

Discover how to effectively use the IMAPP system to identify real estate listings that have expired without being relisted. This course will also explore strategies for locating withdrawn or cancelled listings, providing actionable insights to uncover hidden opportunities in the market. Whether you're looking to grow your listing inventory or gain a competitive edge, this class equips you with the tools and techniques needed to succeed.

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Issues with Searching for Expired Listings in Matrix

There are TWO main issues with searching for EXPIRED listings in Matrix.

1. While identifying expired listings is simple, there is no mechanism inside of Matrix to indicate which properties have already been listed again.
2. The contact person on every expired listing is the previous listing agent.

WHAT IF THER WAS A WAY TO FIX BOTH OF THESE ISSUES AT THE SAME TIME???? There is a solution in the iMapp system!

Accessing iMapp

If you have yet to access iMapp, simply log in at <http://www.stellarmls.com> – where it is conveniently located on the **Products & Services** page of your Stellar Central workspace.

You can also access iMapp from the TAX tab at the top of Matrix.

Bonus Tip: You can pin products and resources to the Main Navigation area of Stellar Central for quick access in the future!

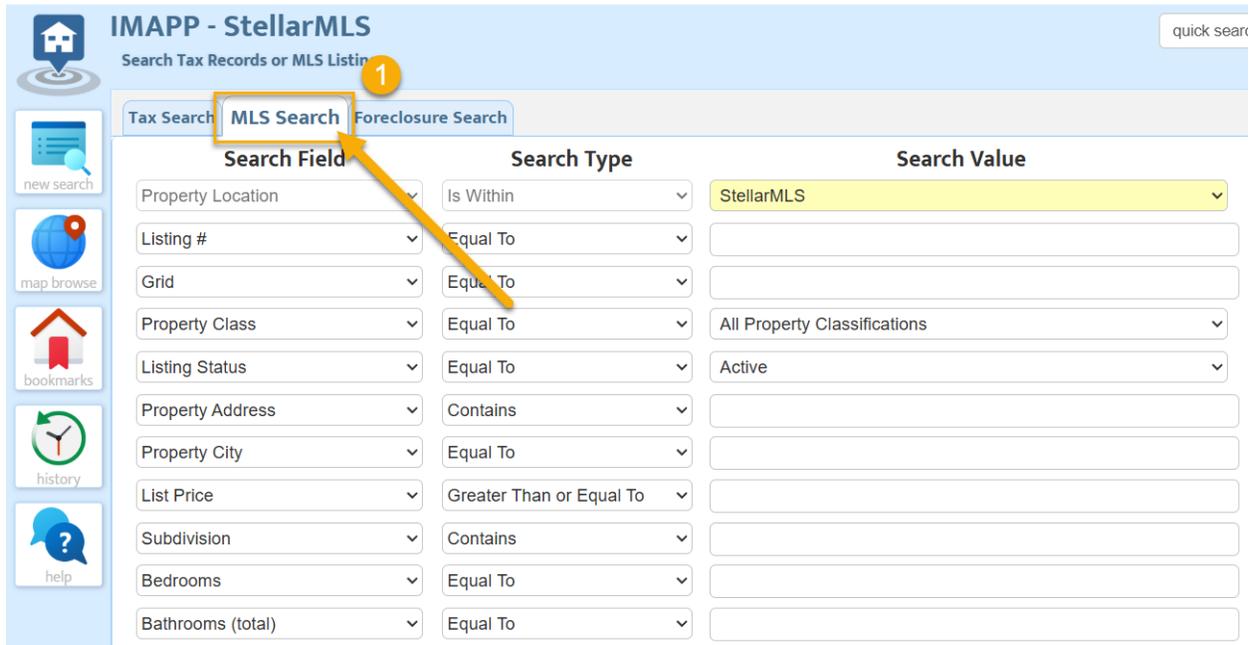


iMapp: Locating Listings that have Expired but have NOT been relisted

Scenario: Create labels for residential listings in Venice that expired within the last year and were not relisted

Step 1: Select the MLS Search tab

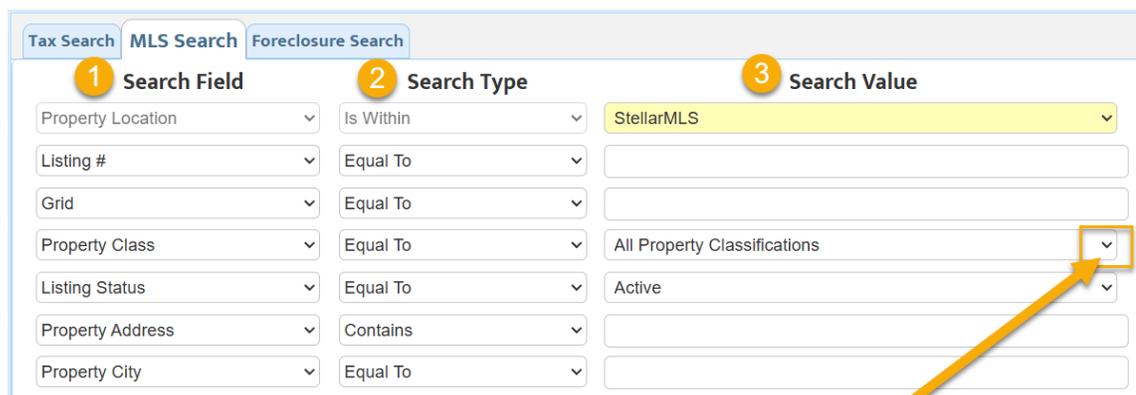
NOTE – To maximize your search results, DO NOT specify a specific county in the Property Location field.



Search Field	Search Type	Search Value
Property Location	Is Within	StellarMLS
Listing #	Equal To	
Grid	Equal To	
Property Class	Equal To	All Property Classifications
Listing Status	Equal To	Active
Property Address	Contains	
Property City	Equal To	
List Price	Greater Than or Equal To	
Subdivision	Contains	
Bedrooms	Equal To	
Bathrooms (total)	Equal To	

Note the three columns:

1. Search Field
2. Search Type
3. Search Value



1 Search Field	2 Search Type	3 Search Value
Property Location	Is Within	StellarMLS
Listing #	Equal To	
Grid	Equal To	
Property Class	Equal To	All Property Classifications
Listing Status	Equal To	Active
Property Address	Contains	
Property City	Equal To	

Click on any field that displays an arrow in its value to select available options.

Add the desired criteria. If you are looking for expired/cancelled/withdrawn but not relisted properties – MAKE SURE to add the corresponding date field.

To access further options, click on a field that you are not using and change it to the desired field.

Example below:

Tax Search	MLS Search	Foreclosure Search
Search Field	Search Type	Search Value
Property Location	Is Within	StellarMLS
Listing #	Equal To	
Grid	Equal To	
Property Class	Equal To	Residential
Listing Status	Equal To	Expired (Not Relisted)
Expiration Date	Greater Than or Equal To	11/25/2024
Property City	Contains	davenport

SEARCH FIELD

Property Class
Listing Status
Expiration Date
Property City

SEARCH TYPE

Equal To
Equal To
Greater Than or Equal To
Equal To

SEARCH VALUE

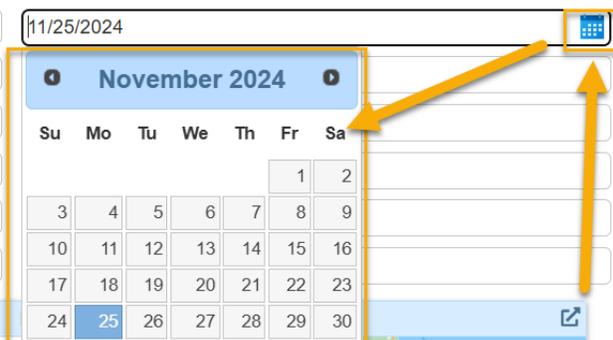
Residential
Expired (Not Relisted)
(Desired Date going forward)
(Desired City)

Note:

To enter an Expiration Date, either type directly into the Search Value field using the format MM/DD/YYYY or click the calendar icon to bring up a pop-up calendar display.

If using the calendar display, navigate to the particular month/year using the forward and back buttons on either side of the month and year then click the specific date on the calendar.

Expiration Date	Greater Than or Equal To	11/25/2024
Property City	Contains	
Subdivision	Contains	
Bedrooms	Equal To	
Bathrooms (total)	Equal To	



Step 4: Click the Start Search button\

NOTE – Make sure to only click the Start Search button ONCE. If you click on the button multiple times – you will receive an error message.

Search Field	Search Type	Search Value
Property Location	Is Within	StellarMLS
Listing #	Equal To	
Grid	Equal To	
Property Class	Equal To	Residential
Listing Status	Equal To	Expired (Not Relisted)
Expiration Date	Greater Than or Equal To	11/25/2024
Property City	Contains	davenport
Subdivision	Contains	
Bedrooms	Equal To	
Bathrooms (total)	Equal To	

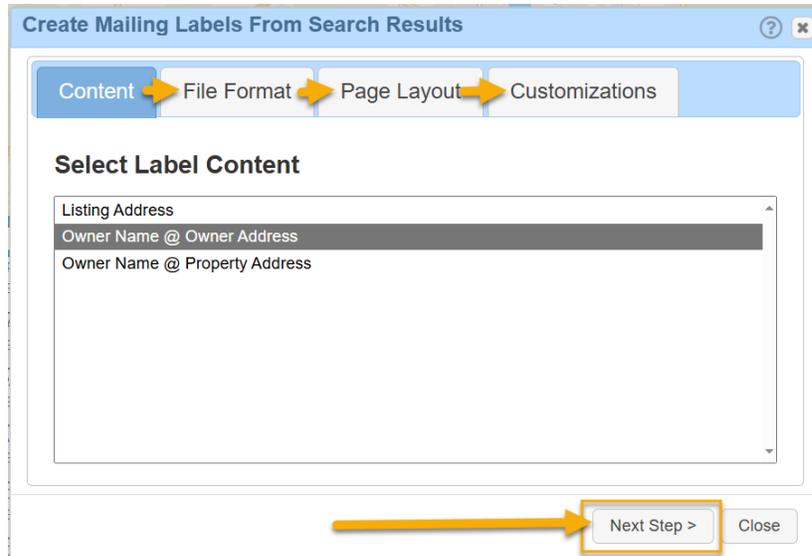
Step 5: Review the results list and then select an output option shown in the menu display on the right (To extract either an export OR mailing labels – we will ONLY use the option for Mail Labels):

IMAPP - StellarMLS
Browsing Search Results 1 - 25 of 43 results

	Property Address	Listing #	Listing Price	Prop Type	Status	Living Area
1.	1446 BUNKER DR DAVENPORT FL 33896	S5105638	\$439,000	RES	EXPIRED	2,269 sf
2.	241 GRANADA LANE DAVENPORT FL 33837	S5105509	\$484,900	RES	EXPIRED	2,760 sf

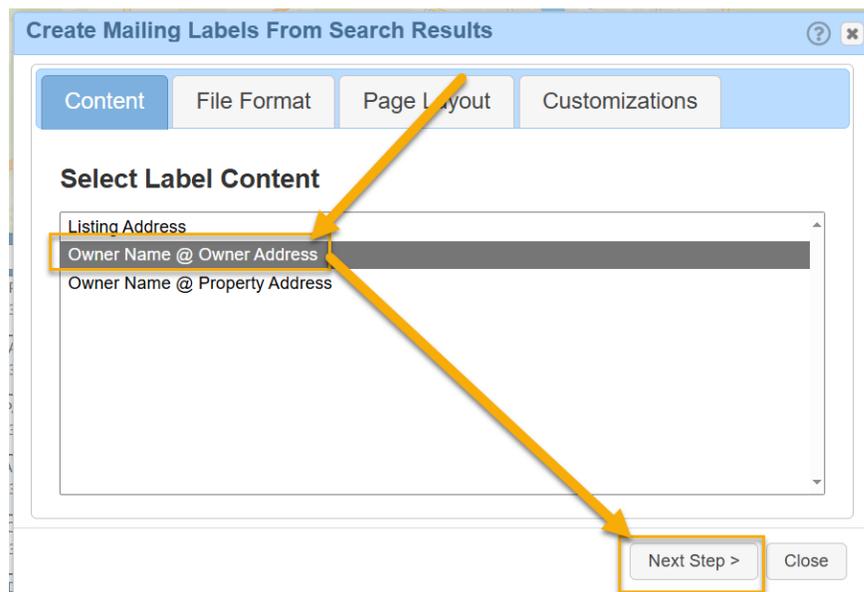
To begin, click the **Mail Labels** button

A new wizard will open up: Create Mailing Labels From Search Results. Select the desired options as you move across the tabs from left to right. Then click Next Step at the bottom left.

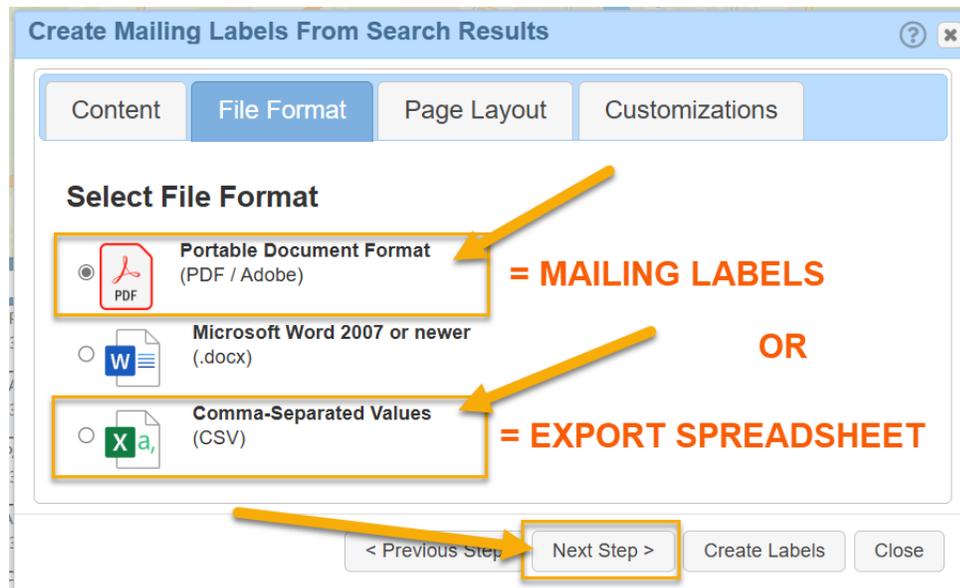


Here is the workflow to extract mailing labels or an export from our search:

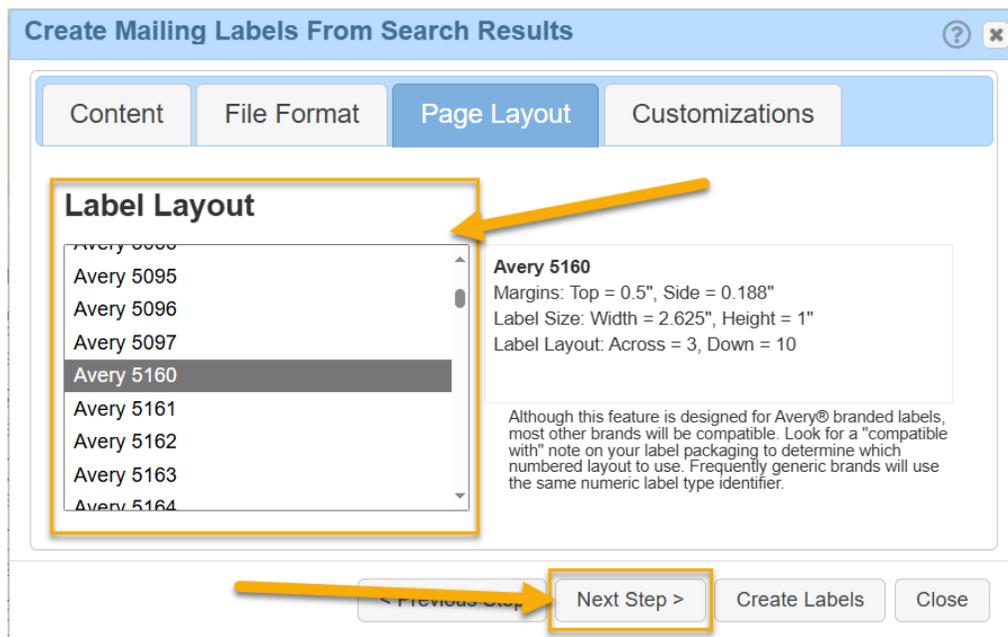
1. First Tab: Content- Choose Owner Name @ Owner Address and click on Next Step



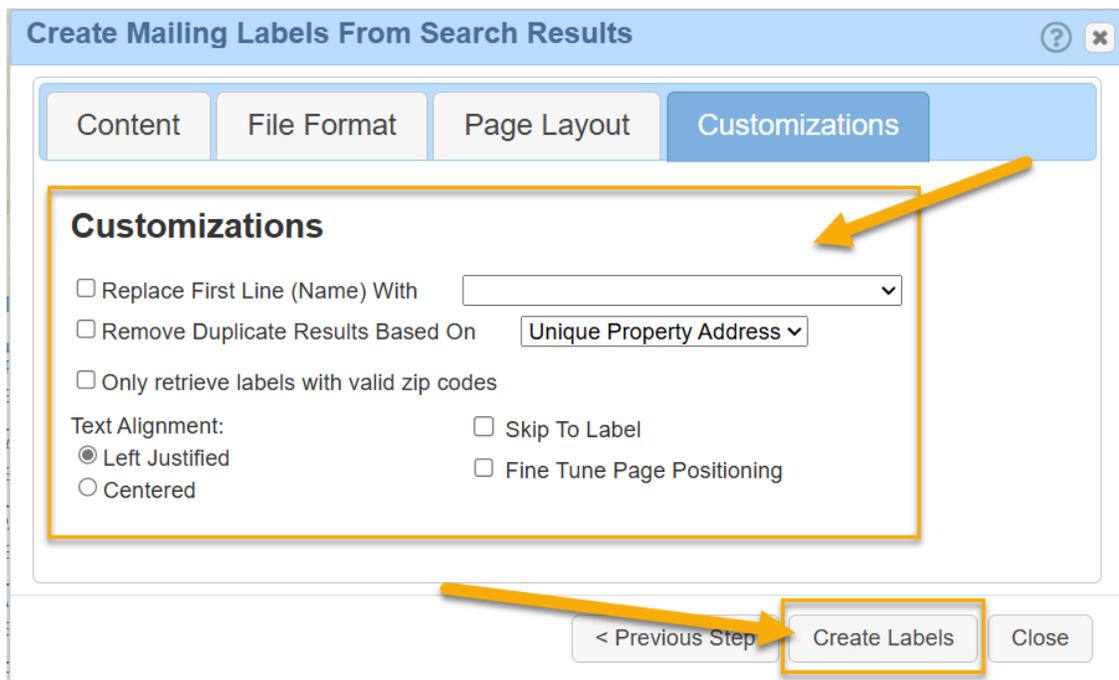
2. Second Tab: File Format – Choose PDF (If you want mailing labels) OR Choose CSV (If you want an export). (The second option, docx is for an editable document).



3. Third Tab: Page Layout – (Optional if you want mailing labels) – Choose what Label Layout you want to use. (Look at your box of labels, they should be labeled Avery 5160, etc.) – Avery 5160 is the default. Then click on Next Step.



4. Fourth Tab: Customizations – (Optional) – In this tab you will find options to replace the first line (name) with something else (Example “Name or Current Resident”), Remove Duplicates, Only retrieve labels with valid zip codes, and text alignment. There are also a few bonus options for “Skip To Label” if you want to start your labels off on a certain label (This is great if you have partially used label sheets) and fine tune page positioning.



5. When all of the desired options are selected – the final step is to click on the “Create Labels” button below. This will create labels based on the desired format – PDF, docx, or CSV.