CHARLESTON
ylopo
SUCCESS SUMMIT
CHARLESTON
Wed & Thu
April 23rd and 24th 2025
Gaillard Center
95 Calhoun St Charleston SC 29401
Powered By
fub

ylopo

Stars
Crash Course

Hosted every other Tuesday at 1 pm PST

Training Department

Agenda

- What is Stars?
- Who is in Stars?
- When to use Stars?
- Important Ylopo Notifications and Ylopo Tags
- Live Stars Training
- Ylopo Resources
    - Scripts for Success
    - Online Training, Live Training & Coaching
    - Ylopo Help Center

What is Ylopo **Stars?**

Stars is Ylopo's database marketing tool that integrates with your CRM, giving you a powerful way to engage, nurture and track home buyer and seller activity from your new leads to past clients.

With Stars Agent Tool kit, you'll have tools to engage and nurture your database including:

- ❏ **AI ISA** – ISA Text Assistant to help qualify *new leads* and engage *nurture* leads
- ❏ **Push listings** - Hand pick properties to push out to your buyers
- ❏ **Listing alerts** - Keep buyers coming back to your home search site via dynamic property searches
- ❏ **Seller Alerts and Seller Reports** - Keep your homeowners updated about their local market and home value
- ❏ **Remarketing** - Target the users in Stars with similar properties on social media

With the Stars Integration, you'll gain valuable insights into your database including:

- ❏ **AI ISA conversations** – View and manage automated text conversations that keep leads engaged
- ❏ **Home Search Behavior** – See buyer engagement and which properties your leads are interested in
- ❏ **Seller Behavior** – Track engagement with local market reports and home valuation reports
- ❏ **Remarketing** clicks - See who is coming back to your website via remarketing ads

Use Stars to engage and nurture your new leads and existing contacts—Keep your database off the other sites and onto your site, turning opportunities into closed deals!

Who is in **Stars?**

Ylopo Generated Leads - Ylopo utilizes the home search site in Google PPC and Social Media ads to capture the lead information and instantly imports them into your CRM and Stars so system tool engagement and Agent outreach can begin. Lead registration helps capture important information from the lead like buyer and/or seller information that Ylopo uses to engage and nurture leads..

Non-Ylopo Lead Sources opted in for Auto-Importing with Eligible CRMs - Ylopo license holders opt-in for which lead sources to auto-import into Stars. Information brought into CRM with lead determine how user is imported into Stars, ex: Buyer inquiry or seller provided address during registration on lead source.

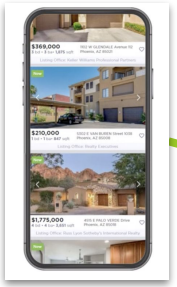
Mass Lead Imports and Seller Imports - A guided technical process where a large number of existing non-Ylopo generated leads are imported into the Stars platform. Mass lead imports can include dynamic listing alerts to be sent, and seller imports include a seller report (market report) and AVM (seller report)

Manually added leads - Manually add a single lead to Stars, agent determines how to set up a lead, ex: Agent creates a listing alert or seller alert.

All leads must have a name and email to be added to Stars

When to use **Stars**?
Utilize for Lead Engagement and Nurturing

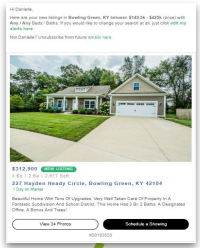
Home Search Site



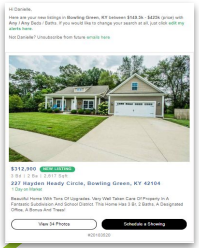
Remarketing

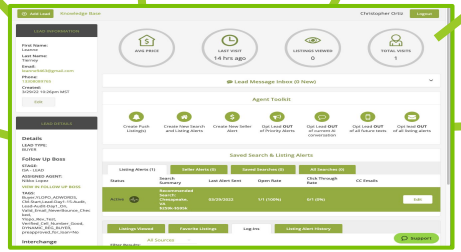
AI Texting

Listing Alerts

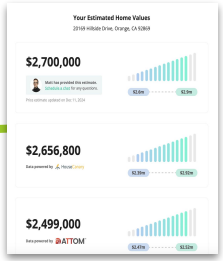


Push Listings





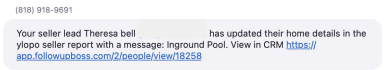
Seller Report



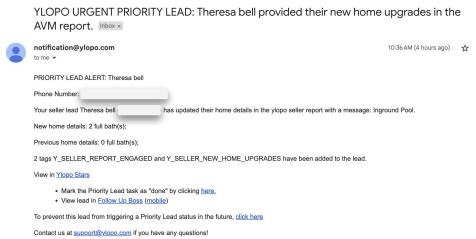
Ylopo Notifications: Priority Alerts

When someone's home search activity really heats up, or they reach out to you for help or more information, we will flag them as a "Priority Lead." These serve as a nudge to follow up and connect with them!

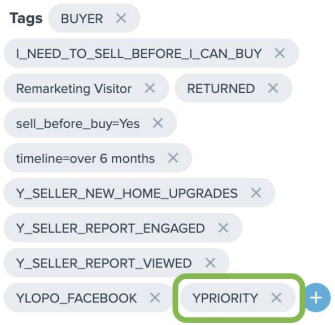
Priority Text sent to agent



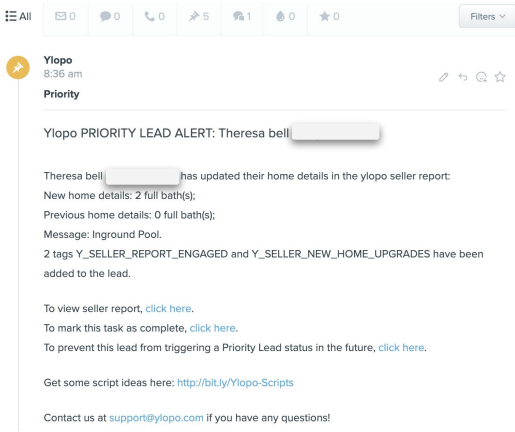
Priority Email sent to agent



YPRIORITY tag added on lead profile



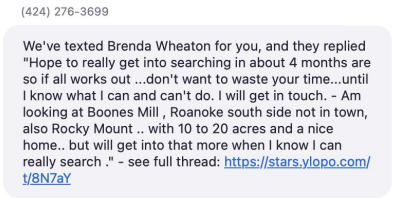
Priority notes added to lead profile in CRM



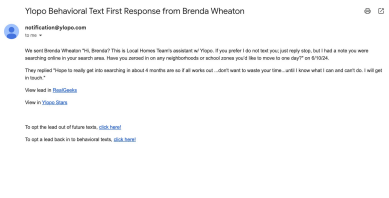
Ylopo Notifications: Responses to AI Texting

When someone responds to your AI text assistant, the assigned agent will receive a text and an email notification. Within the leads profile in the CRM a relevant AI text tag is applied in the tag section and the conversation is added to activity/notes section.

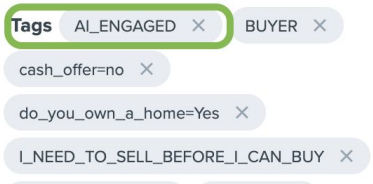
Text notification sent to agent



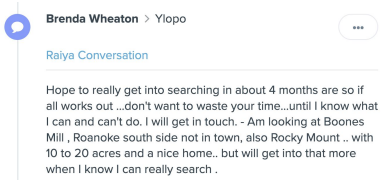
Email notification sent to agent



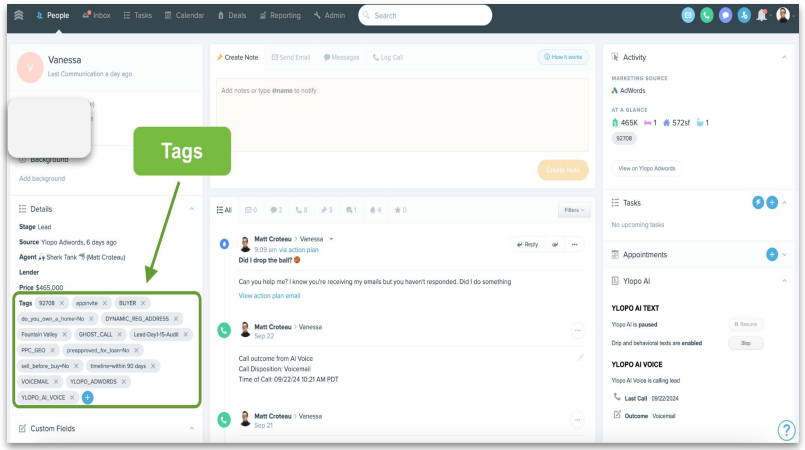
AI Text Tag added to CRM profile



Conversation added to lead profile in CRM



Additional Ylopo Tags



Registration tag examples:

BUYER	Came from a buyer lead source
SELLER	Seller lead source or identified as a home owner
RIGHT_AWAY	Indicated they are looking to move right away
NEED_TO_SELL_BEFORE_I_BUY	Indicated they need to sell their home before they buy
preapproved=yes	Indicated they have preapproval

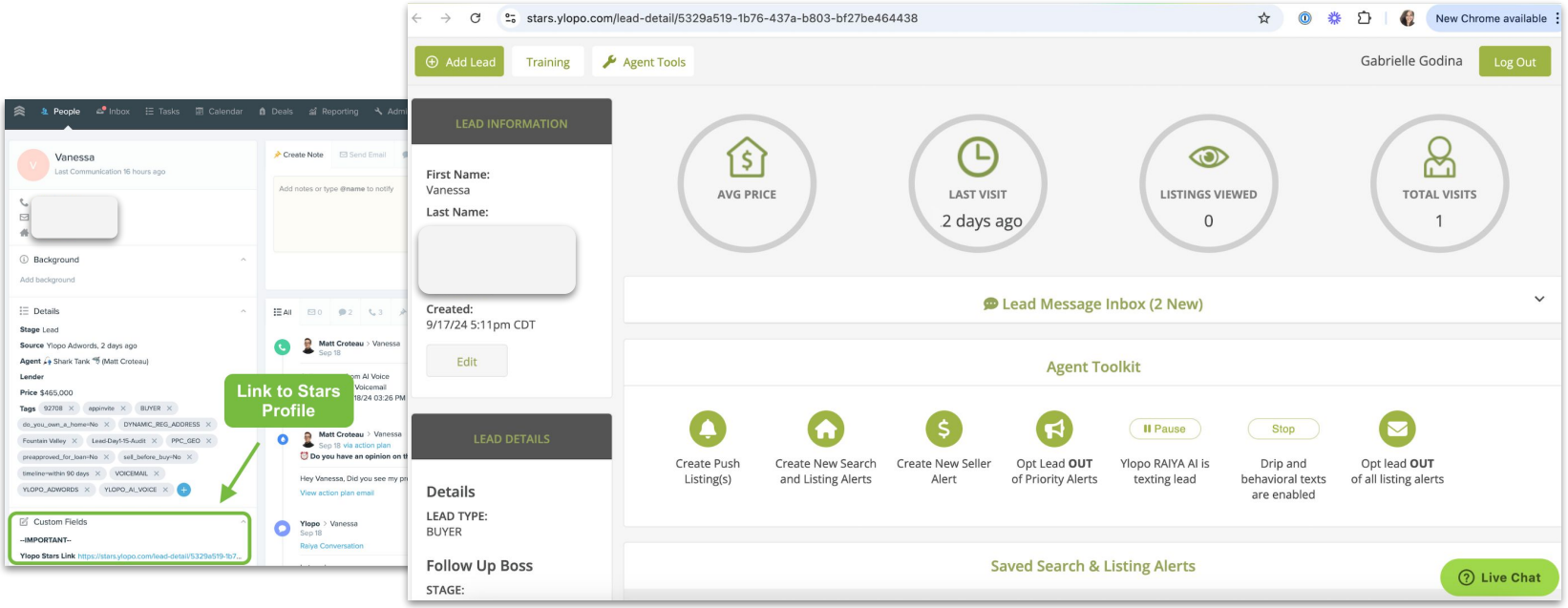
Activity tag examples:

YPRIORITY	A lead that has completed some action that indicates high home search activity and/or a request for more information.
HANDRAISER	A lead who has requested information or a showing for the listing on your home search site.
Y_SELLER_REPORT_ENGAGED	A lead engages with a part of the seller report
REQUESTED_RATE	When a lead requests a real payment estimate

List of all Ylopo tags

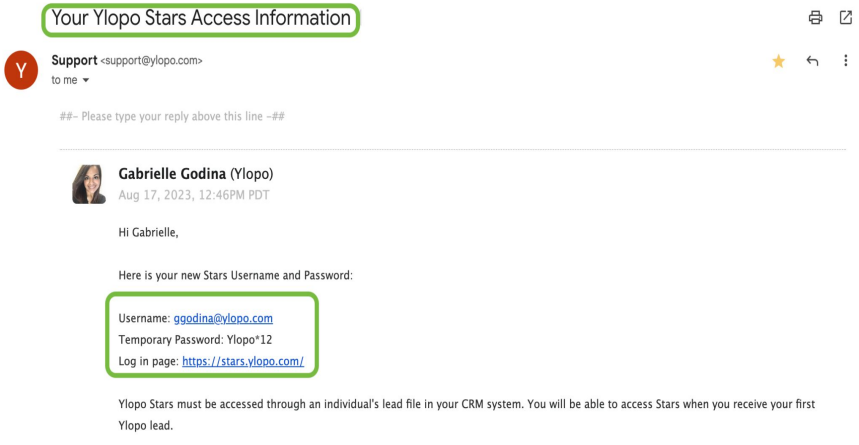
Use Tags to filter through your CRM to create saved filters/Smartlists to work each day to follow up on important activity.

Accessing **Stars**

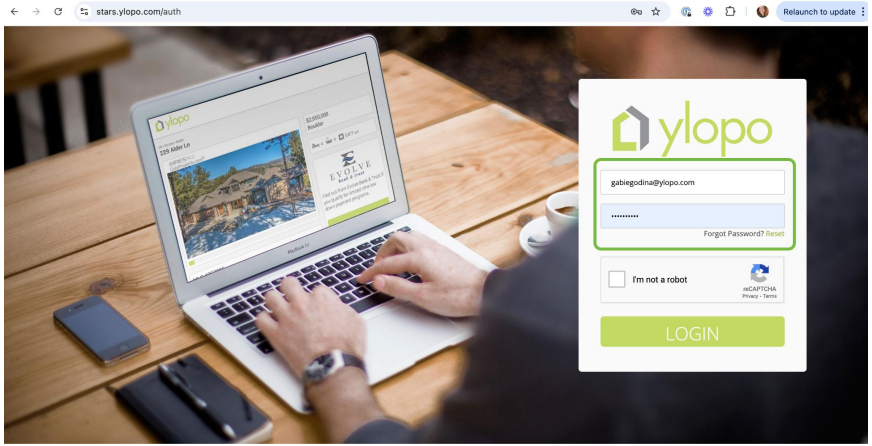


Agents must have a Stars login to access Stars and an Agent subdomain required to be listed on the “Presented by” section on the home search site.

Logging into **Stars**



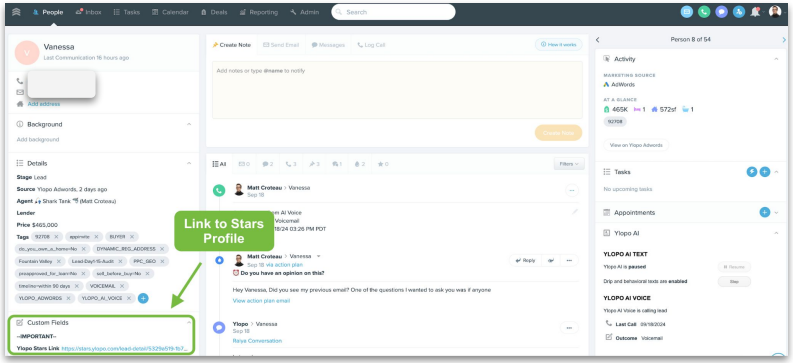
Your Stars login information will be sent to you from Ylopo via email



Access a lead profile in Stars to login or use the link provided. You will always access Stars from a leads Stars link in your CRM

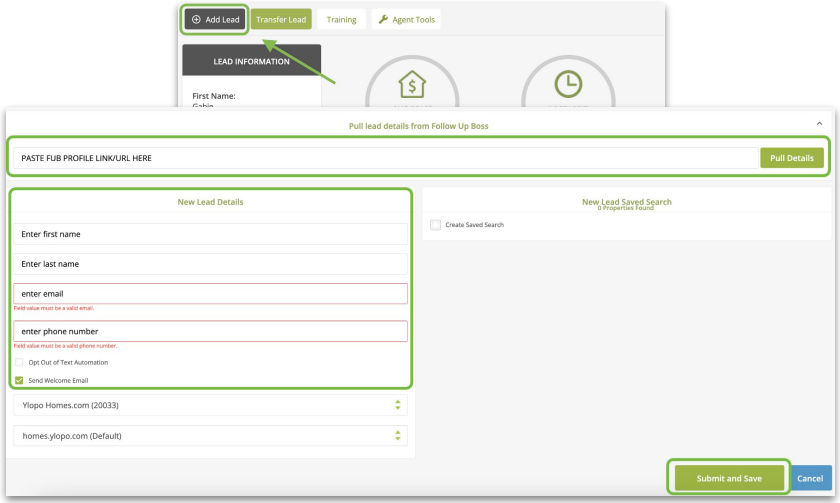
Stars: Manually Add a Lead to Stars

A contact must be in Stars to utilize Ylopo tools like AI texting, listing alerts and remarketing



Learn More

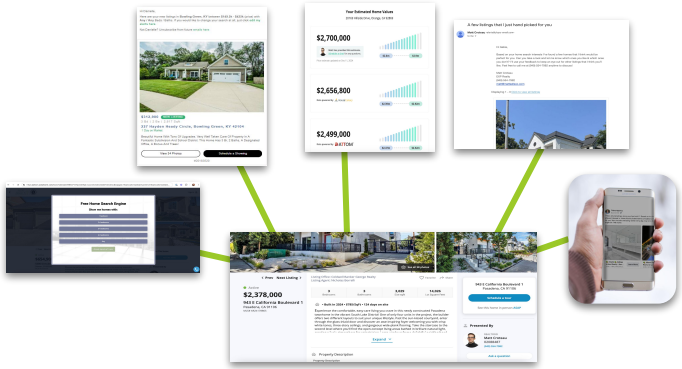
Add a lead via Add Lead button in Stars or visit https://stars.ylopo.com/lead-detail/add



Watch Now

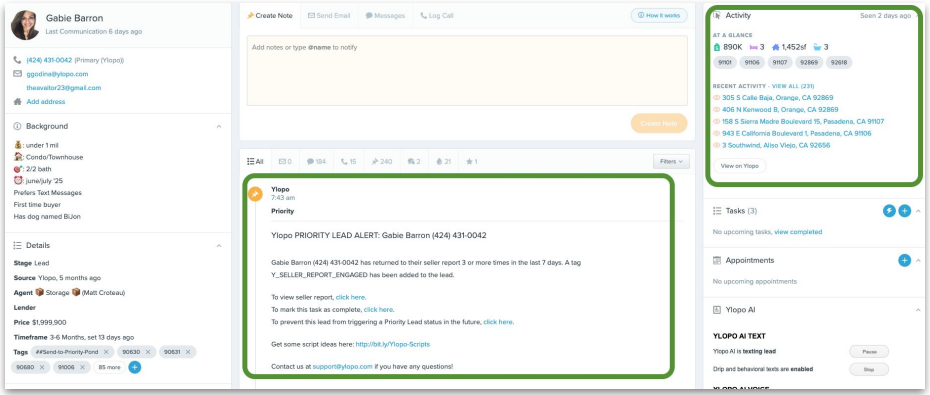
Stars: Home Search Site

Leverage your Ylopo home search site to keep leads seeing your brand while you get alerted of important activity. Users can save, share, request tours and more information via your home search site. Your Home Search Site is connected to your MLS IDX feed.



Learn More

Listing alert, seller alert, AI texting and home search site activity is logged in Stars and added to the leads profile in CRM. You'll be alerted of important activity via Priority alerts.



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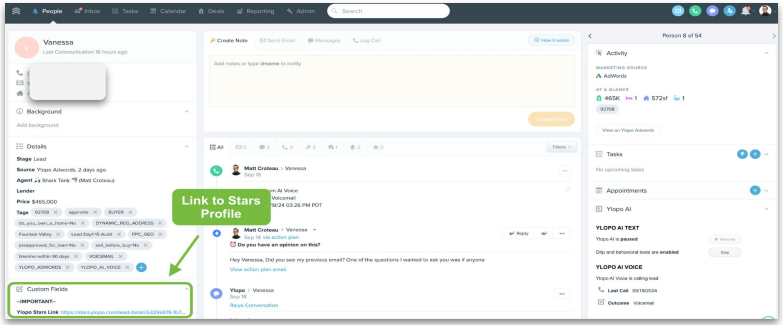
Stars: Remarketing

Build brand awareness by retargeting leads in your database with similarly viewed properties

Learn More

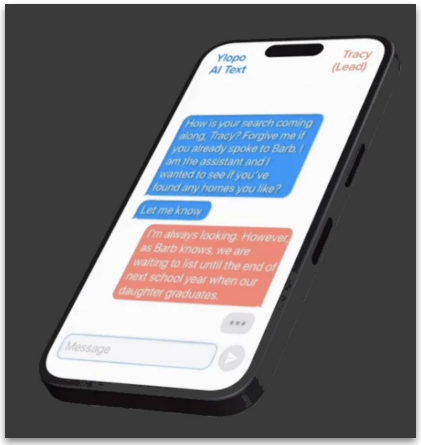
Leads with Stars Profiles/Links are eligible for remarketing.



Watch Now

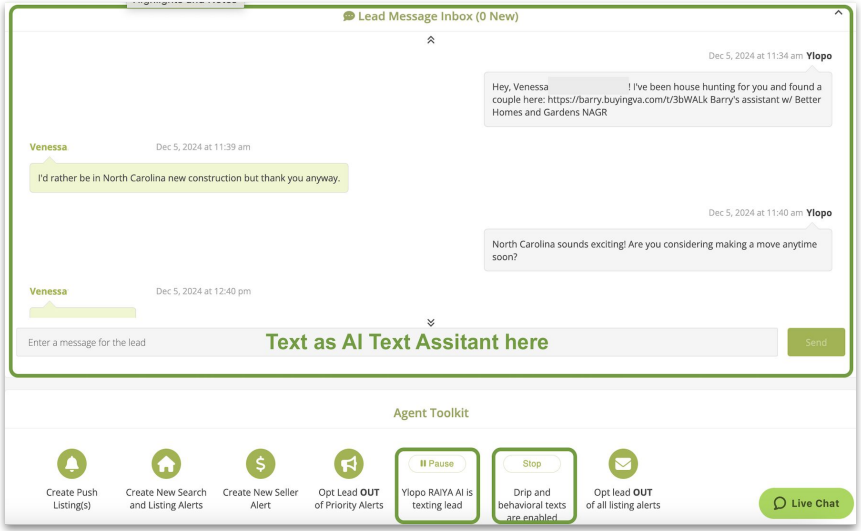
Stars: AI Texting

Leverage your AI text assistant to engage and nurture leads



Learn more

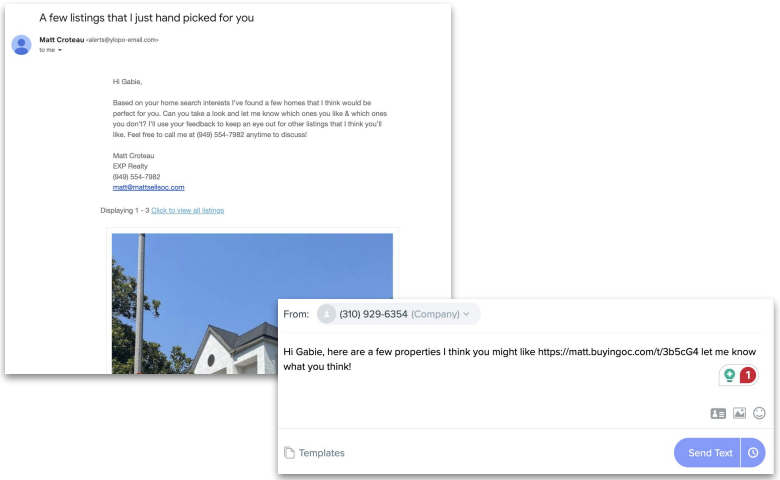
Manage your AI Text Assistant in Stars



Watch Now

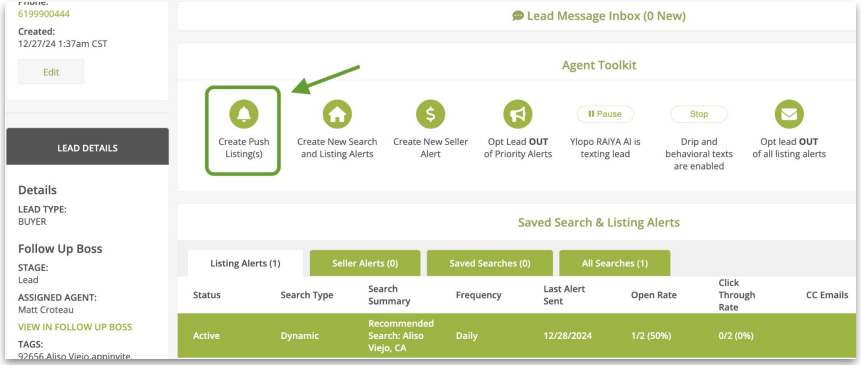
Stars: Push Listings and Push Listing Link

Use Push listings to hand pick properties to send to your leads via email or with a textable link



Learn More

Create and manage Push Listings with the Push Listing Tool in Stars



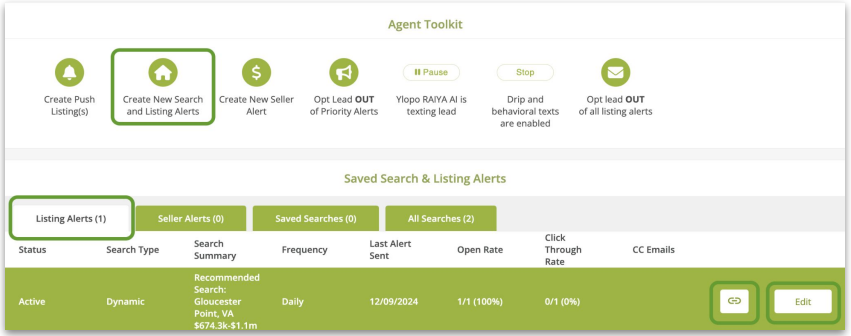
Watch Now

Stars: Listing Alerts and Listing Alert Link

Keep your leads engaged on your website with relevant property updates via listing alert and the listing alert link

Learn more

Manage Listing Alerts in Stars



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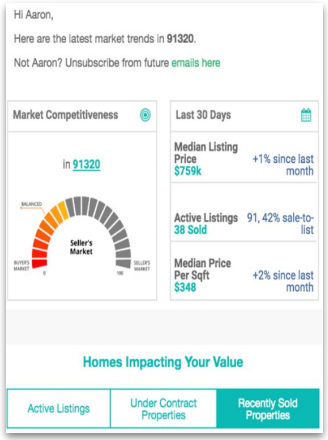
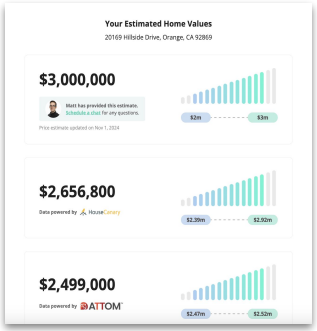
Stars: Seller Alert and Seller Report

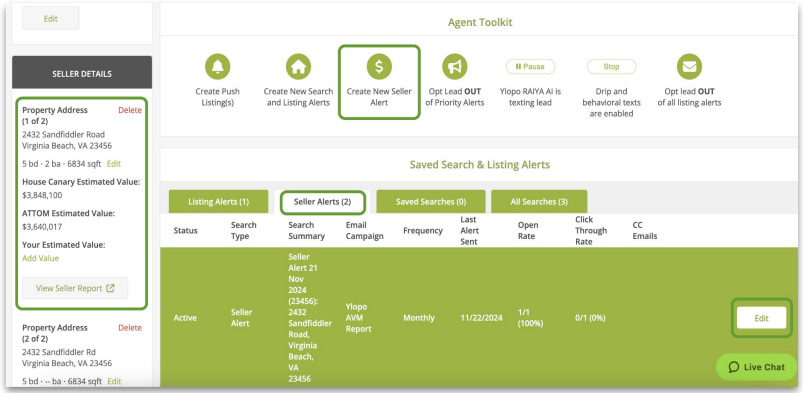
Engage and nurture sellers in your database with local market update emails (seller alert) and home equity reports (seller report)





Learn more about **seller alerts**, **seller report**

Manage Seller Alerts/Seller Reports in Stars



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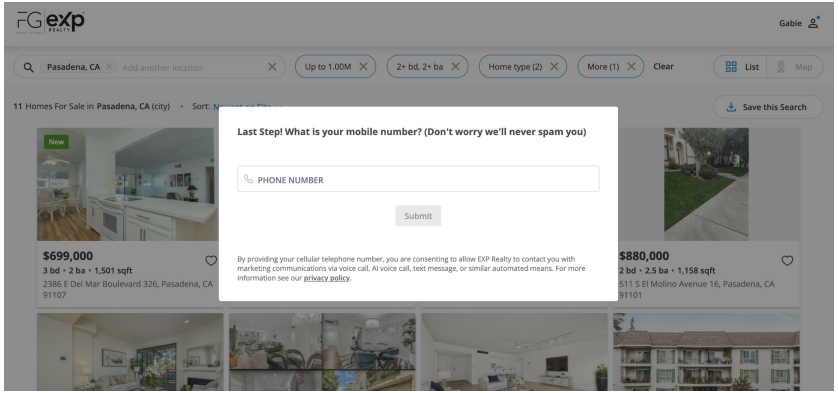
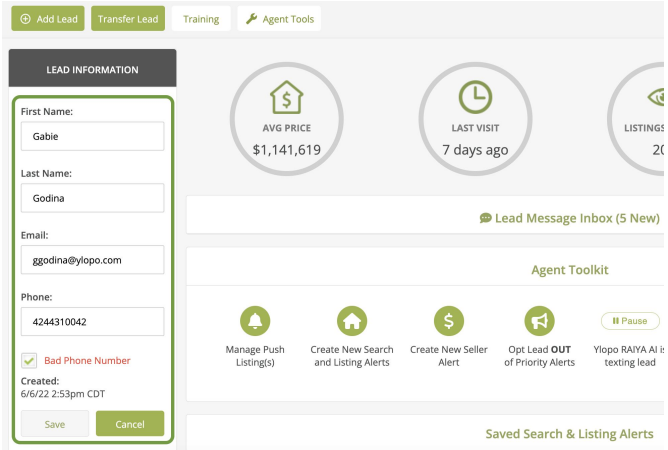
Stars: Lead Information & Bad Number Tool

Manage lead contact info in Stars and utilize the bad number tool to get updated numbers



[Learn More]

Manage Lead Information in Stars



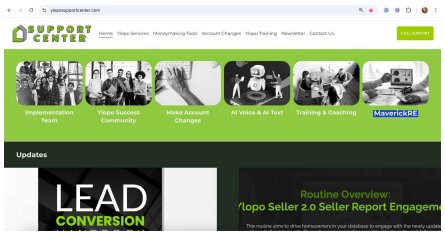
Watch Now

Additional Ylopo Training & Coaching Resources

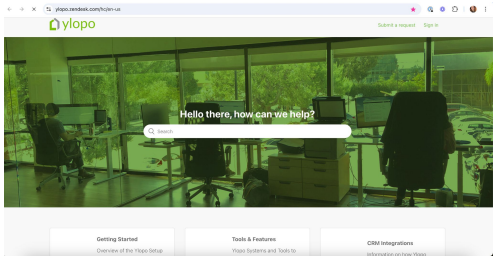
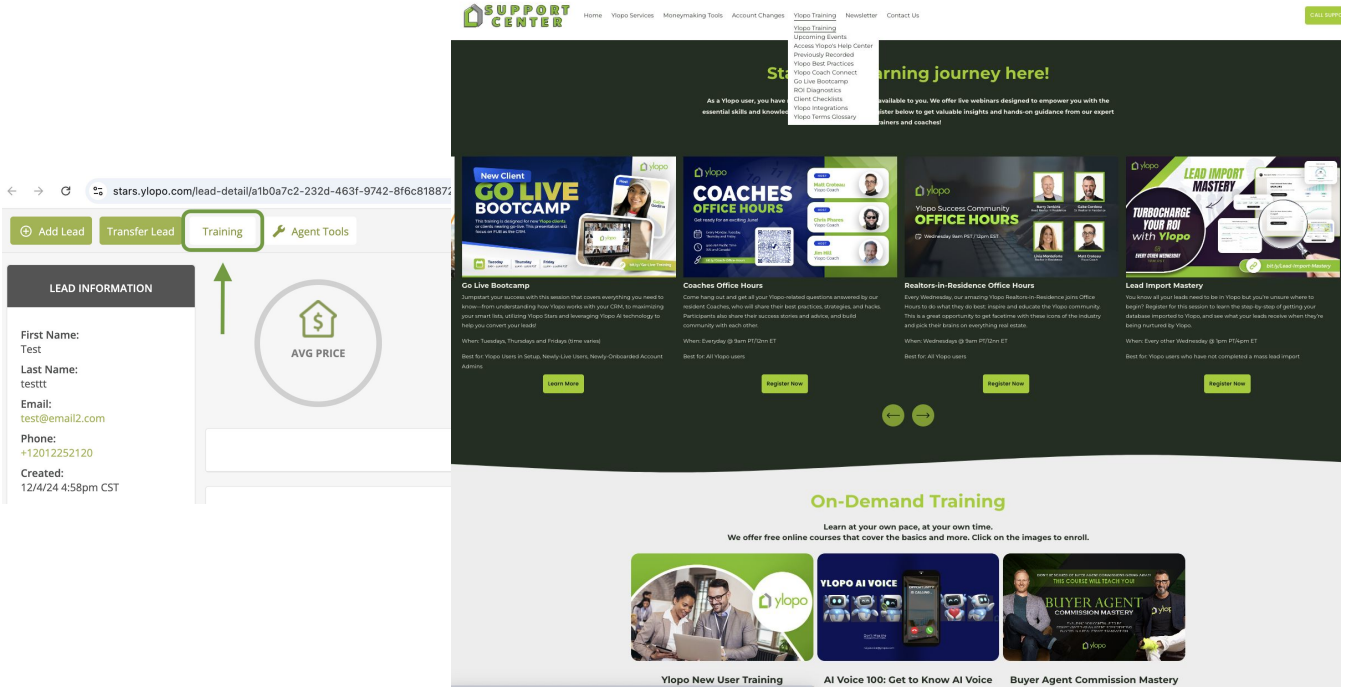
Online Training

Live Training

Ylopo Support Center



Knowledge Base



Additional **Ylopo Training & Coaching** Resources