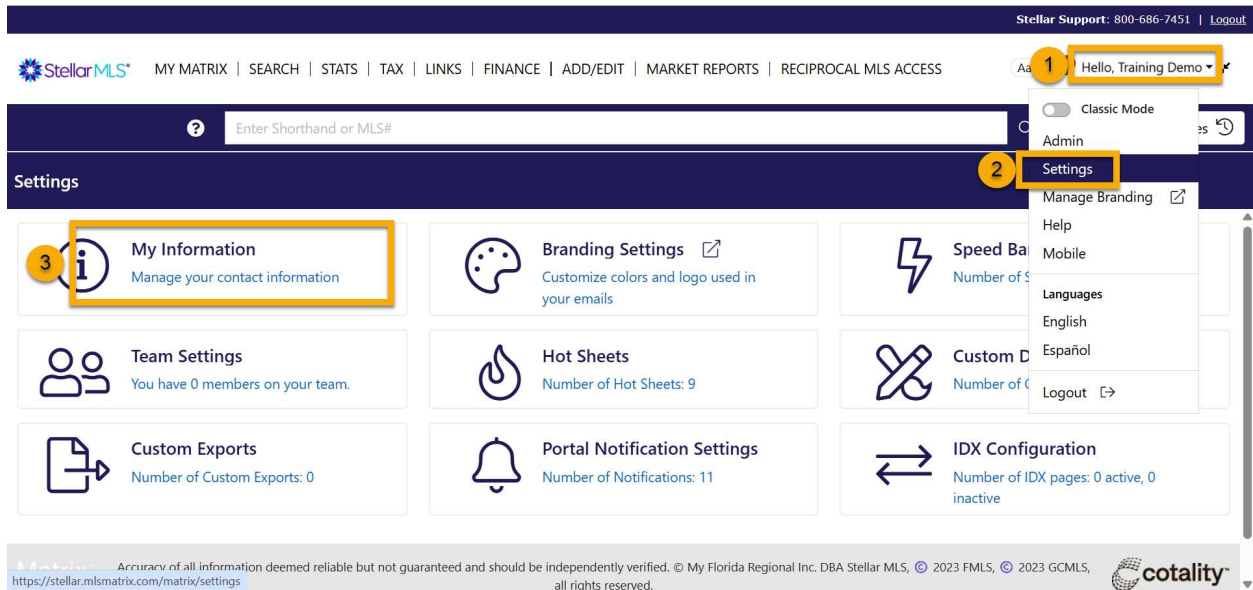
Matrix Agent Web Page

A free, basic web page is available through Matrix.

Setting Up the Agent Web Page

1. In Matrix, select the agent name in the upper-right corner.
2. Select Settings, then select My Information on the next screen.
3. Verify details on the Information tab and set up the Header & Footer tab before enabling the web page.
4. Open the Agent Webpage tab to:
 - a. Enable the web page
 - b. View and copy the URL
 - c. Add home page content
 - d. Set search form preferences
 - e. Add a sign-up sheet

A domain owned by the agent can be forwarded to this website.



Stellar Support: 800-686-7451 | Logout

StellarMLS MY MATRIX | SEARCH | STATS | TAX | LINKS | FINANCE | ADD/EDIT | MARKET REPORTS | RECIPROCAL MLS ACCESS

Enter Shorthand or MLS#

Settings

My Information
Manage your contact information

Branding Settings
Customize colors and logo used in your emails

Speed Ba
Number of S

Team Settings
You have 0 members on your team.

Hot Sheets
Number of Hot Sheets: 9

Custom D
Number of C

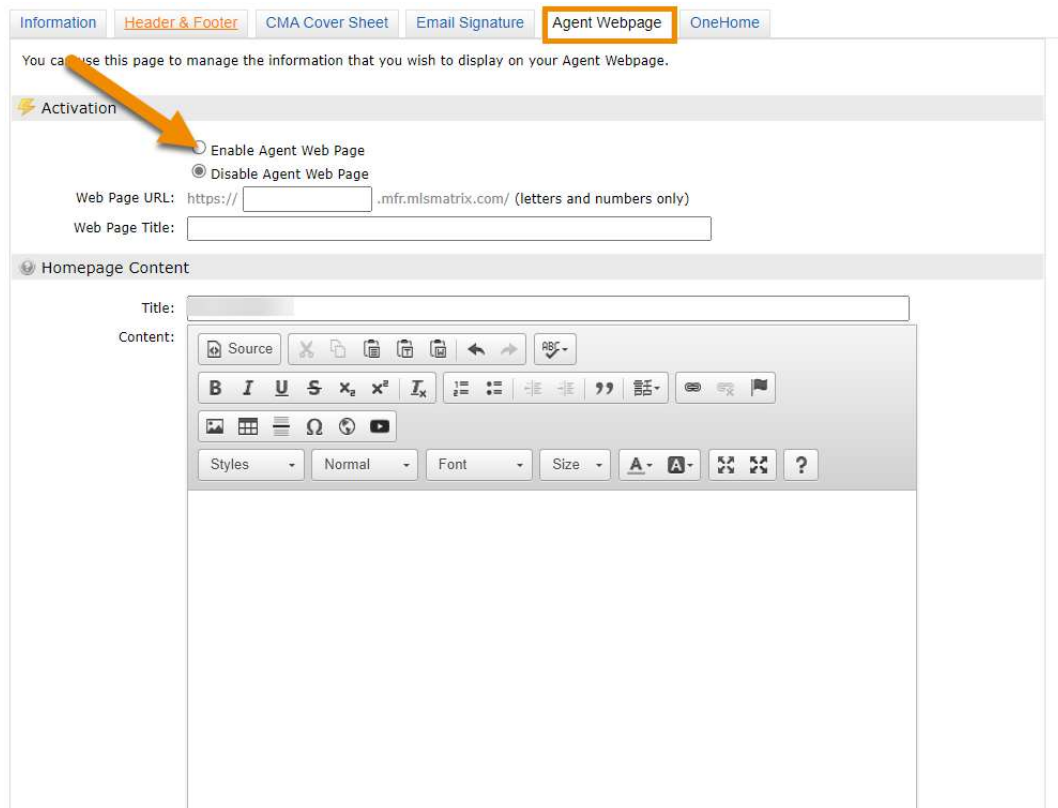
Custom Exports
Number of Custom Exports: 0

Portal Notification Settings
Number of Notifications: 11

IDX Configuration
Number of IDX pages: 0 active, 0 inactive

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Information Header & Footer CMA Cover Sheet Email Signature **Agent Webpage** OneHome

You can use this page to manage the information that you wish to display on your Agent Webpage.

Activation

☐ Enable Agent Web Page
☒ Disable Agent Web Page

Web Page URL: .mfr.mlsmatrix.com/ (letters and numbers only)

Web Page Title:

Homepage Content

Title:

Content:

Rich text editor toolbar with options: Source, Cut, Copy, Paste, Undo, Redo, Bold, Italic, Underline, Strikethrough, Text Color, Background Color, Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, Image, Table, Link, Unlink, Styles, Normal, Font, Size, A+, A-, and Help.

Custom links created through these tools can be used on the Matrix Agent Web Page, in an email signature, and across social media pages and other online platforms.