

The New Stellar New Agent Series is made up of four (4) individual one-hour sessions. Each session covers essential products or services to enhance and educate agents on ways to maximize their business that will improve customer experiences, making them Stellar Agents.

This session is designed to show you MLS tools agents can use to keep you in contact with customers, view and monitor agent statistics, and increase your market knowledge. You will be able to monitor market areas and your listings, as well as use tools to create digital documents that are valuable and efficient for both you and your customers.

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Prospects CRM

Prospects CRM is your customer relationship manager tool that helps you build and maintain relationships to stay top-of-mind with your sphere, prospects, and past customers.



- Prospects CRM can be accessed from Stellar Central Products and Services Page
- Prospects CRM is integrated with Matrix and can help you automate communication to keep in touch with customers before, during, and after the transaction, making them more likely to be repeat customers in the future.

Matrix – Agent Statistics

Did you know that having access to your own statistics, as well as general statistics can help you understand and know your market; but they can also help you show your value as an agent?



From your Matrix homepage, you will access various specific statistics via the STATS tab and agent and general statistics via the MARKET REPORTS tab.



When looking at your own statistics, under the Market Reports, select Production Detail Report under the Transaction section. You will find general inventory and home sale statistics under the General section.



New Subscriber Series: Session 2

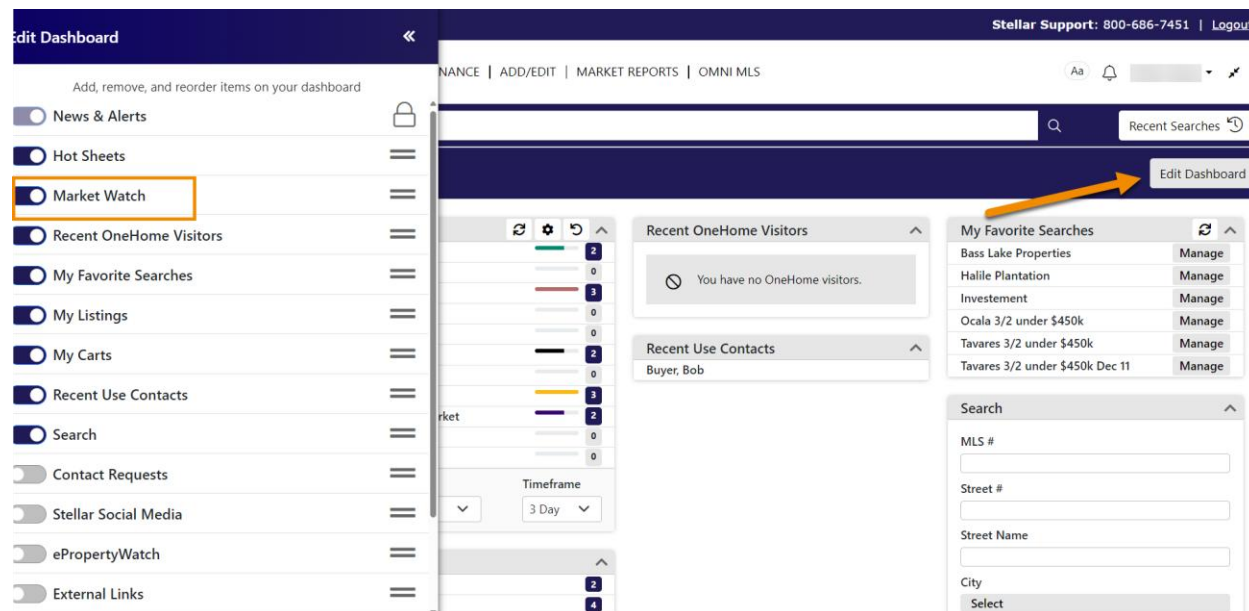
Agent Tools & Enhancements

Course Notes



Matrix – Market Watch

Using Matrix you can customize the Market Watch widget on your Matrix dashboard. To place your Market Watch widget on your dashboard, select edit dashboard in the upper right corner and toggle the switch next to Market Watch to blue to make it active on your dashboard. (you can turn on and off any/all widgets from the edit dashboard)



Market Watch	
New Listing	2
Price Increase	0
Price Decrease	3
Back On Market	0
Sold	0
Expired	2
Leased	0
Pending	3
Temporarily Off-Market	2
Withdrawn	0
Canceled	0
Property Type	
Vacant Land	
Timeframe	
3 Day	

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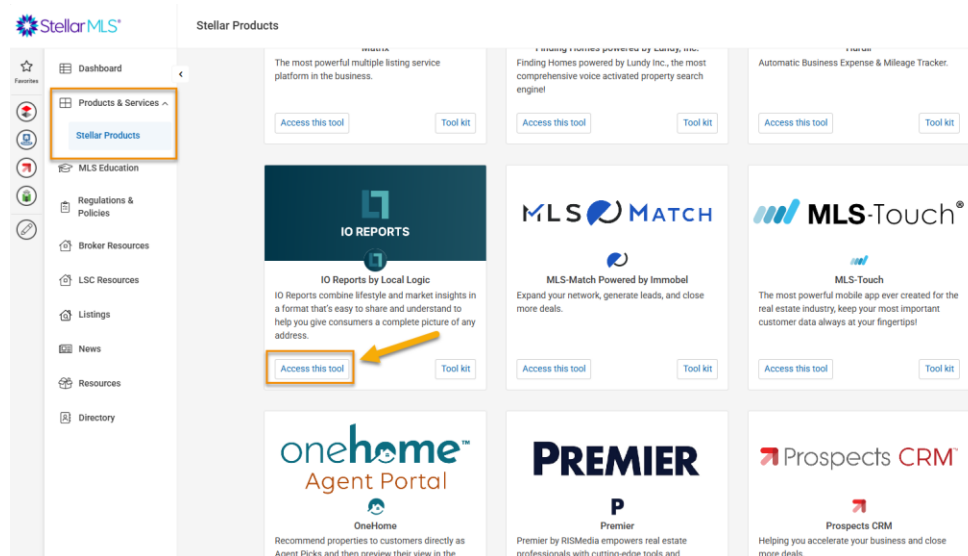
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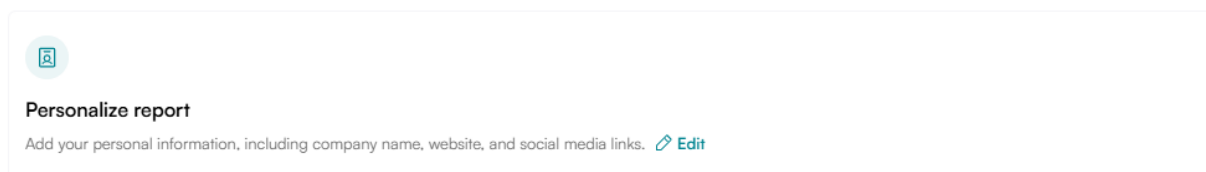
IO Reports

IO Reports combine lifestyle and market insights that are easy to share and understand. They give agents tools to explain market conditions and offer customers an insight on what geographic areas may offer to its residents, including transportation, dining, parks, etc.

To access the IO Reports, start from your Stellar Central Dashboard. Choose your Products and Services and then Stellar products. Choose the IO Reports icon and select access this tool.



Once you access the IO Reports, first create and personalize your report information by choosing edit under the personalize report section.



Add your headshot and some bio information. Once you are ready to create a report, enter an address, city, or neighborhood location and then choose the type of report you want to generate. Once you generate the report, you can share with your customer via a live active link. You can also post these reports to your social media pages using the report links.



Listtrac

Listtrac is a tool that allows you to monitor your own listings, where they appear online, what sites are getting the most activity, views, and saves. This includes information from customer-facing sites and IDX sites such as the MLS. This information can also be shared with your customers. Knowing which platforms are getting the most activity for your listing can be helpful when looking at advertising or choosing where to pay for potential leads. Listtrac can be accessed from your Stellar Central Products and Services page.



Additional Recommendations

Some additional course recommendations that can help you learn ALL the benefits of these tools are:

- Matrix Beyond the Basics: Widgets, Stats, & Market Reports
- Prospects CRM: Session 1 Introduction to Prospects CRM
- Prospects CRM: Session 2 Customizing Action Plans & Text Templates
- Prospecting Off-Market Properties with MLS Tools
- Networking with MLS Tools