Networking is a key part of being successful in the real estate industry. Utilizing tools that are included with your Stellar subscription can help you build your network, communicate with contacts, and help you grow your business. Having a network of contacts can enhance your customer experience and build lasting customers and potential new referrals.

Learning Objectives:

1. Identify key networking tools and platforms offered by Stellar MLS for real estate professionals that can streamline communication with other agents, customers, and prospects.
2. Demonstrate how to use products associated with your Stellar MLS subscription to increase productivity and engagement.
3. Evaluate the efficiency benefits of MLS networking solutions
4. Develop a personalized networking action plan integrating convenient and efficient MLS tools that align with individual business goals.

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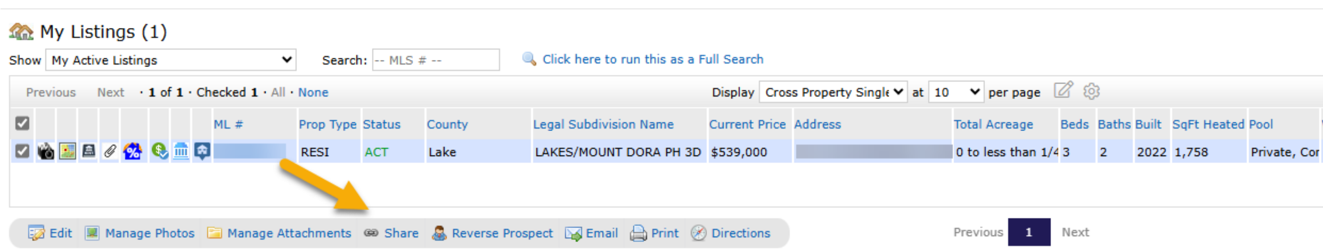
Matrix

Matrix is your MLS database tool to access listings. Did you know you can also use Matrix to network your listings to other agents? Reach agents who may be searching for listings that match yours and easily market your listings via email, text, or social media outlets.

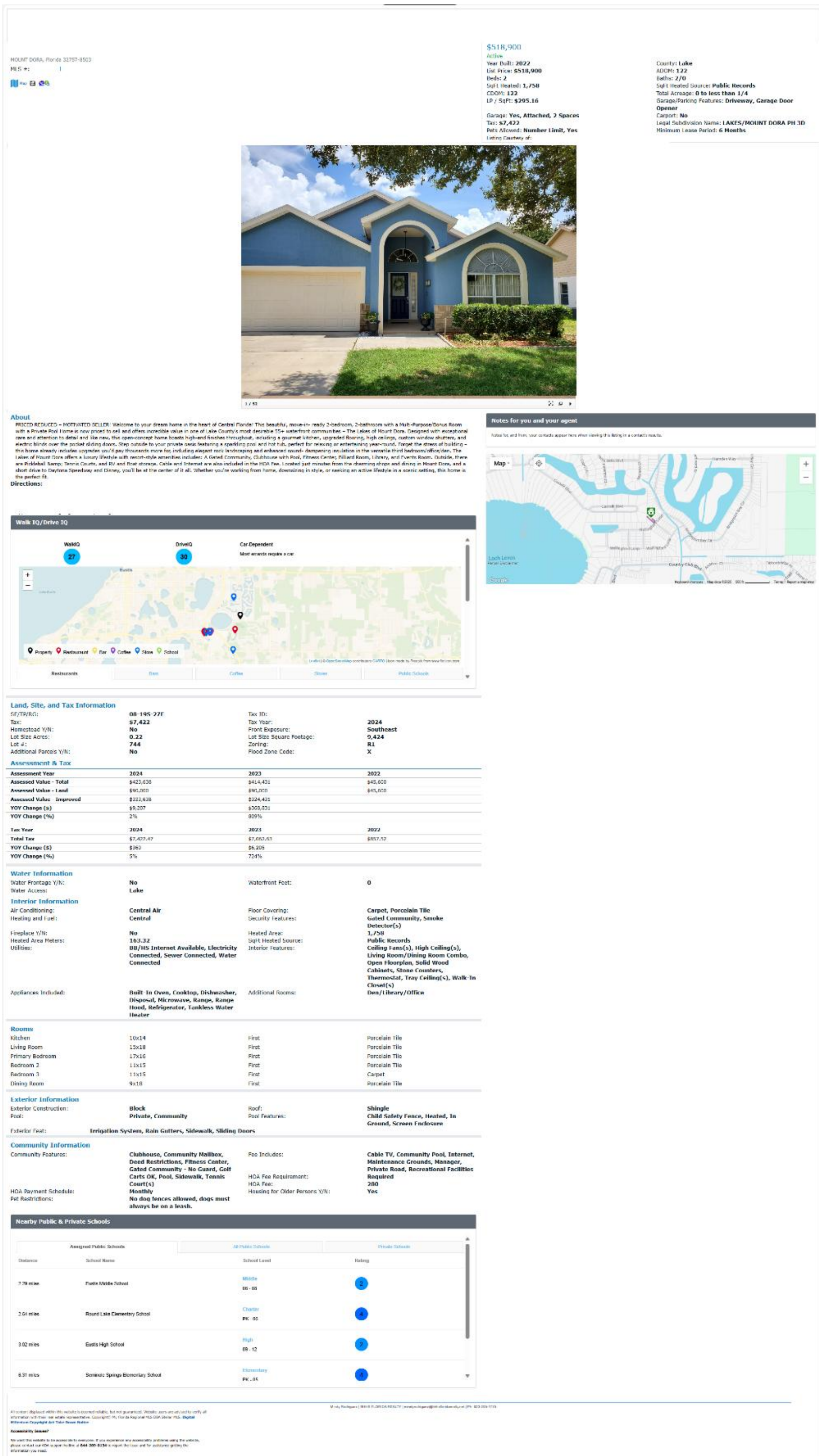
Sharing active listings and networking are powerful tools for increasing property visibility and accelerating sales. Broaden your property exposure to a specific targeted audience that match your listing. The listing share and reverse prospecting features offer agents a proactive approach.

Listing Share Feature

- Go under My Matrix and My Listings
- Select the listing you wish to share and then choose the share option
- The share option will generate a link that can be copied and shared via email, text, or on various social media platforms.

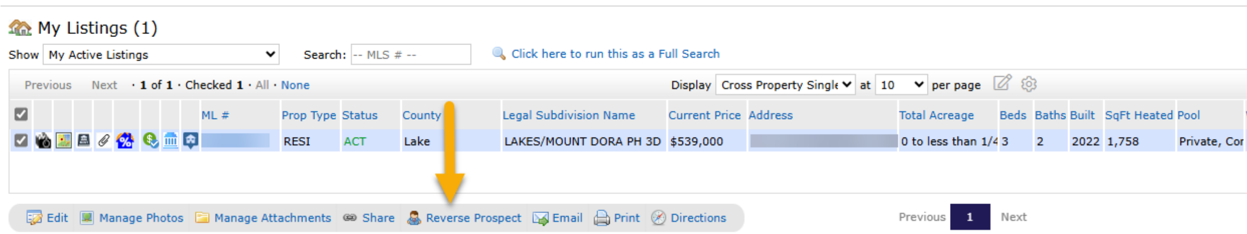


The next page will give you an example of what the shared listing will look like

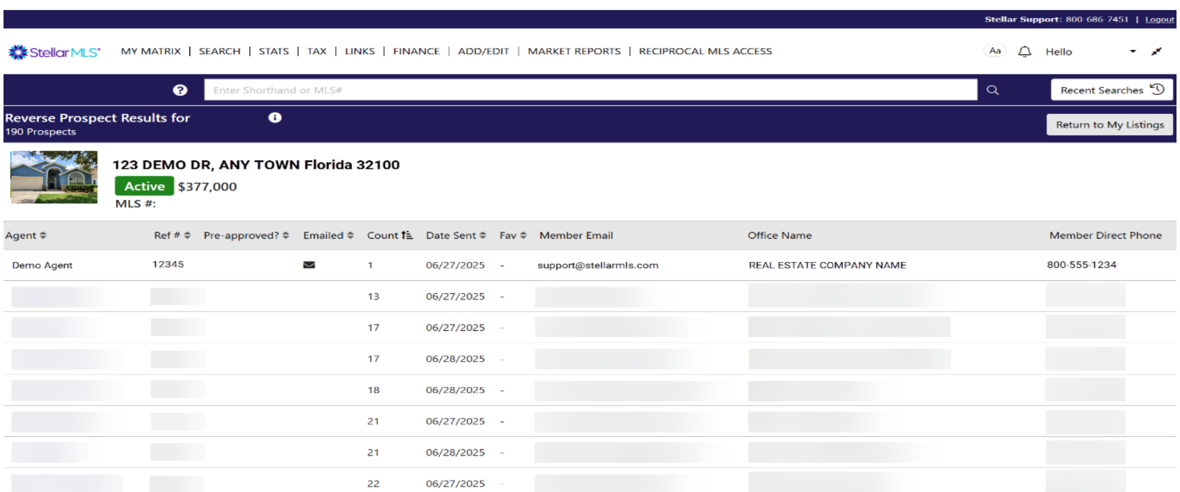

$518,900
Active
About
Directions:
Notes for you and your agent
Walk IQ/Drive IQ
Land, Site, and Tax Information
Assessment & Tax
Water Information
Interior Information
Rooms
Exterior Information
Community Information
Nearby Public & Private Schools

Reverse Prospecting Feature

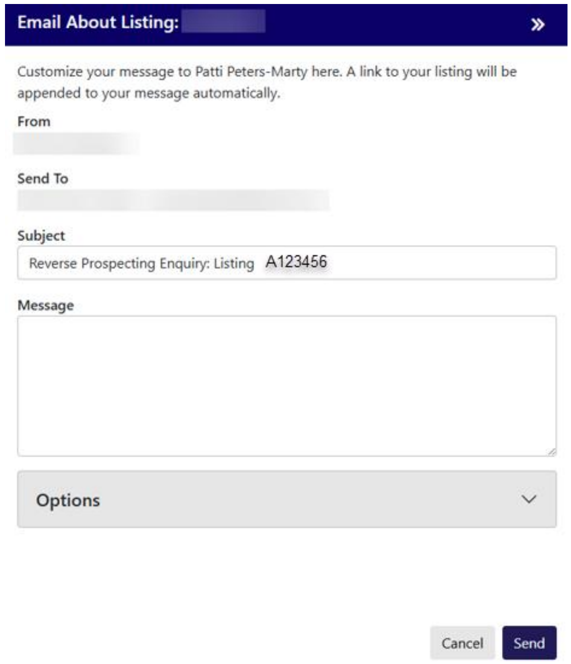
- Go under My Matrix and My Listings
- Select the listing you wish to use for reverse prospecting (only 1 listing can be reverse prospected at a time)
- Choose the reverse prospect option



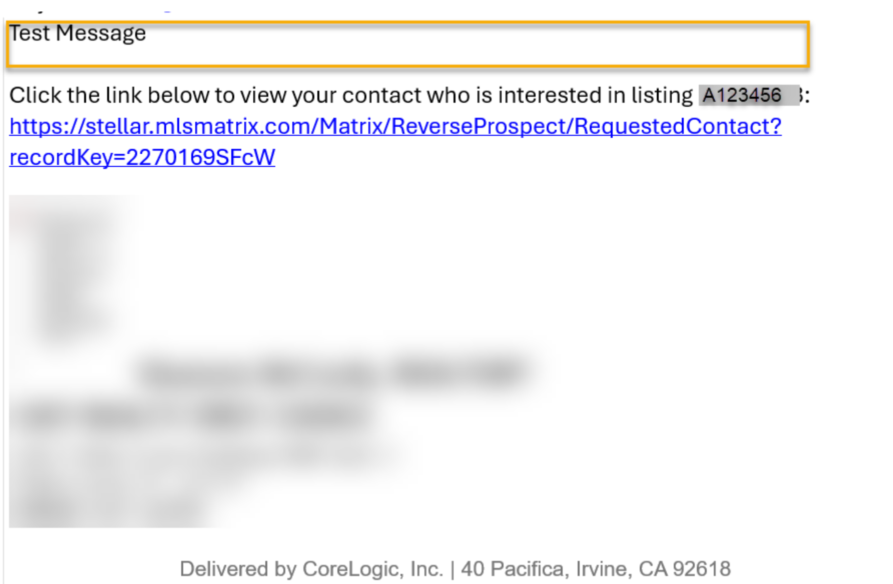
Once you select Reverse Prospect, you will receive a list of agents who have an auto-email set up for one or more of their customers, and the criteria is a match to your listing.



Click on the name of the agent and it will generate an email that can be sent to them directly via Matrix.

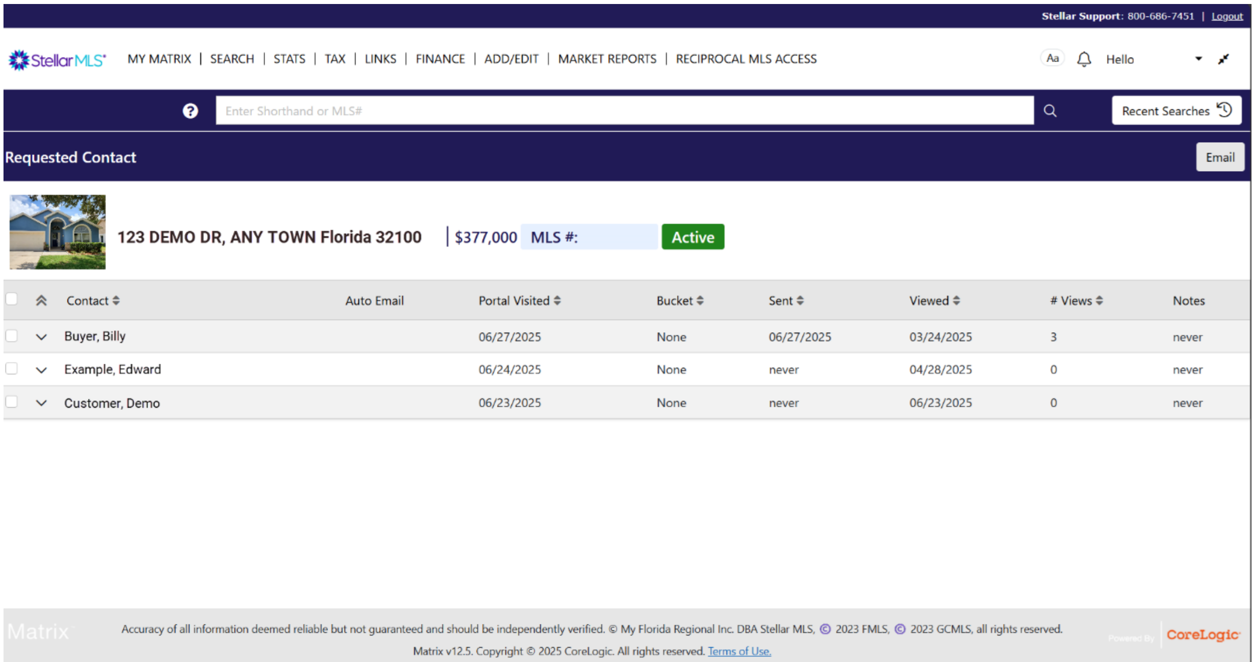


When the agent opens the email message you sent, it will contain a link to the property and their customer. Your message will be in the text box area just above the link as shown below.



When the agent clicks on the link, it will open their customers' contact and display the listed property and status. This can be easily shared with the agent's customer. They can also contact you, mark as an agent pick in the customer's OneHome account or request a showing if interested.

If they have multiple customers, they will get a list of their customers. This will let them know if the customer viewed the listing or if it was already sent to the customer via email.

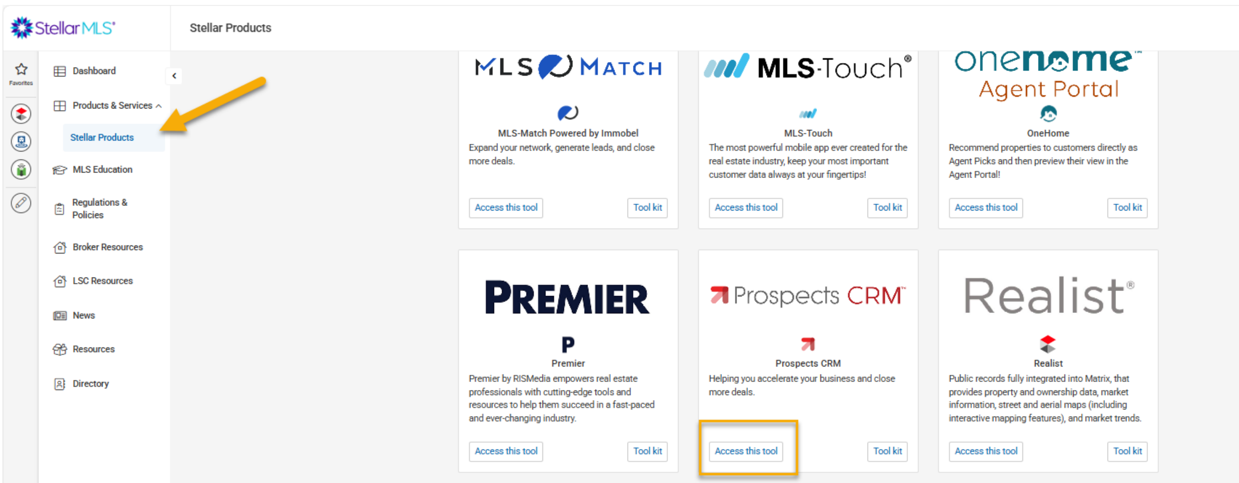


Prospects CRM

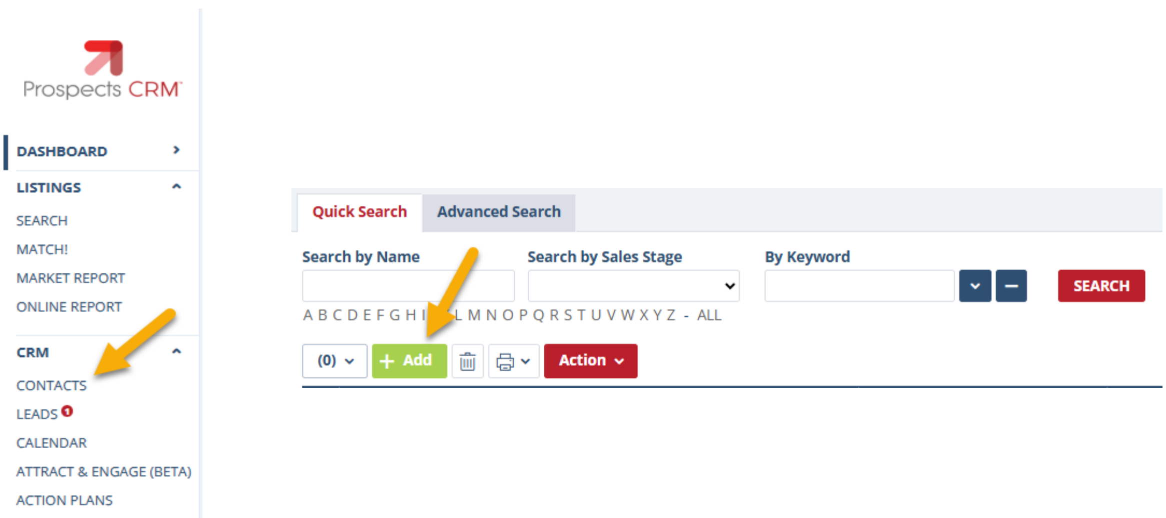
Prospects CRM is included with your Stellar MLS subscription and is integrated with Matrix and MLS-Touch. CRM tools can serve as your electronic Rolodex and customer communication tool. CRM's can also be used to communicate with other resources such as lenders, inspectors, etc. Having all your contacts (customers and resources) makes it convenient and easy to share resources with customers. With Prospects CRM, agents can also share market information with their contacts and via their social media, offering a lead generation component.

Prospects CRM Contacts

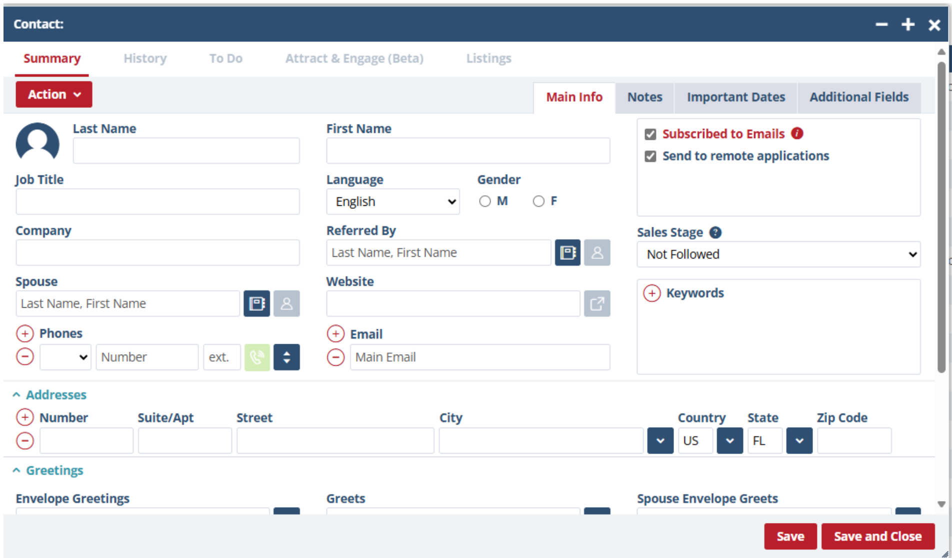
Open your Prospects CRM (Customer Relationship Manager) tool via the Stellar Products page from the Stellar Central Dashboard. Scroll down and access the Prospects CRM tool.



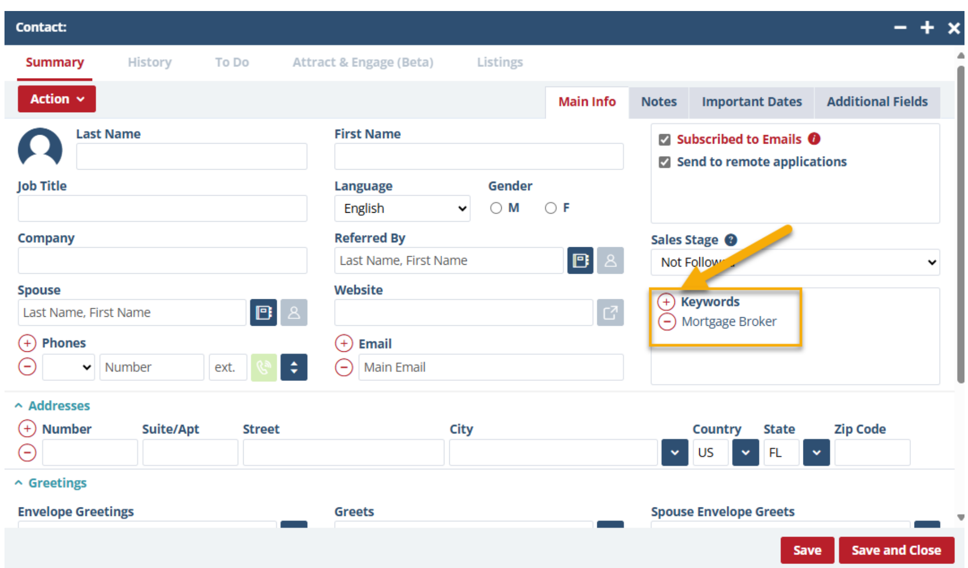
Once the Prospects CRM tool is open, choose CONTACTS from the left side menu and then choose the green ADD + option to enter a new contact. If the CONTACTS option is not visible, click CRM to expand the menu section.



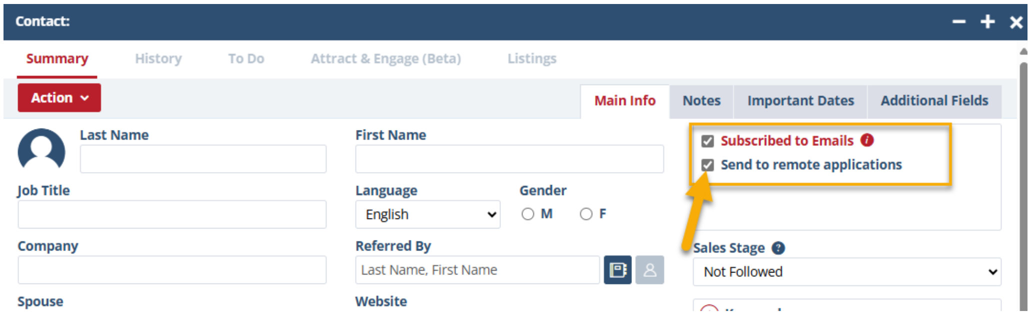
You will see the CONTACTS option, where you can enter the basic contact information. Be sure for lenders, etc. that you add company information and website information for easy sharing with your customers.



There are 2 specific items you also want to include if they are resource contacts, such as lenders, inspectors, etc. Keywords are a great way to quickly search or categorize contacts. Simply choose the + to add a new keyword. (See example below

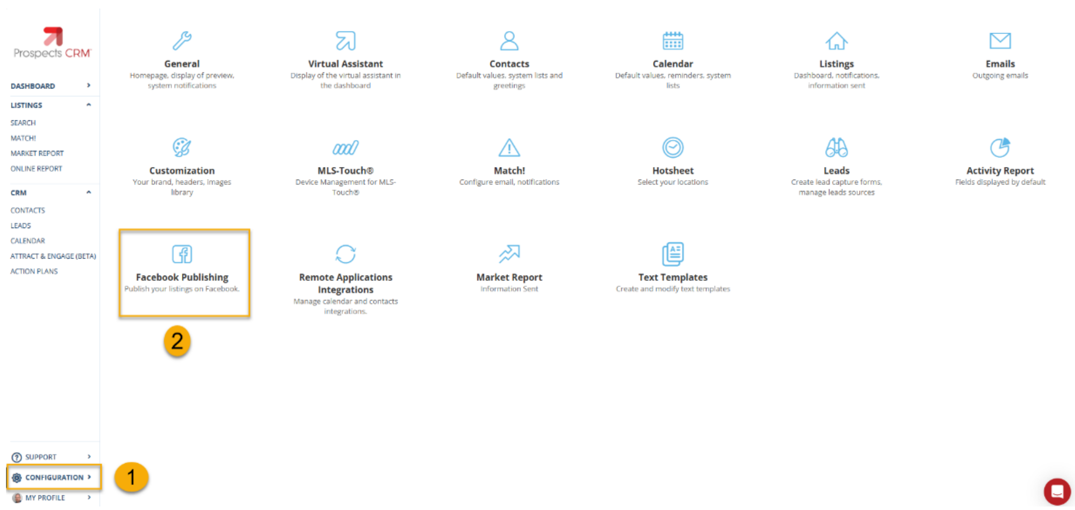


- You also have the option to not have that specific contact integrate into Matrix or MLS-Touch by deselecting the box next to Send to remote applications.

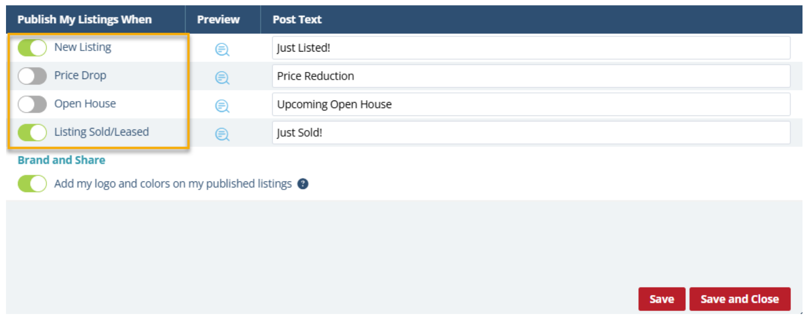


Integrating your Business Facebook

Connecting your Facebook page is easy; however, Prospects can only integrate business Facebook pages. Personal pages cannot be connected. Go into the CONFIGURATIONS menu (1) and choose the Facebook Publishing option.

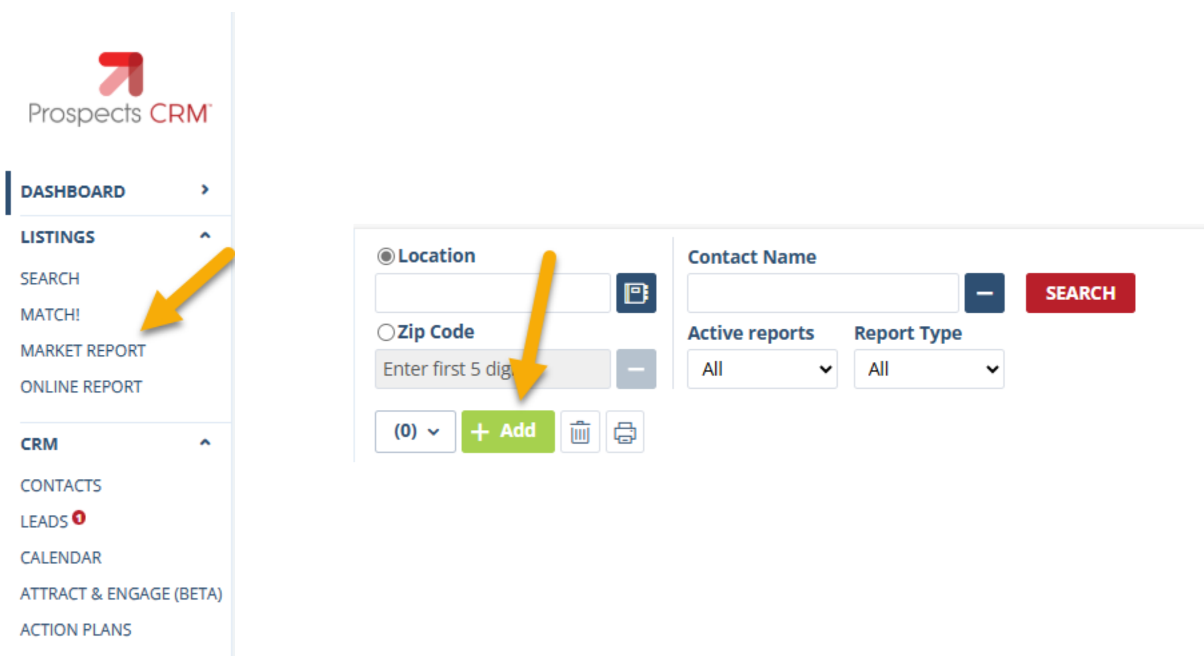


You will follow the steps and enter your Facebook account information. Answer the questions and easily connect your page. Once connected, you can choose to have your listings published automatically by toggling the switches on for those you wish to have posted and adding the message you wish to post with it as shown in the image below.

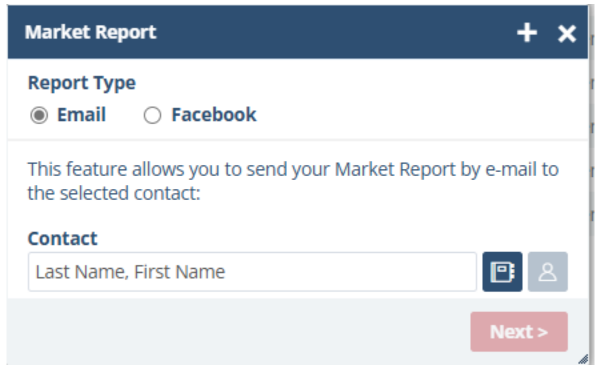


Prospects CRM Market Reports

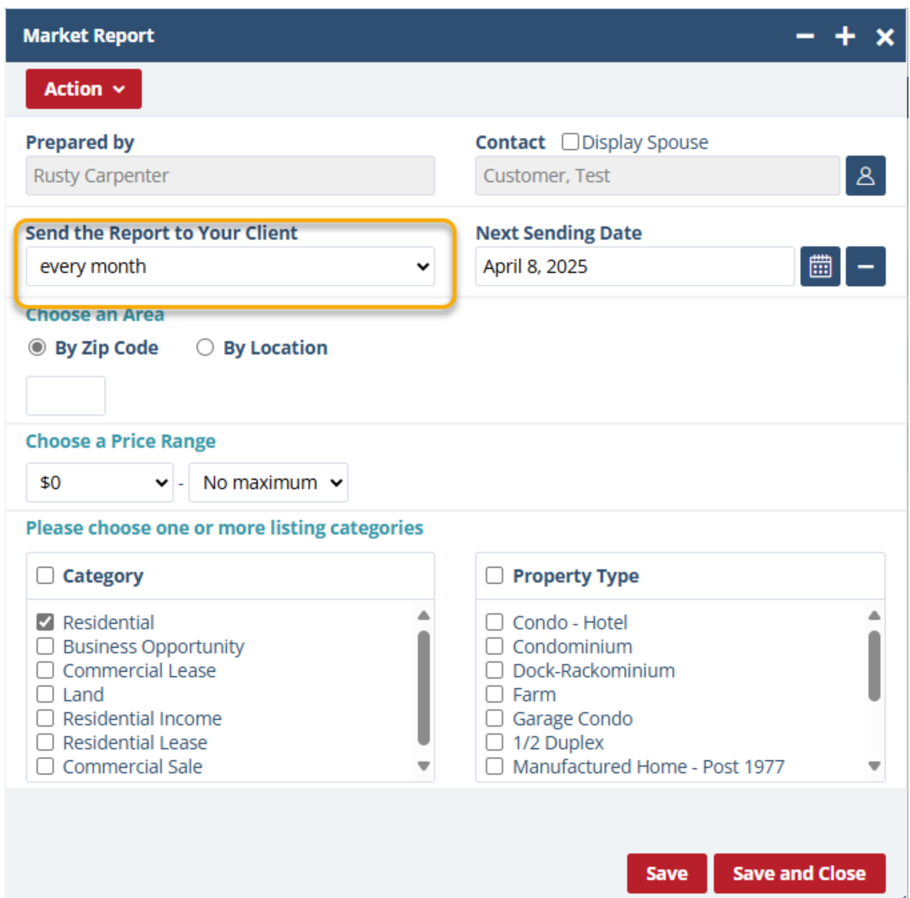
- Market reports are a great way to share data with existing and potential customers via email. Market reports can also be shared on a business Facebook page if connected with your CRM. Each market report can be customized to the customer's preferred geographic area.
- Choose Market Reports from the left side menu of Prospects CRM and then choose the green ADD + option to create a new market report.



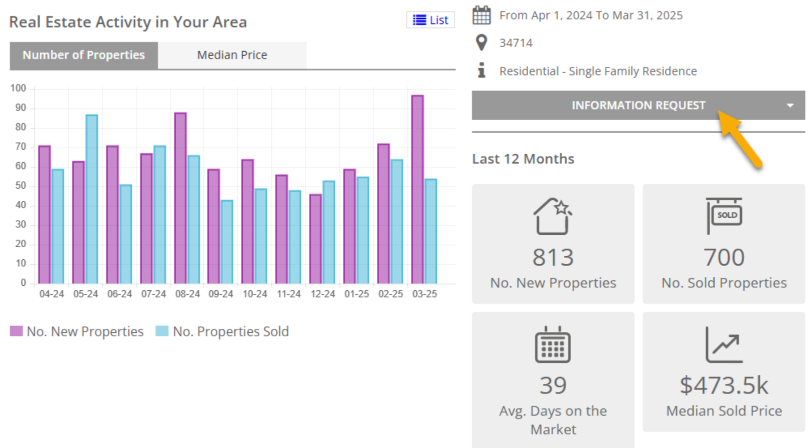
You will choose email and then choose the contact you wish or choose Facebook to post on your social media and choose Next. (If posting to Facebook, you will not choose a contact)



You will then enter the specific market criteria you would like to send along with the frequency of how often you want to send it (monthly or every 3 months).



Once you have entered the criteria, choose save and close. The report will go out based on the schedule you have selected. Customers can request information, which can be a potential new lead. See a preview of the report below.

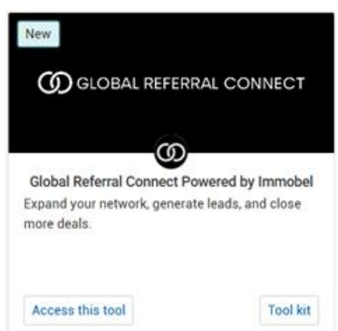


Global Referral Connect

Access & Set Up

- Access MLS Match under your Stellar Products page via Stellar Central.

MLS Match is a referral database. You will want to create your free profile to make yourself available to send and receive referrals to/from agents from around the US and other countries. Be sure to add many details to your profile, including designations, specialties, other languages you speak, etc. This referral database allows agents to shop for other agents that might meet their specific customers' needs.



Other features

- Using criteria to search for the ideal referral agent
- Sending referrals and terms via the app
- Accountability on the referral