

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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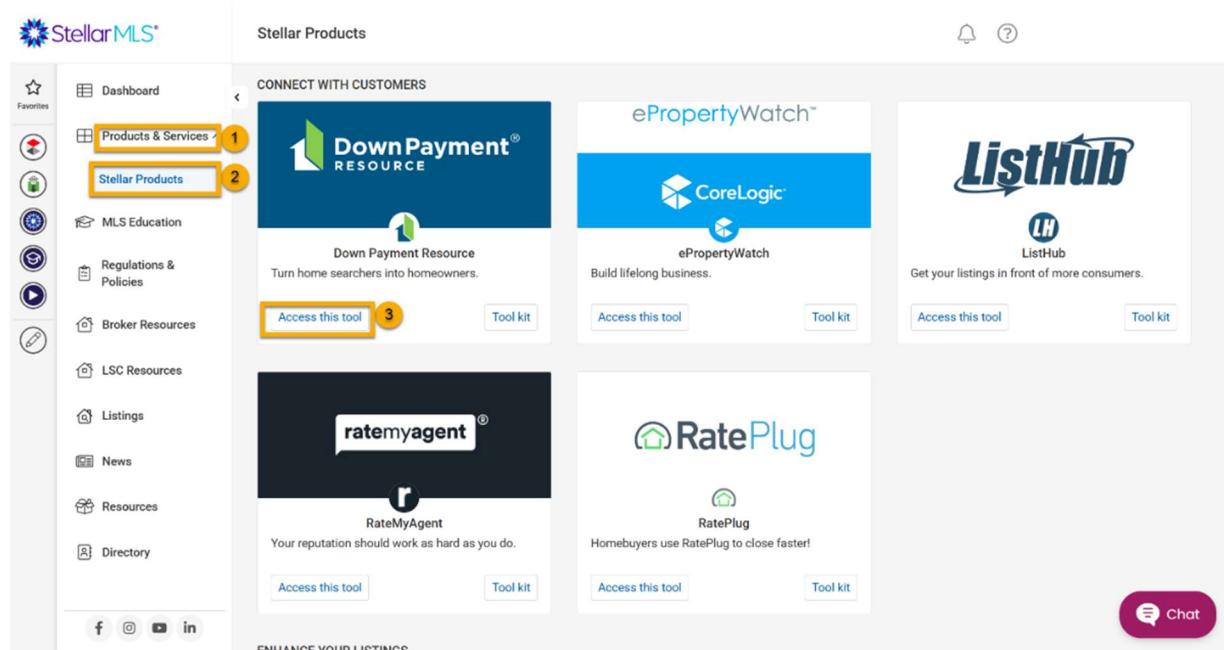
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Down Payment Resource

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

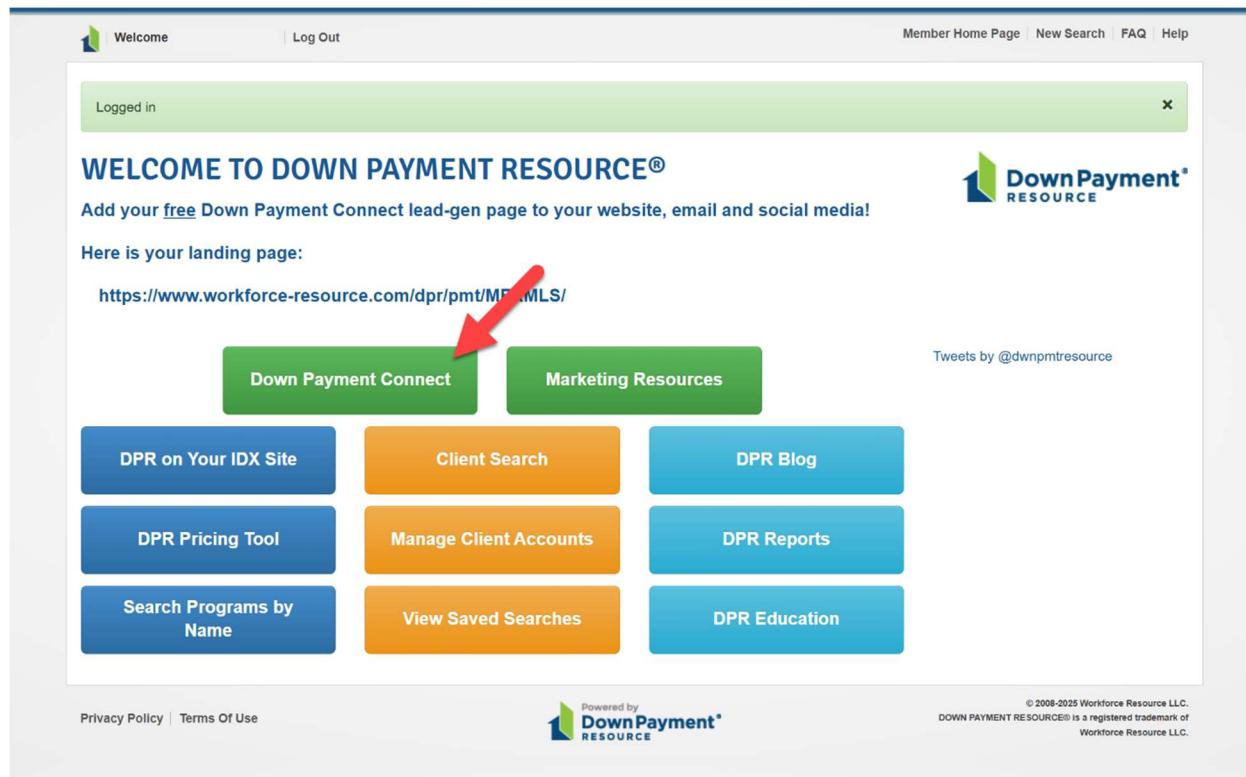
1. From Stellar Central, select Products & Services from the left-side navigation menu.
2. Select Stellar Products.
3. Locate the Down Payment Resource (DPR) tile and click Access this tool.



The screenshot shows the Stellar Central interface. On the left, a sidebar lists various categories: Favorites, Dashboard, Products & Services (highlighted with a yellow box and numbered 1), Stellar Products (highlighted with a yellow box and numbered 2), MLS Education, Regulations & Policies, Broker Resources, LSC Resources, Listings, News, Resources, and Directory. Below the sidebar are social media icons for Facebook, Instagram, YouTube, and LinkedIn. The main content area is titled 'Stellar Products' and features a section titled 'CONNECT WITH CUSTOMERS'. It includes tiles for 'Down Payment RESOURCE' (with a 'Access this tool' button numbered 3), 'ePropertyWatch™' (CoreLogic), 'ListHub' (ListHub), 'RateMyAgent' (RateMyAgent), and 'RatePlug' (RatePlug). Each tile has an 'Access this tool' button and a 'Tool kit' button. At the bottom of the main content area, there is a section titled 'ENHANCE YOUR LISTINGS' and a 'Chat' button.

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.

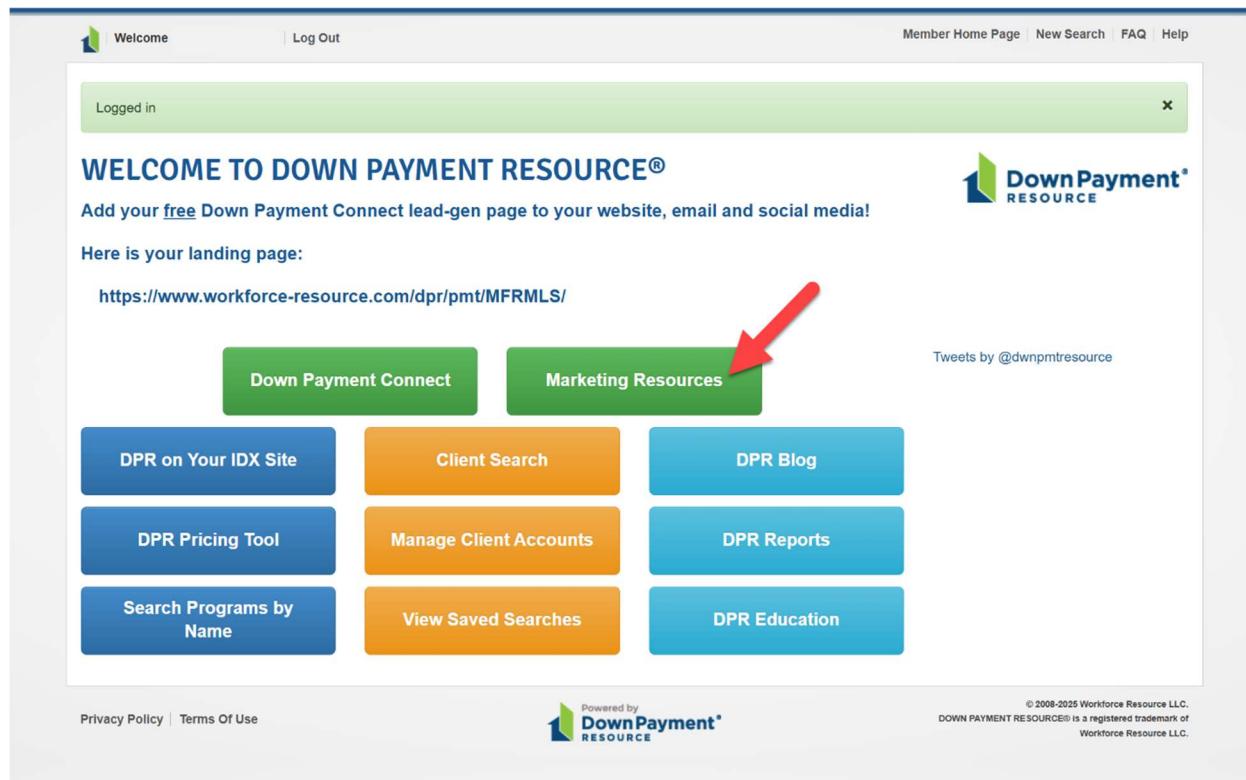


The screenshot shows the Down Payment Resource homepage. At the top, there is a green header bar with the text "Logged in" and a "Logout" link. Below the header, the text "WELCOME TO DOWN PAYMENT RESOURCE®" is displayed, followed by the instruction "Add your free Down Payment Connect lead-gen page to your website, email and social media!" To the right of this text is the "Down Payment RESOURCE" logo. Below the welcome text, there is a section titled "Here is your landing page:" with a provided URL: https://www.workforce-resource.com/dpr/pmt/MP_MLS/. A large red arrow points to the "Down Payment Connect" button, which is highlighted with a green background. The page also features a grid of other buttons: "DPR on Your IDX Site", "Client Search", "DPR Blog"; "DPR Pricing Tool", "Manage Client Accounts", "DPR Reports"; and "Search Programs by Name", "View Saved Searches", "DPR Education". At the bottom of the page, there are links for "Privacy Policy" and "Terms Of Use", along with the "Down Payment RESOURCE" logo and copyright information: "© 2008-2025 Workforce Resource LLC. DOWN PAYMENT RESOURCE® is a registered trademark of Workforce Resource LLC."

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.



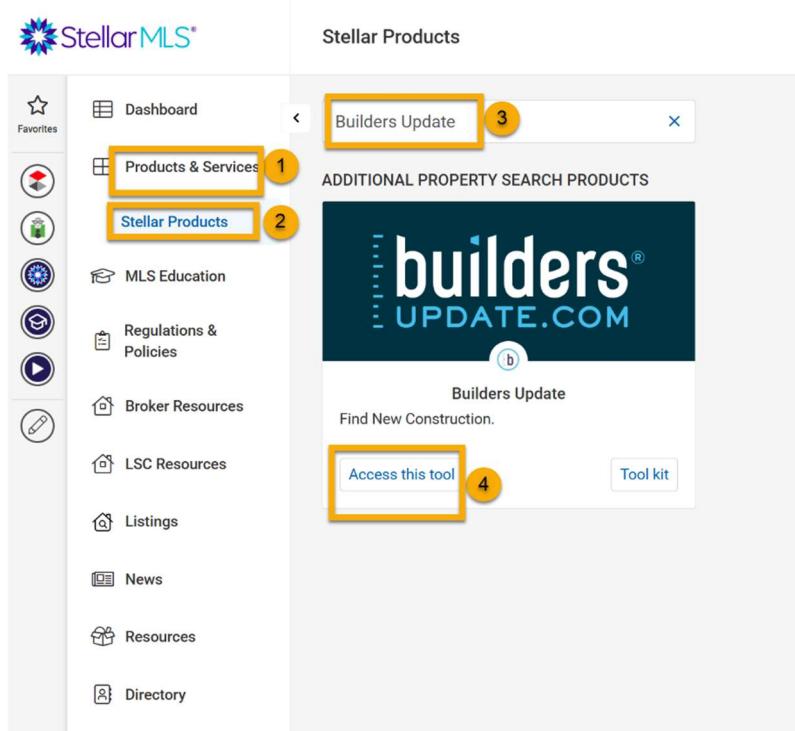
The screenshot shows the DPR homepage. At the top, there is a green header bar with the text "Logged in" and a "Logout" link. To the right of the header are links for "Member Home Page", "New Search", "FAQ", and "Help". Below the header, the main content area has a green banner with the text "WELCOME TO DOWN PAYMENT RESOURCE®" and a sub-instruction "Add your free Down Payment Connect lead-gen page to your website, email and social media!". Below this, a message says "Here is your landing page:" followed by a URL: <https://www.workforce-resource.com/dpr/pmt/MFRMLS/>. To the right of this message is the "Down Payment Connect" logo. Below the banner, there is a grid of nine buttons arranged in three rows of three. The buttons are colored green, orange, and blue. The green buttons are "Down Payment Connect" and "Marketing Resources" (which is highlighted with a red arrow). The orange buttons are "Client Search" and "Manage Client Accounts". The blue buttons are "DPR Blog", "DPR Reports", "DPR Education", and "Search Programs by Name". To the right of the grid, there is a link "Tweets by @dwnpmresource". At the bottom of the page, there are links for "Privacy Policy" and "Terms Of Use", the "Down Payment RESOURCE" logo, and a copyright notice: "© 2008-2025 Workforce Resource LLC. DOWN PAYMENT RESOURCE® is a registered trademark of Workforce Resource LLC."

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.

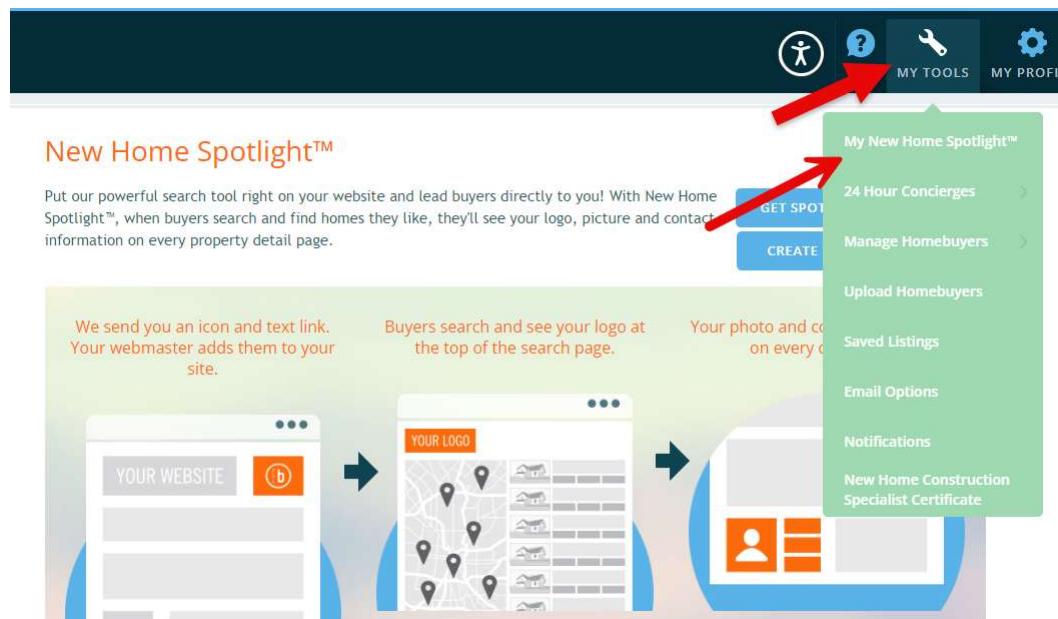
Accessing Builders Update

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.

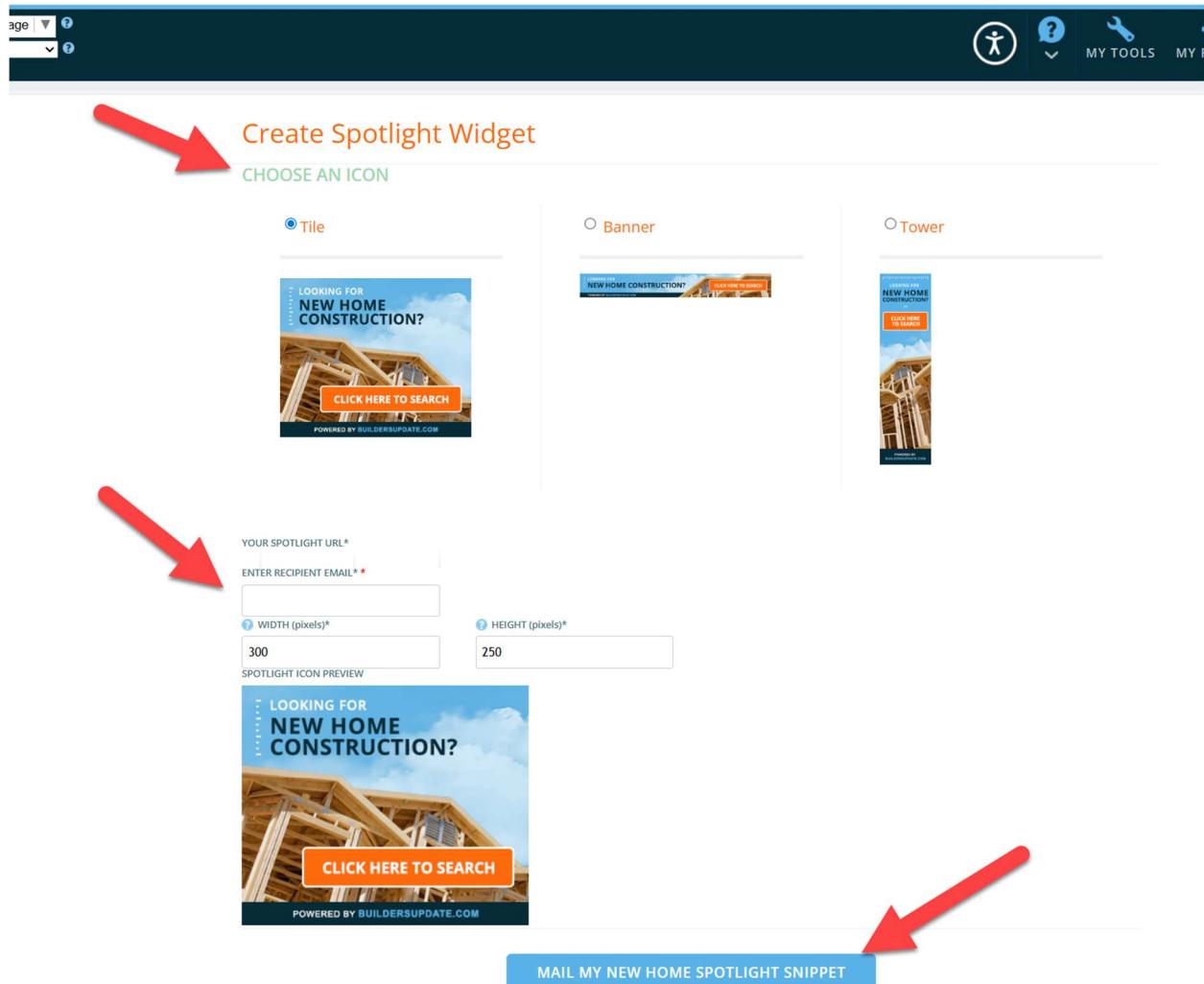


In Builders Update, the agent can choose the name of the personal URL. The URL can be linked directly from a website or social media post.

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.



Create Spotlight Widget

CHOOSE AN ICON

Tile

Banner

Tower

YOUR SPOTLIGHT URL*

ENTER RECIPIENT EMAIL*

WIDTH (pixels)*
300

HEIGHT (pixels)*
250

SPOTLIGHT ICON PREVIEW

CLICK HERE TO SEARCH

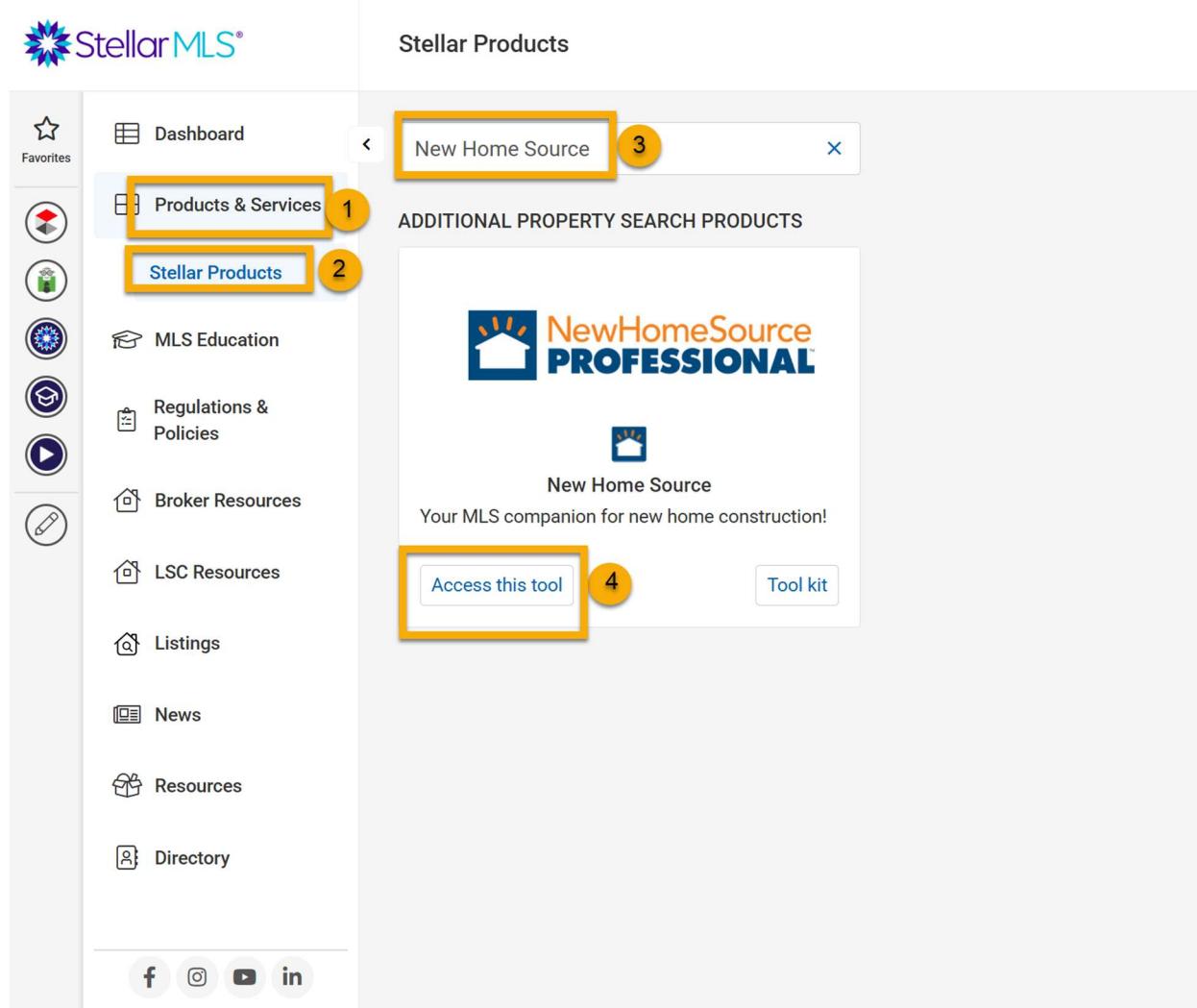
MAIL MY NEW HOME SPOTLIGHT SNIPPET

ShowingNew.com (NewHomeSource Professional)

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

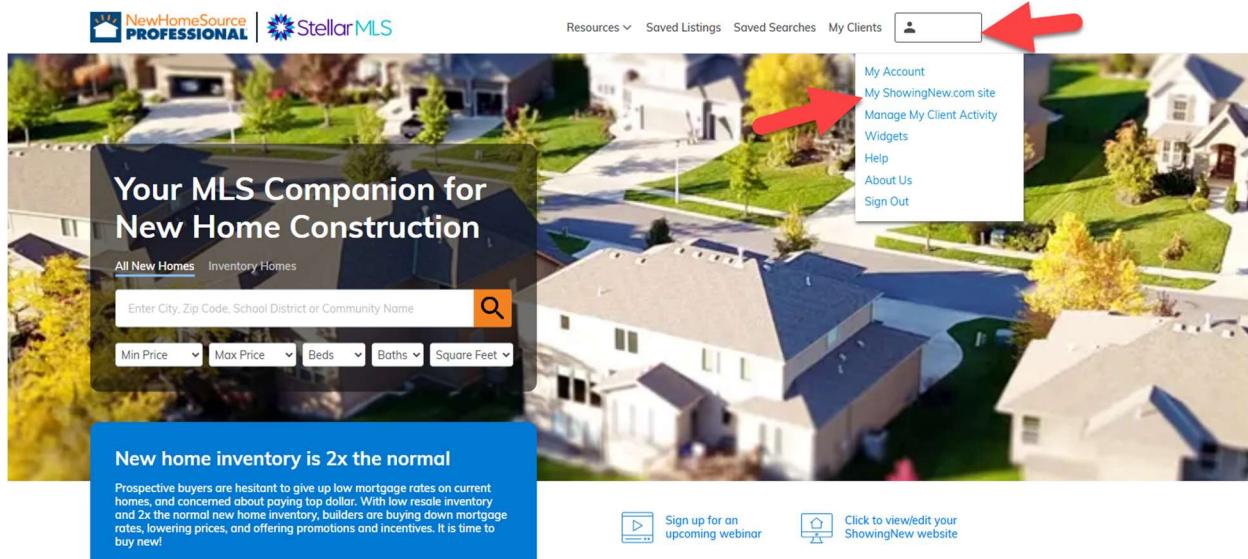
Accessing NewHomeSource Professional

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.



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.



MLS Lead Generation Tools

Course Notes



NewHomeSource PROFESSIONAL | **StellarMLS**

Resources ▾ Saved Listings Saved Searches My Clients

Customize My ShowingNew.com site

Site Details Popular Searches About Me

Contact Details

See your new homes ShowingNew.com site at www.showingnew.com/agentname

Free as part of NewHomeSource Professional, collaborate with clients and drive new home buyer leads with your personalized ShowingNew.com site. [Learn more.](#)

Preview Save

-New! Get widgets for your site!

* Agent * Name Designations, e.g. REALTOR®, GRE, CFP

* email@stellarmls.com Office Name e.g. Coldwell Banker - Front Range

Phone * License

Broker Website e.g. <https://www.mybrokerwebsite.com> Utility Connect URL e.g., <https://www.utilityconnect.net/agent>

Social Media

Enter valid URLs for the applicable social media profile/page/channel you have, and the hyperlinked social icon will appear on your contact form.

facebook (e.g. <https://www.facebook.com/####>) Twitter (e.g. <https://www.twitter.com/####>)

Linkedin (e.g. <https://www.linkedin.com/in/####>) Instagram (e.g. <https://www.instagram.com/####>)

Youtube (e.g. <https://www.youtube.com/c/####>) Tiktok (e.g. <https://www.tiktok.com/@####>)

Upload Images

- Headshot : 250 pixels wide, 250 pixels high
- Brokerage Logo : 400 pixels wide, 130 pixels high
- Home Page Background : 1285 pixels wide, 475 pixels high
- Footer Images: 150 pixels wide, 150 pixels high
- Choose a default Home Page Background image or upload your own and adjust the image size using the editor.

Headshot

Brokerage Logo *

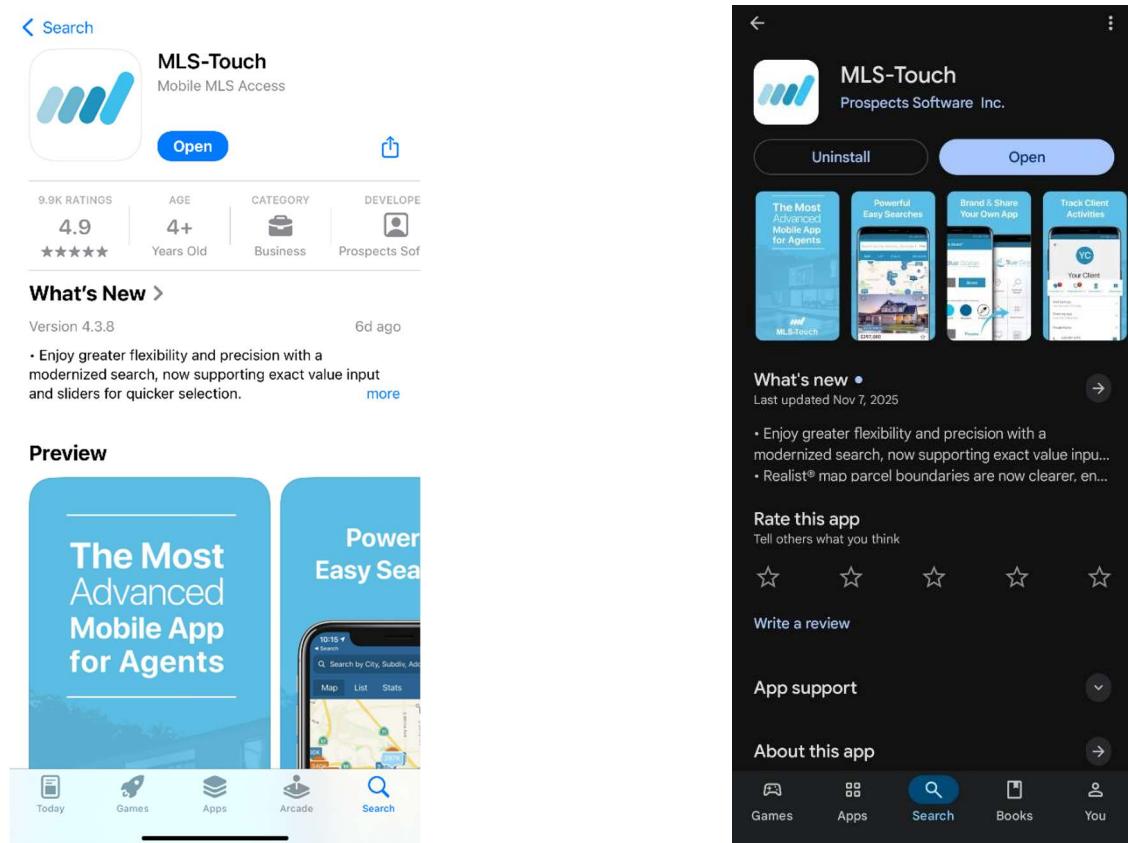
Upload Headshot

Upload Brokerage Logo

Home Page Background

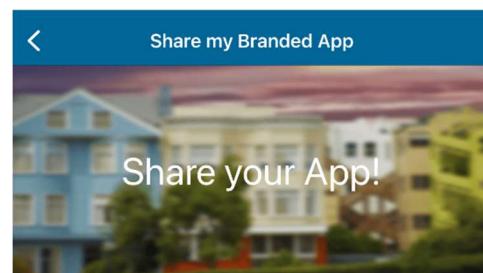
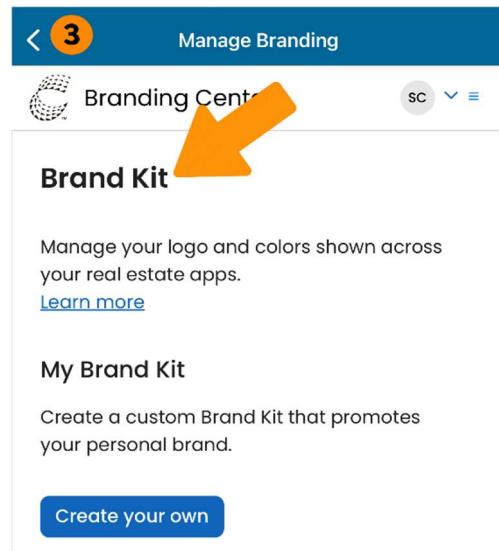
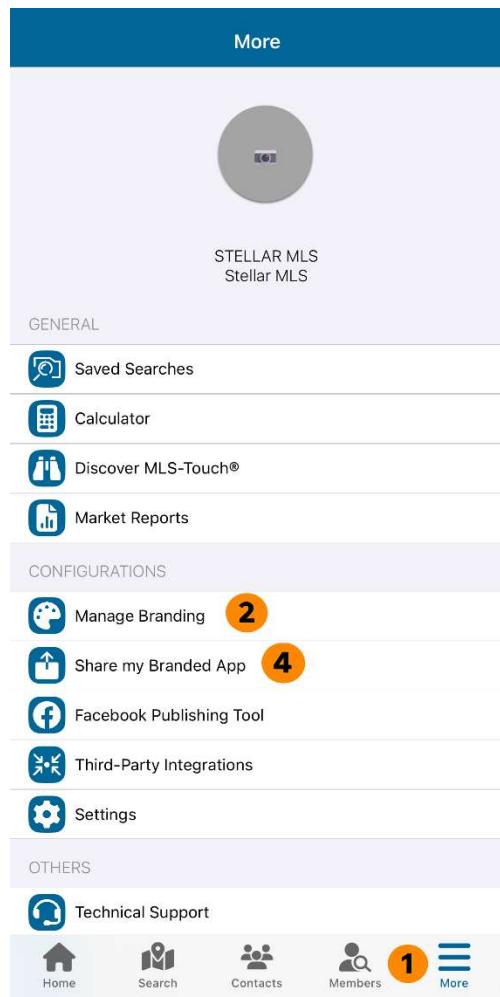
MLS-Touch

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.

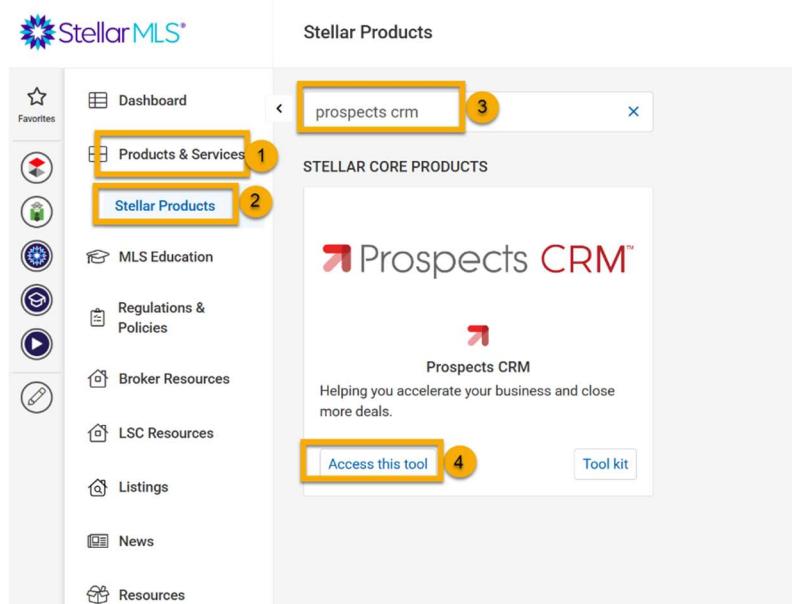


Prospects CRM

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**.

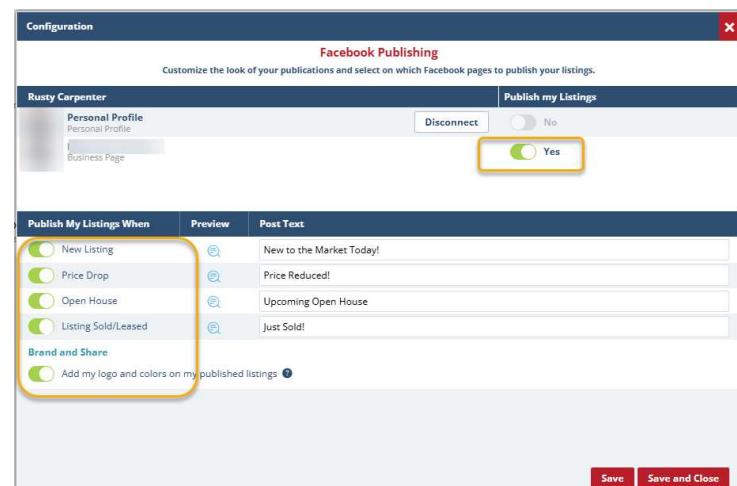
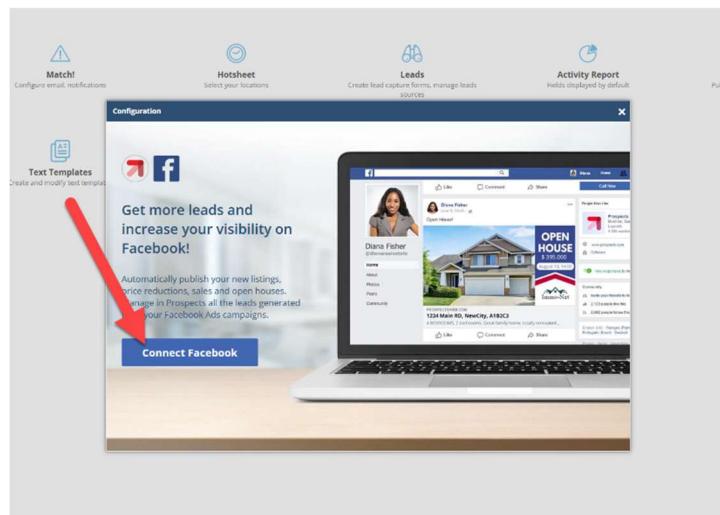
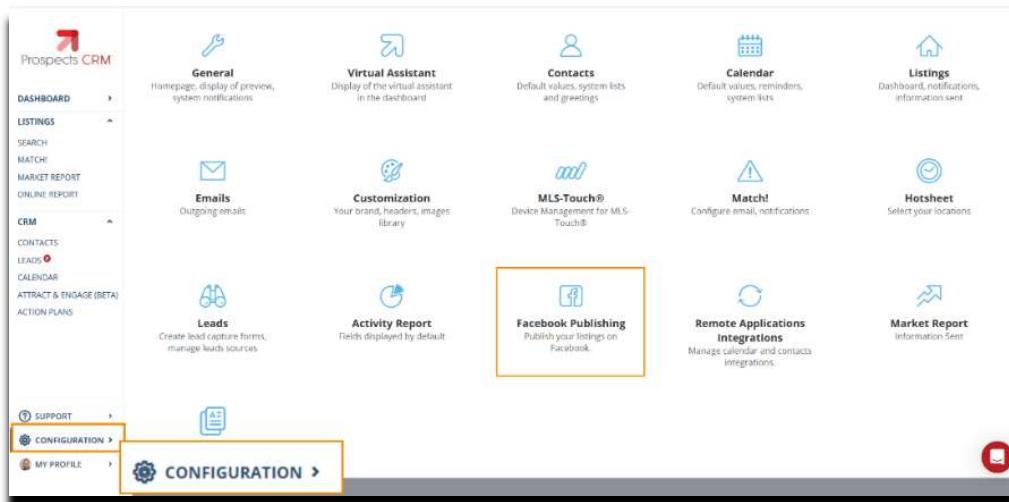


Facebook Publishing

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

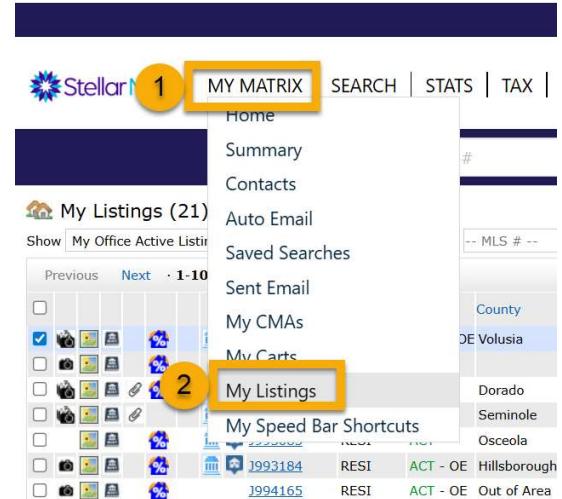
Customers can click to view the report and request services.

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

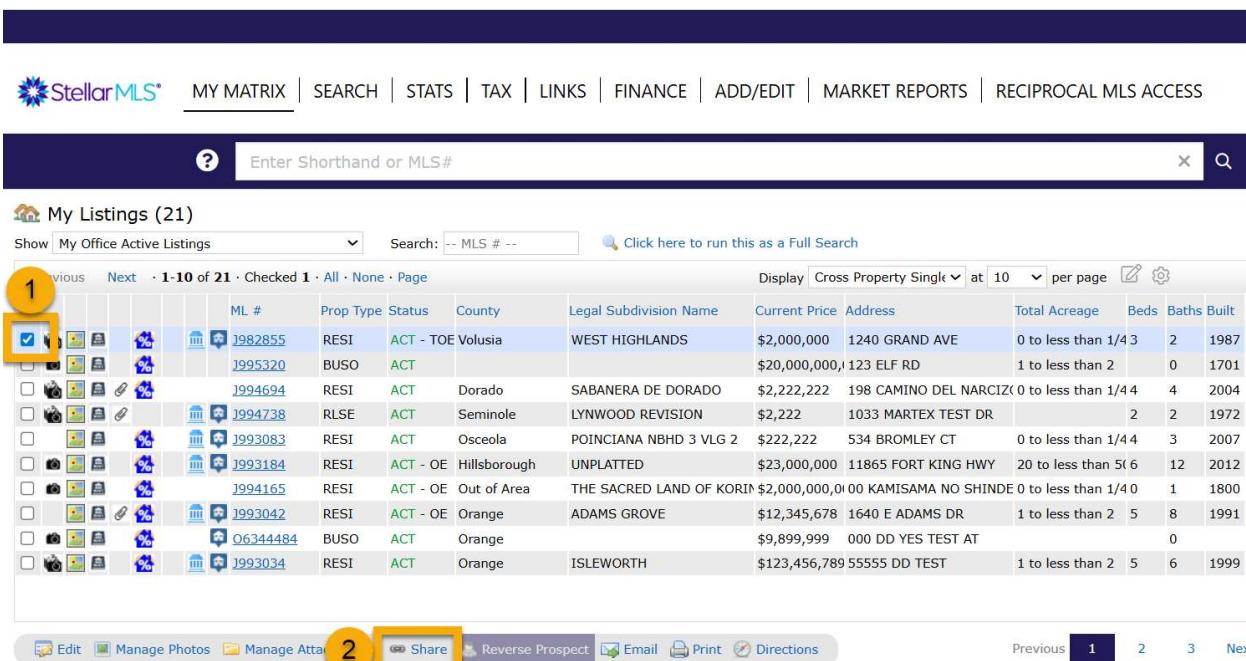
The Listing Share feature allows an agent to share a URL link to listings in Matrix. Access the Listing Share feature by going to the My Matrix tab and choosing My Listings.



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.



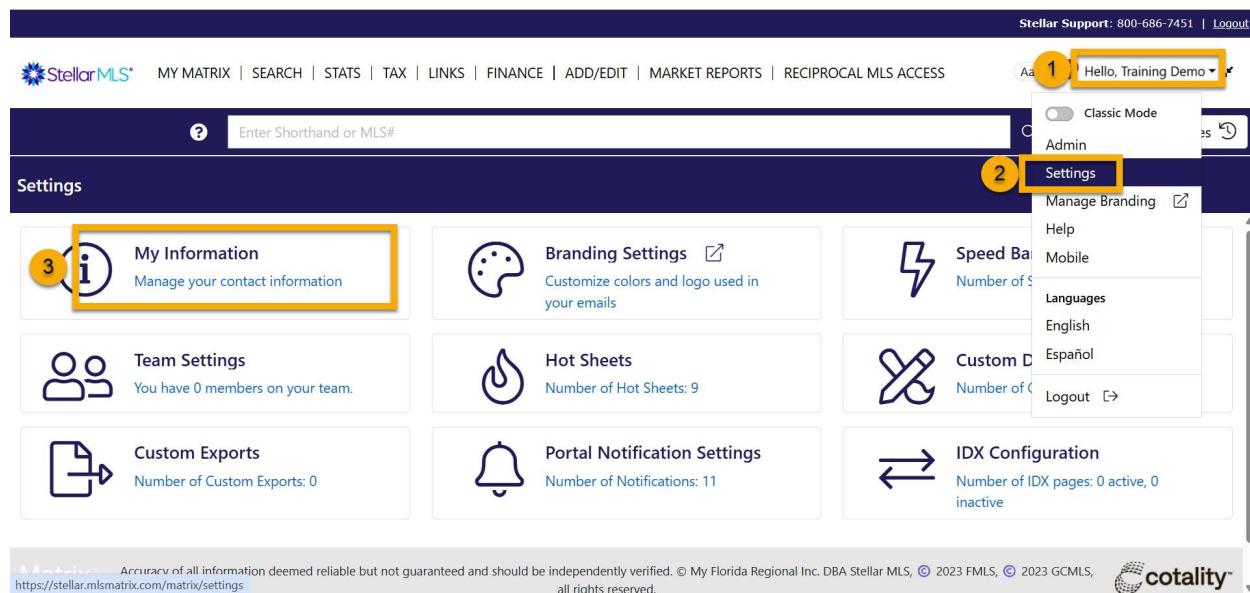
Matrix Agent Web Page

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

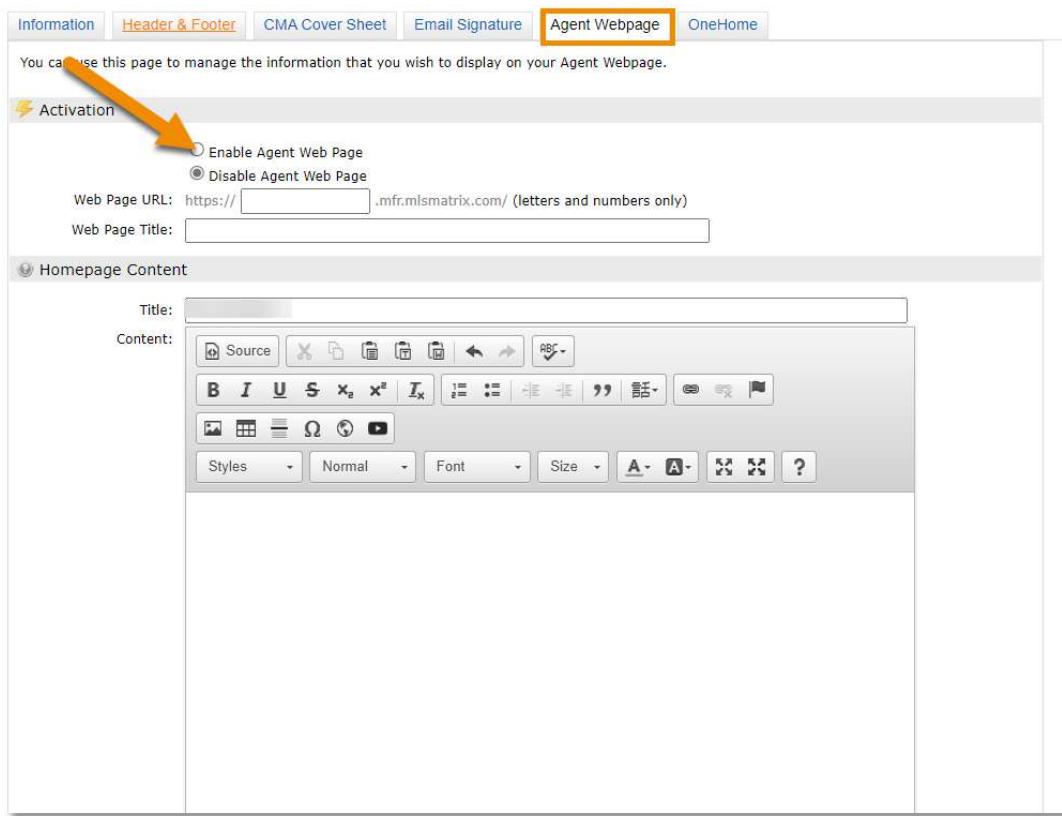
A domain owned by the agent can be forwarded to this website.



The screenshot shows the Stellar Matrix Settings page. At the top right, there is a user dropdown menu with the text "Hello, Training Demo" and a circled '1'. Below the menu is a "Settings" tab, which is highlighted with a yellow box and a circled '2'. On the left, there is a "My Information" tab, also highlighted with a yellow box and a circled '3'. The main content area contains several settings cards:

- My Information**: Manage your contact information.
- Branding Settings**: Customize colors and logo used in your emails.
- Speed Bump**: Number of Speed Bumps: 0.
- Custom Domains**: Number of Custom Domains: 0.
- Custom Exports**: Number of Custom Exports: 0.
- Hot Sheets**: Number of Hot Sheets: 9.
- Portal Notification Settings**: Number of Notifications: 11.
- IDX Configuration**: Number of IDX pages: 0 active, 0 inactive.

At the bottom of the page, there is a footer with the text "Accuracy of all information deemed reliable but not guaranteed and should be independently verified. © My Florida Regional Inc. DBA Stellar MLS, © 2023 FMLS, © 2023 GCMLS, all rights reserved." and a "cotality" logo.



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.