

Introduction:

What are the factors for having a successful open house? Is it the Marketing, Location, Time/Day, having food and beverages, or a clean, ready-to-show home?

This course teaches real estate professionals how to use MLS tools to plan, promote, and execute high-impact open houses. You'll learn how to leverage MLS tools to attract the right buyers and maximize exposure. From pre-event marketing to final sale; this course will help turn Open Houses into successful transactions.

Learning Objectives:

1. Maximize Visibility

You will learn how to use MLS Tools to properly input, enhance and optimize open house details to ensure maximum visibility across consumer, broker, and other sites.

2. Leverage MLS Features for Promotion

You will understand how using MLS Tools can effectively promote your open house and attract new customers.

3. Track success by attendance and customer follow-up opportunities

Using MLS tools to monitor listing activity, customer interest, and market conditions can drive strategic follow-up after the open house.

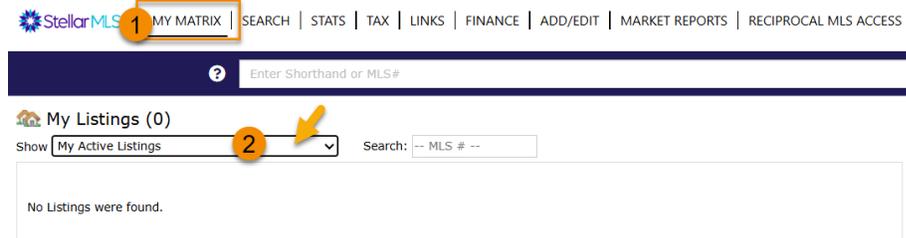
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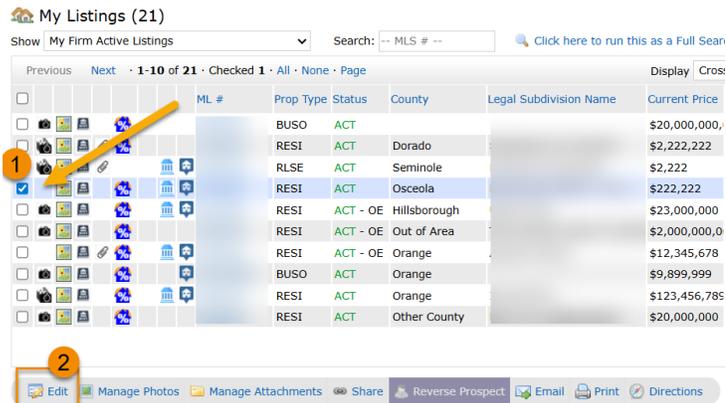
Matrix

Using Matrix, you can add your open house to your listing, share the listing, and take advantage of integrated features with other tools that can automate publishing to social media. To enter your open house into Matrix, follow these steps:

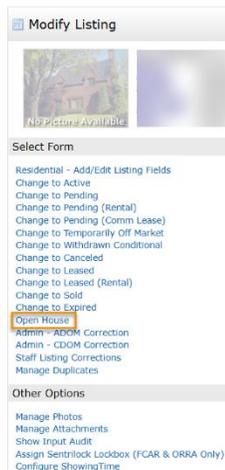
- Pull up your active listing My Matrix > My Listings > My Active Listings (see image below)



- Select the listing you would like to add the open house to by checking the box on the left and then choose the edit option.

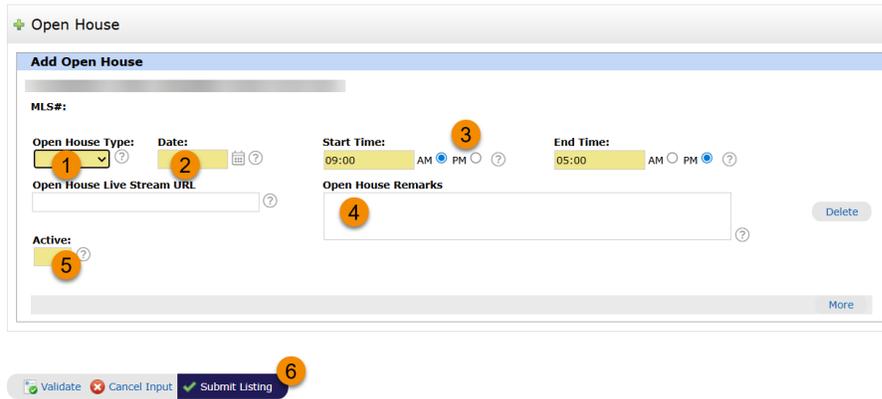


- From the edit menu, select Open House



- From the Open House add screen enter the following information

- Type of Open House > Date > Start and End Times > Comments that are engaging to encourage attendance > Select Active to Yes > Submit



The screenshot shows the 'Add Open House' form with the following fields and callouts:

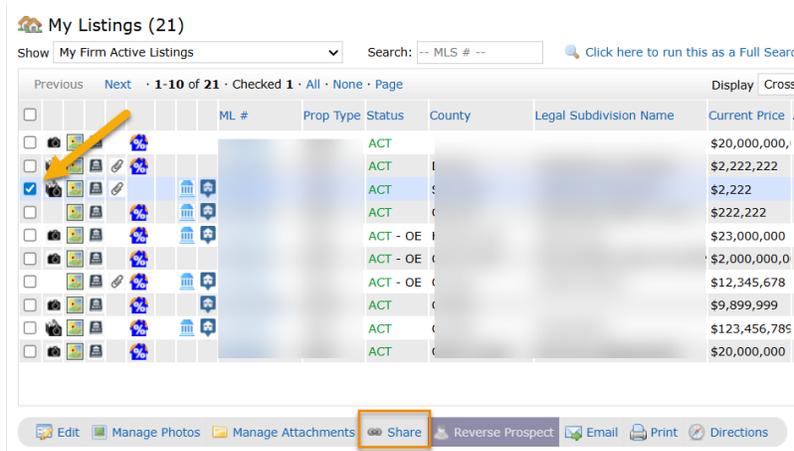
- 1: Open House Type dropdown
- 2: Date field with calendar icon
- 3: Start Time field (09:00 AM)
- 4: Open House Remarks text area
- 5: Active checkbox
- 6: Submit Listing button

Once the listing has been submitted, the Open House icon will appear on your listing for any customer or agent to see.



You can follow these steps again if you need to add additional open houses to the listing.

Once the open house has been added, you can select the active listing and choose the share action at the bottom of the screen. This will create a link that you can share via email, social media, etc. to promote your listing and open house.



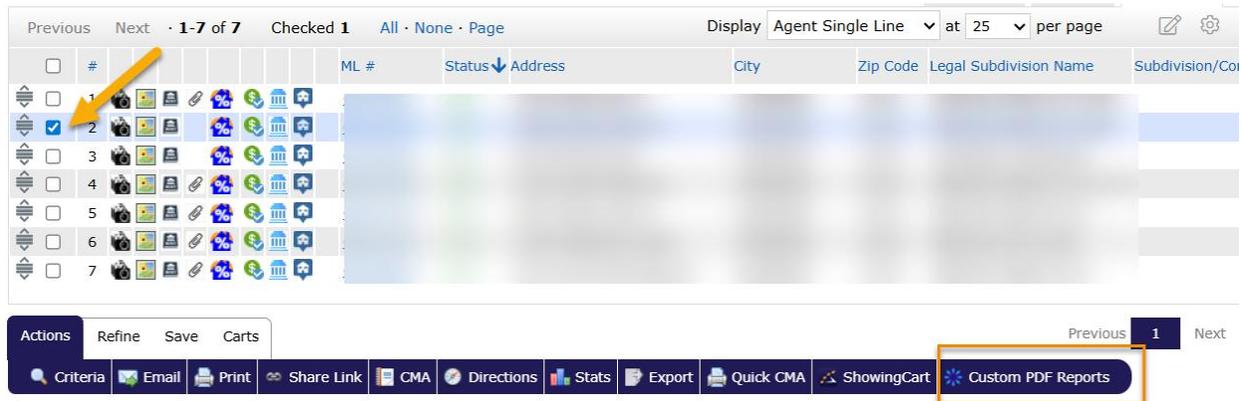
The screenshot shows a table of listings with the following columns: ML #, Prop Type, Status, County, Legal Subdivision Name, and Current Price. A 'Share' button is highlighted in the bottom toolbar.

ML #	Prop Type	Status	County	Legal Subdivision Name	Current Price
		ACT			\$20,000,000
		ACT			\$2,222,222
		ACT			\$2,222
		ACT			\$222,222
		ACT - OE			\$23,000,000
		ACT - OE			\$2,000,000,0
		ACT - OE			\$12,345,678
		ACT			\$9,899,999
		ACT			\$123,456,785
		ACT			\$20,000,000

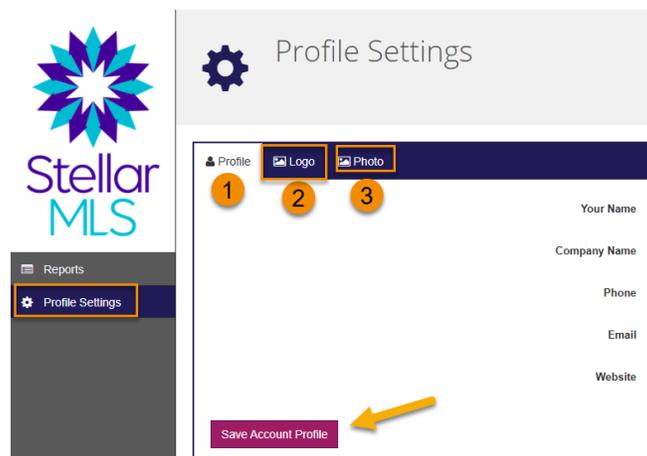
Now that you have your open house added, you can create a custom flyer to share property information with prospective buyers. This flyer will be branded to you. To create your flyer, pull up your listing via the quick search bar in Matrix and hit the search hourglass on the right of the search bar.



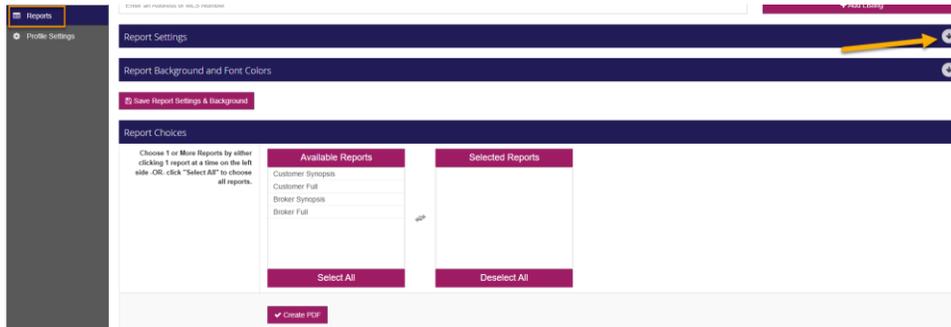
This will pull up your listing in a property search. Select the listing by checking the box on the left side of the listing and choose the Custom PDF Reports option from the actions menu.



- Once the custom PDF window appears, start by choosing profile settings on the left
- Verify (and/or) update your profile information and save
- Choose the logo tab and add your logo and save
- Choose the photo tab and add your photo and save

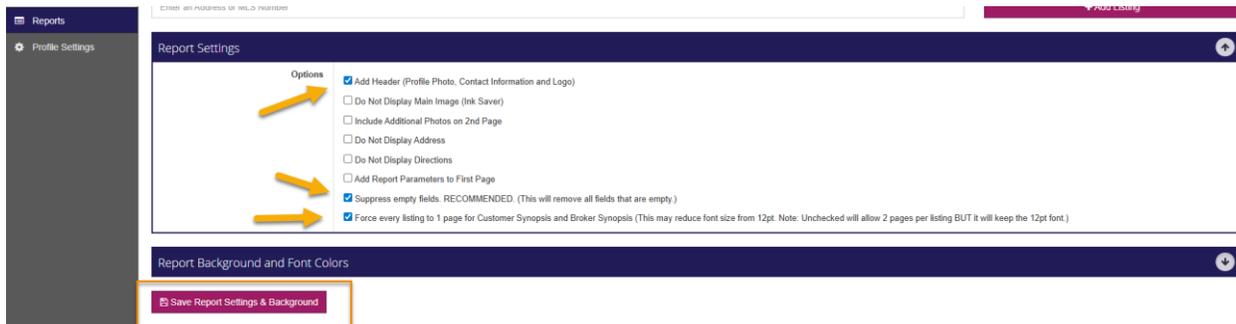


After your profile and images have been added, this will allow the flyer to be branded to you. Next go to the Reports option on the left side (just above the profile settings) and then open up the report settings by clicking the +.

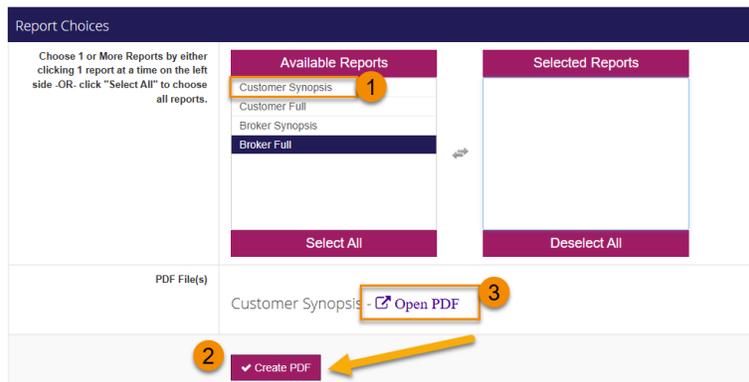


Select the following options and then save the report settings

- Add Header
- Suppress empty fields
- Force every listing to 1 page



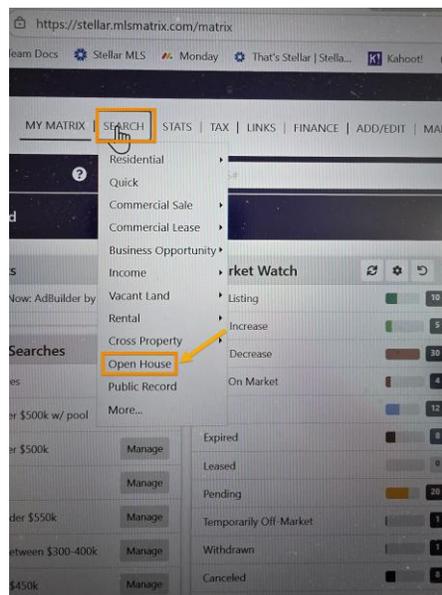
After saving the settings go to the report choices section and select Customer Synopsis and choose Create PDF. Once the PDF is created you can choose the Open PDF link to see and print your flyer.



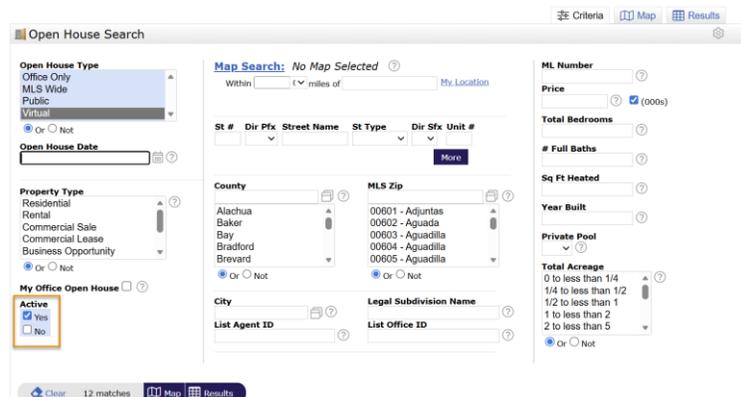
You will see your branding at the top and a nice border around the page



Open houses that have been entered into Matrix can also be searched by agents to locate and attend open houses with their customers. To search for Open Houses, use the search tab in Matrix and choose the Open House Search.



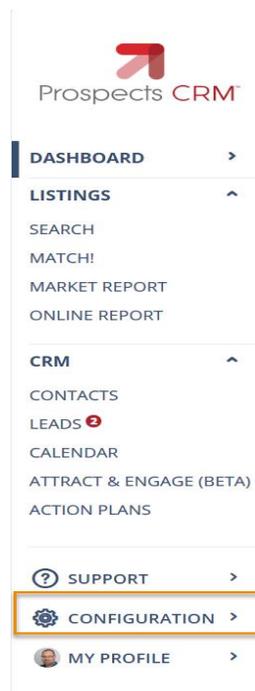
You will enter the criteria for the property characteristics, location, etc. the same as any other property search. You will also want to select the active open houses option.



Prospects CRM

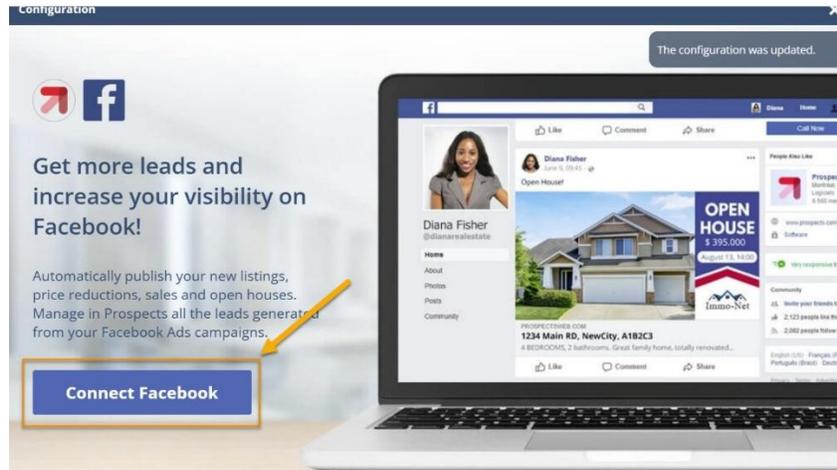
Using Prospects CRM, you could connect a business Facebook page, which will then allow you to set up automatic postings for your listings and Open Houses. To connect a business page, follow these steps:

- Open Prospects CRM from your Stellar Central Dashboard and go to Products and Services and select Stellar Products and then Prospects CRM.
- If you have never used the Prospects CRM tools before, you will be prompted with some basic set-up check items. Follow the prompts by clicking next, next, etc. and then save and close.
- Once you have reached the dashboard screen, choose the Configuration option on the lower left menu. (left image below)
- From the Configuration menu, scroll and select the Facebook Publishing Icon (right image below)

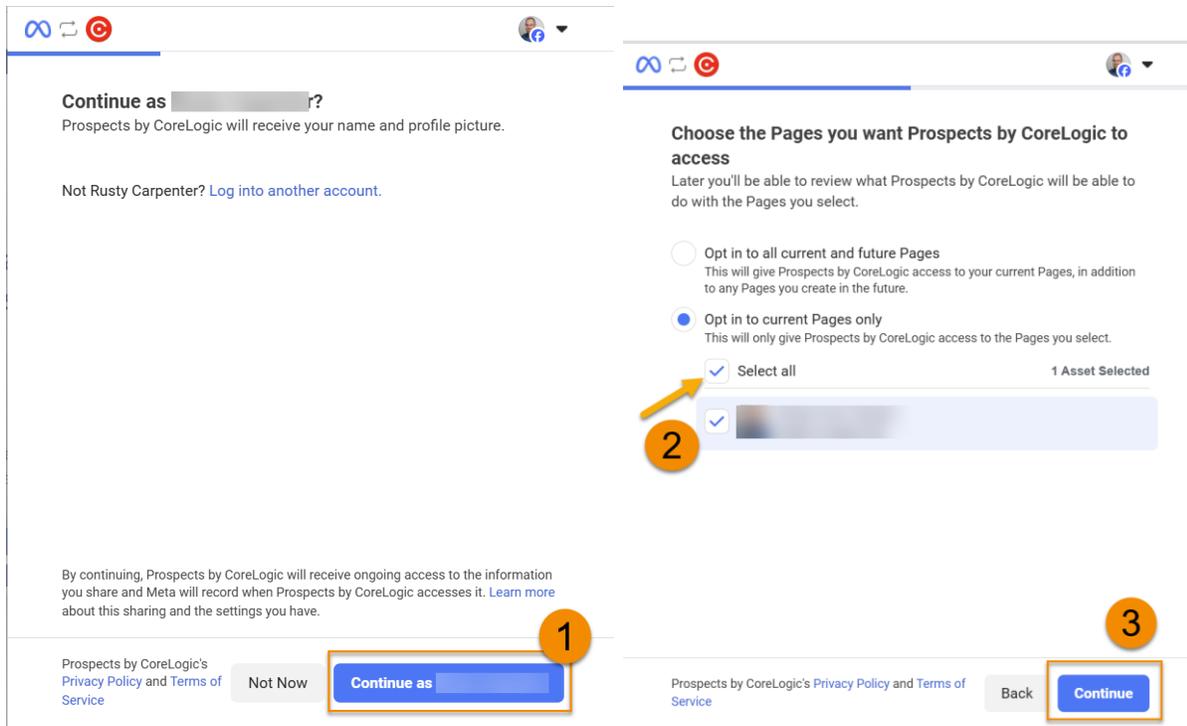


Facebook Publishing
Publish your listings on
Facebook.

- Once you select the Facebook Publishing, you will see the following screen and select Connect Facebook. (FYI - you may be prompted to log into your Facebook account, if you are not already logged in on your device).



- The set-up takes less than 2 minutes. You will follow the prompts on the screens as shown below.



Choose the Businesses you want Prospects by CoreLogic to access
Later you'll be able to review what Prospects by CoreLogic will be able to do with the Businesses you select.

Opt in to all current and future Businesses
This will give Prospects by CoreLogic access to your current Businesses, in addition to any Businesses you create in the future.

Opt in to current Businesses only
This will only give Prospects by CoreLogic access to the Businesses you select.

Select all 1 Asset Selected

Prospects by CoreLogic's Privacy Policy and Terms of Service Back Continue

Review Prospects by CoreLogic's access request

Manage ads for ad accounts that you have access to

Manage your business
1 Business selected

Access leads for your Pages
1 Page selected

Create and manage content on your Page
1 Page selected

Read content posted on the Page
1 Page selected

Create and manage ads for your Page
1 Page selected

Manage accounts, settings, and webhooks for a Page
1 Page selected

Prospects by CoreLogic's Privacy Policy and Terms of Service Back Save

Rusty Carpenter has been connected to Prospects by CoreLogic
To manage this connection, go to [Business Integrations](#).

Prospects by CoreLogic's Privacy Policy and Terms of Service Got it

Configuration

Facebook Publishing
Customize the look of your publications and select on which Facebook pages to publish your listings.

Rusty Carpenter Disconnect **Publish my Listings**

Personal Profile No

Business Page No

Publish My Listings When	Preview	Post Text
<input checked="" type="checkbox"/> New Listing		New to the Market Today!
<input checked="" type="checkbox"/> Price Drop		Price Reduced!
<input checked="" type="checkbox"/> Open House		Upcoming Open House
<input checked="" type="checkbox"/> Listing Sold/Leased		Just Sold!

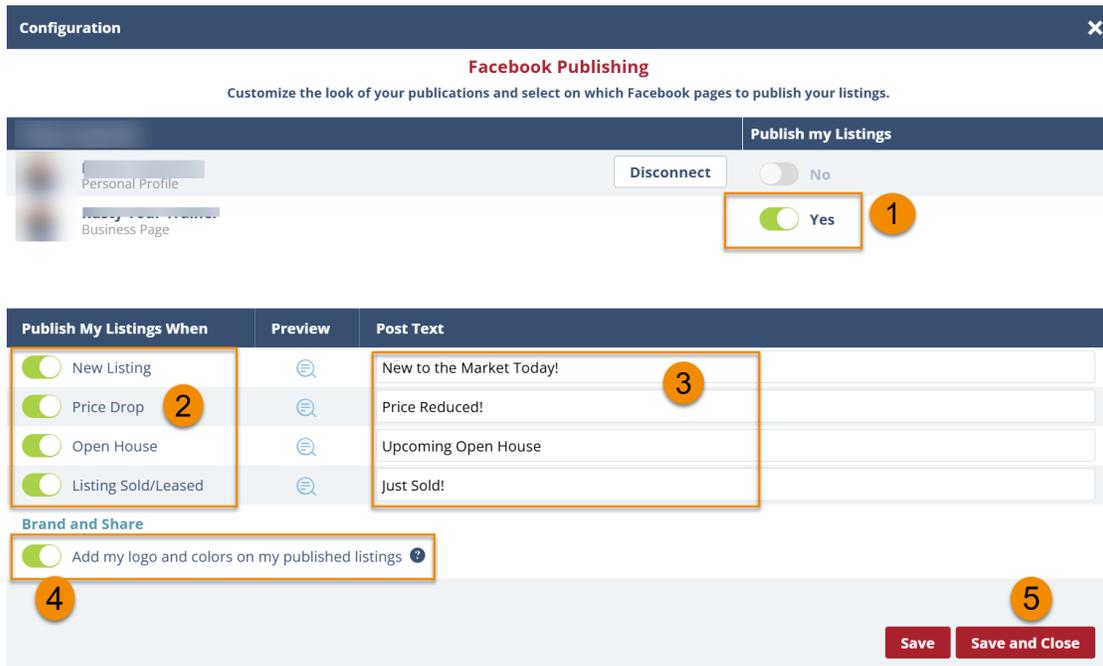
Brand and Share

Add my logo and colors on my published listings

Save Save and Close

Once Set-up is complete, your screen will look like this ↑

Using this screen, you will activate the option to publish your listings and set your options. See the steps below and be sure to save and close once your set-up is complete.



Publish My Listings When	Preview	Post Text
<input checked="" type="checkbox"/> New Listing		New to the Market Today!
<input checked="" type="checkbox"/> Price Drop		Price Reduced!
<input checked="" type="checkbox"/> Open House		Upcoming Open House
<input checked="" type="checkbox"/> Listing Sold/Leased		Just Sold!

1. Toggle on the switch to publish your listings
2. Toggle on the various listings you will want to automatically post to your Facebook page
3. Enter the text comment you want to post with the various listings
4. Toggle on the switch to add your branding logo and colors to your posts
5. Save and close your choices.

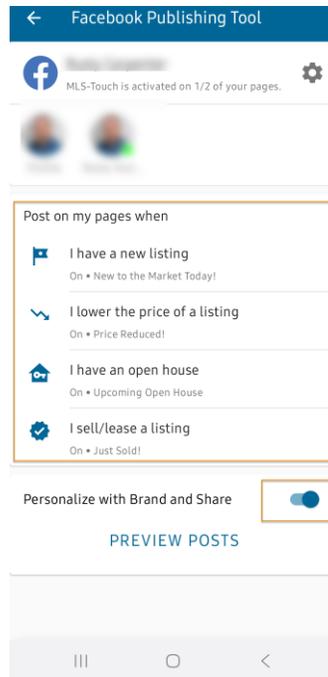
You can come in and edit these at any time via your configuration menu and Facebook publishing.

MLS-Touch

You can also set up your Facebook page postings using your MLS-Touch app. MLS-Touch and Propects CRM are integrated tools with Matrix. You only need to set up one, not both. If you choose to do this via the MLS-Touch mobile app you will follow these steps.

- Locate your hamburger menu in the lower left corner of your app (More) and select
- Under the Configurations section select the Facebook Publishing tool option
- Follow the steps to connect your page (same steps as above in the Propects CRM section pgs. 8-9)
- The only screen that will look different is the final screen to turn on your listings
- Toggle on the listings you want to automatically post

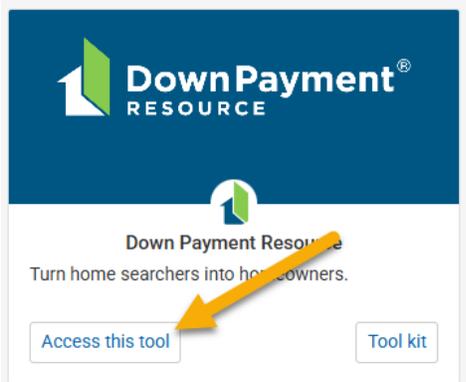
- Toggle on to personalize with Brand and Share to include your logo and colors.



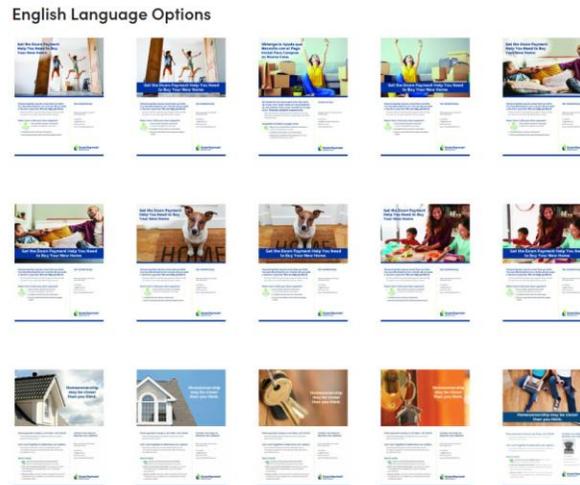
Down Payment Resource

The Down Payment Resource tool (DPR) can be utilized to create custom down payment resource flyers. You will have various flyers to choose from and decide between English or Spanish flyers. Any can be customized and branded to you.

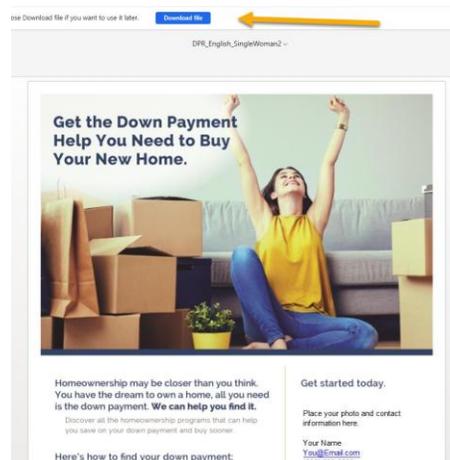
To access these flyers, go to your Stellar Central Dashboard and access Products & Services, then select Stellar products. Scroll down until you find the DPR icon. Then access the tool.



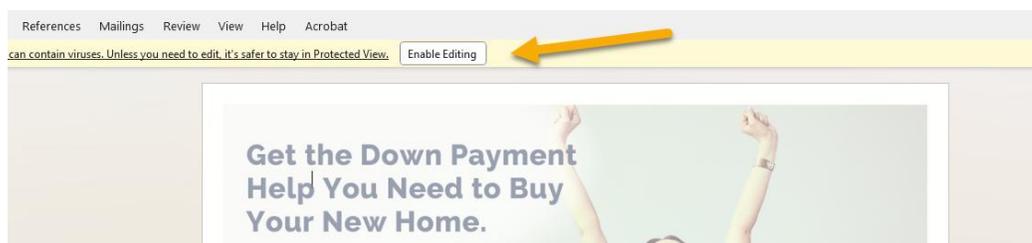
Once inside the tool select the Marketing Resources tab. Scroll down to the bottom of the page and select the choice you want from the flyer options. (Spanish flyers are all the way at the bottom of the page).



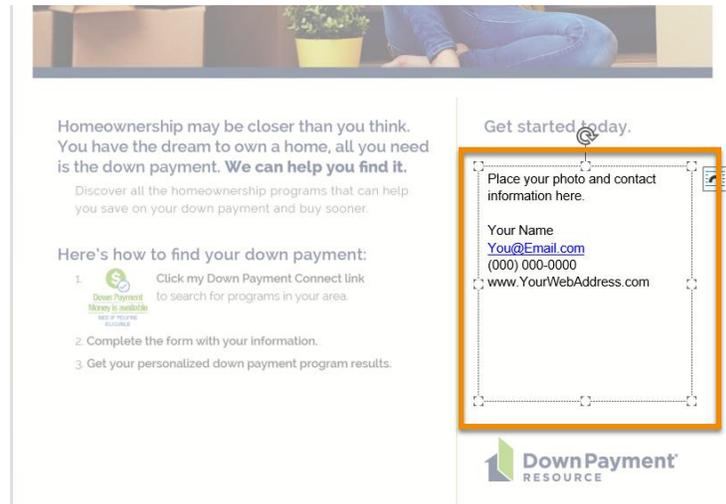
Click to select your flyer. Once it opens choose the download file option at the top.



Once your file is downloaded, open and select enable editing.



Once you enable editing you can use the text box to enter your information and brand to you.



Once your branding is complete, save the flyer on your device. You can edit, print or email the document as you wish. You can also add QR codes, etc. to your text box. If you add images or QR codes, you may need to resize them to fit. See the finished example below.

Contact me today to
discover your options!

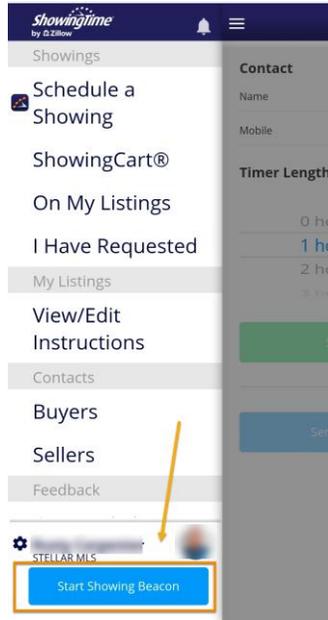


Rusty Carpenter
Rusty_Carpenter@stellarmls.com
(407) 960-5319

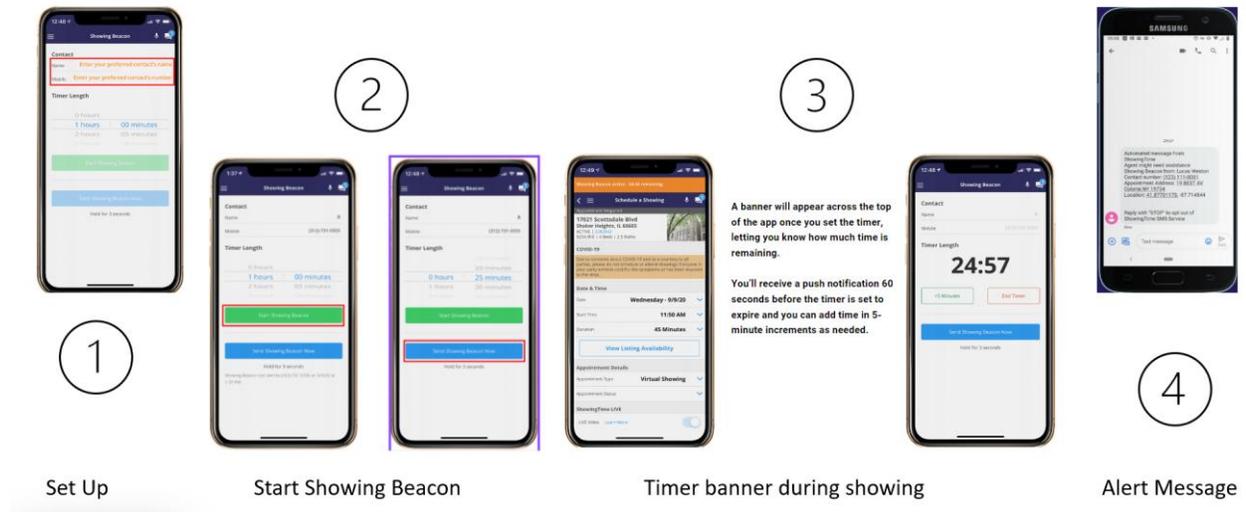


ShowingTime

Your ShowingTime mobile app has a safety feature that can be used at your open house. This feature is called Showing Beacon and allows you to connect and notify an emergency contact of your direct location. To use this feature access your Mobile app and select the Start Showing Beacon at the bottom of your menu.



Follow these steps below to set up and run your Showing Beacon.



Rayse

If you are using the Rayse tool with your Stellar MLS, you will want to add the open house activity to your customer journey.

Hurdlr

If you are using the hurdlr tool, you can track your time, mileage, expenses, etc. for your open house.

All of these tools will enhance your open house through marketing tools, search tools, safety tools, and more for a successful open house.