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## Training Blocks and Course Descriptions

### TRAINING BLOCKS

#### **Block A – Starter Path**

MLS Basic

MLS Compliance 101

MLS Adding & Editing Listings

#### **Block B - Builder Path 1**

Working with Buyers in the MLS

Mobilize Your Business: HomeSnap & Go MLS Apps

#### **Block C – Builder Path 2**

MLS Lead Generation Tools

Data Drive Marketing Through Remine

#### **Block D – Success Path**

CMA Tools

Intro to Public Records: Realist *or* Intro to Public Records: iMapp *[rotate]*

## REQUIRED CLASS DESCRIPTIONS

### **MLS Basic**

This required class teaches every new Stellar MLS subscriber the basics of how to use the Matrix MLS System to power their real estate business. Topics include navigating the system, setting up a property search, direct and auto emails, managing contacts, and personalizing the Matrix system.

### **MLS Compliance 101**

A key purpose of the MLS is to provide real estate brokerages a mechanism to compensate each other for bringing buyers to each other's listings. In order for this to work, it is critical that we share accurate data, and additionally, enter listings in a way to maintain the cooperative nature of the MLS. This required class for new subscribers reviews the MLS comprehensive Rules & Regulations to ensure that all users have access to the best data possible!

### **MLS Adding & Editing Listings**

This class is mandatory for agents who will be adding and modifying listings in the MLS. We will walk through the process of gathering listing data, entering listings into the MLS systems, adding photos and attachments, and modifying listings. We will also share valuable tips and techniques in the listing entry process.

## ELECTIVE DESCRIPTIONS

### BLOCK B

#### **Working with Buyers in the MLS**

With almost 50% of home searches beginning online, and surveys showing that buyers typically take 10+ weeks to find a home, to thrive in today's marketplace, agents must really be able to stand out when it comes to engaging their buyers. Luckily, the MLS has lots of tools to help buyers' agents succeed. This class will cover advance search techniques in the MLS, and various tools included in your MLS subscription to research properties and prepare reports for your buyers.

#### **Mobilize Your Business: HomeSnap & Go MLS Apps**

As mobile technology continues to transform the real estate industry, this class will compare and contrast the features of Stellar MLS's two mobile apps: HomeSnap & Go MLS. Not only do these tools assist agents in quickly finding property information on the go, but branded versions of the apps can be shared with consumers. This class will walk through how the features of both apps can help you grow your business and make you more efficient when you are in the field.

### BLOCK C

#### **MLS Lead Generation Tools**

Real Estate Agents are often bombarded by companies trying to sell them leads. However, oftentimes, multiple sellers and buyers exist in an agent's sphere of influence and social networks. In this class, we will review several tools included with your MLS subscription to generate leads from your website, social media sites, or email lists.

*Topics: State27Homes.com, ListTrac Marketing Tools, My New Home Spotlight, ShowingNew.com, Down Payment Connect, What's My Home Worth Web Site, Branded Mobile Apps, ePropertyWatch, Creating Hyperlinks, Social Media Posts, Matrix Agent Web Page*

#### **Data Driven Marketing through Remine (Beginning July 2019)**

If you spend time online these days, you have probably received a targeted add with the right product for you at just the right time! What if you could take a similar approach to your real estate marketing? Rather than spending money advertising to people who are not a good match for your services, through Remine, you can use a variety of data and predictive analytics to hone in on individuals most likely to buy or sell. You then have tools to quickly engage with those individuals, such as the ability to build lists, export data, create labels and send mailers. Remine also offers many third-party integrations to make your life easier.

### BLOCK D

#### **CMA Tools**

Pricing a property is perhaps one of the most crucial steps when working with a buyer or seller. In the days of so many questionable automated models that attempt to value properties, creating a thorough Comparative Market Analysis (CMA) is also an opportunity for a real estate agent to stand out to their buyer or seller. Through your MLS subscription, you have a variety of tools to assist you in completing a CMA and researching the value of a property. These include tools to research your subject property, analyze the market of the subject property, search for the best comparable properties in that market, and build an impactful report and presentation for your customer.

#### **Intro to Public Records: Realist or Intro to Public Records: iMapp**

Public Records data is a powerful, but often overlooked resource. Your MLS subscription offers you several tools that compile a variety of data from public records site. With these tools, you can gain a lot of insights into a property to give you an edge when meeting with a potential seller or working with a potential buyer. Also, through public records tools, you can quickly craft your own highly targeted mailing lists, and even create mailing labels directly! Come to this class to learn how to harness the power of your MLS Public Records tools to increase your business!