

CHARLESTON



SUCCESS SUMMIT
CHARLESTON



Wed & Thu
April 23rd and 24th 2025



Gaillard Center
95 Calhoun St Charleston SC 29401

Powered By



Stars Crash Course

Hosted every other Tuesday at 1 pm PST



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.

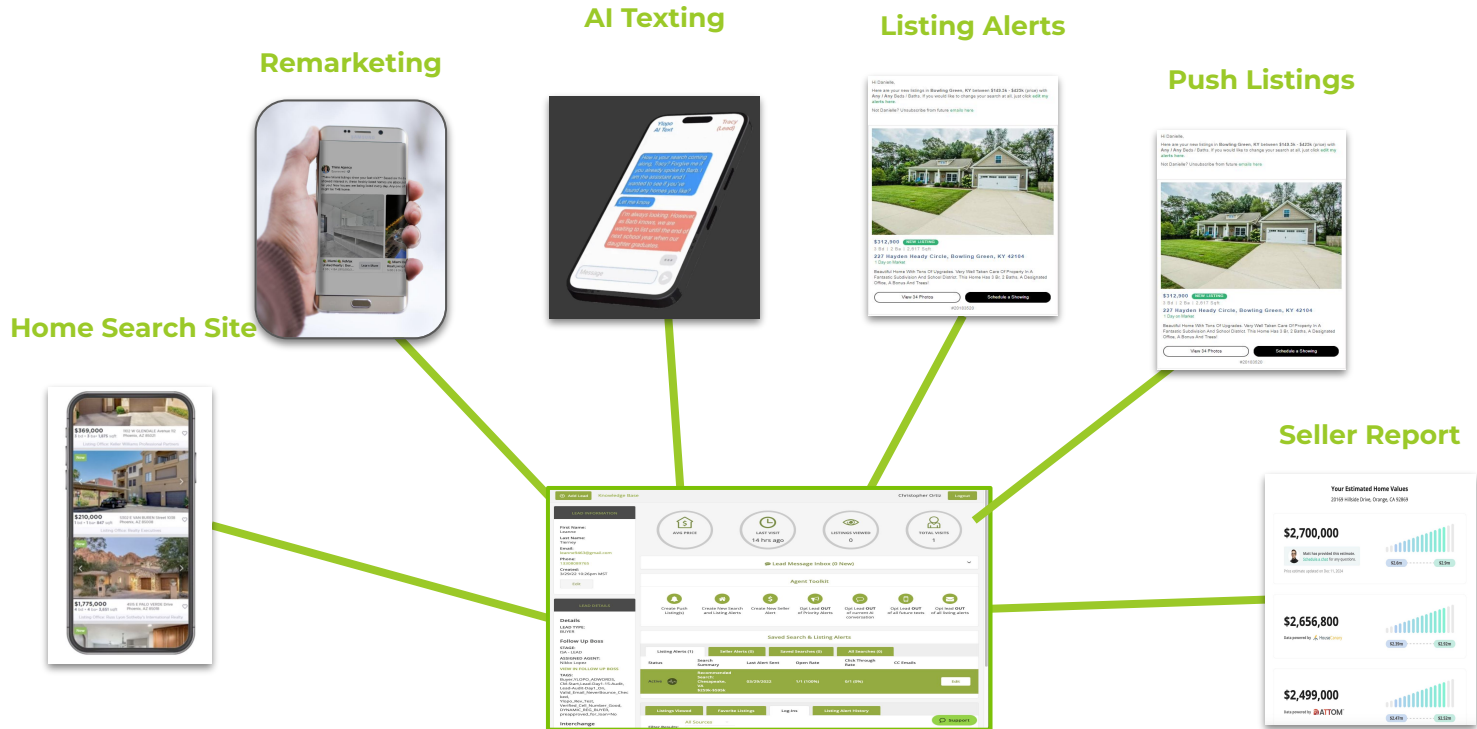
Mass Lead Imports and Seller Imports - A guided technical process where a large number of existing non-Ylopo generated leads are imported into the Stars platform. Mass lead imports can include dynamic listing alerts to be sent, and seller imports include a seller report (market report) and AVM (seller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



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

(818) 918-9691

Your seller lead Theresa bell has updated their home details in the ylopo seller report with a message: Inground Pool. View in CRM <https://app.followupboss.com/2/people/view/18258>

Priority Email sent to agent

YLOPO URGENT PRIORITY LEAD: Theresa bell provided their new home upgrades in the AVM report. [View](#)

notification@ylopo.com
to me

10:36 AM (4 hours ago) ☆

PRIORITY LEAD-ALERT Theresa bell

Phone Number: [REDACTED]

Your seller lead Theresa bell has updated their home details in the ylopo seller report with a message: Inground Pool.

New home details: 2 full bath(s);

Previous home details: 0 full bath(s);

2 tags Y_SELLER_REPORT_ENGAGED and Y_SELLER_NEW_HOME_UPGRADES have been added to the lead.

View in [Ylopo Stars](#)

- Mark the Priority Lead task as "done" by clicking [here](#).
- View lead in [Follow Up Boss](#) ([info](#))

To prevent this lead from triggering a Priority Lead status in the future, [click here](#)

Contact us at support@ylopo.com if you have any questions!

YPRIORITY tag added on lead profile

Tags BUYER X

I_NEED_TO_SELL_BEFORE_I_CAN_BUY X

Remarketing Visitor X RETURNED X

sell_before_buy=Yes X

timeline=over 6 months X

Y_SELLER_NEW_HOME_UPGRADES X

Y_SELLER_REPORT_ENGAGED X

Y_SELLER_REPORT_VIEWED X

YLOPO_FACEBOOK X

YPRIORITY X



Priority notes added to lead profile in CRM

All 0 0 0 5 1 0 0 0 Filters

Ylopo
8:36 am

Priority

Ylopo PRIORITY LEAD ALERT: Theresa bell [REDACTED]

Theresa bell [REDACTED] has updated their home details in the ylopo seller report:

New home details: 2 full bath(s);

Previous home details: 0 full bath(s);

Message: Inground Pool.

2 tags Y_SELLER_REPORT_ENGAGED and Y_SELLER_NEW_HOME_UPGRADES have been added to the lead.

To view seller report, [click here](#).

To mark this task as complete, [click here](#).

To prevent this lead from triggering a Priority Lead status in the future, [click here](#).

Get some script ideas here: <http://bit.ly/Ylopo-Scripts>

Contact us at support@ylopo.com if you have any questions!

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

(424) 276-3699

We've texted Brenda Wheaton for you, and they replied "Hope to really get into searching in about 4 months are so if all works out ...don't want to waste your time...until I know what I can and can't do. I will get in touch. - Am looking at Boones Mill , Roanoke south side not in town, also Rocky Mount .. with 10 to 20 acres and a nice home.. but will get into that more when I know I can really search ." - see full thread: <https://stars.ylopo.com/t/8N7aY>

Email notification sent to agent

Ylopo Behavioral Text First Response from Brenda Wheaton

notifications@ylopo.com
10:50

We sent Brenda Wheaton "Hi, Brenda? This is local home team's assistant at Ylopo. If you prefer I do not text you just reply stop. But I had a note you were searching for in your search area. Have you moved out or are you looking for in about 4 months or do you move to the city?" and \$75000.

They replied "Hope to really get into searching in about 4 months are so if all works out ...don't want to waste your time...until I know what I can and can't do. I will get in touch."

View in [Real Estate](#)

View in [Ylopo App](#)

To get the best out of future texts, [click here!](#)

To get a text back on a behavioral reply, [click here!](#)

AI Text Tag added to CRM profile

Tags **AI_ENGAGED** X BUYER X

cash_offer=no X

do_you_own_a_home=Yes X

I_NEED_TO_SELL_BEFORE_I_CAN_BUY X

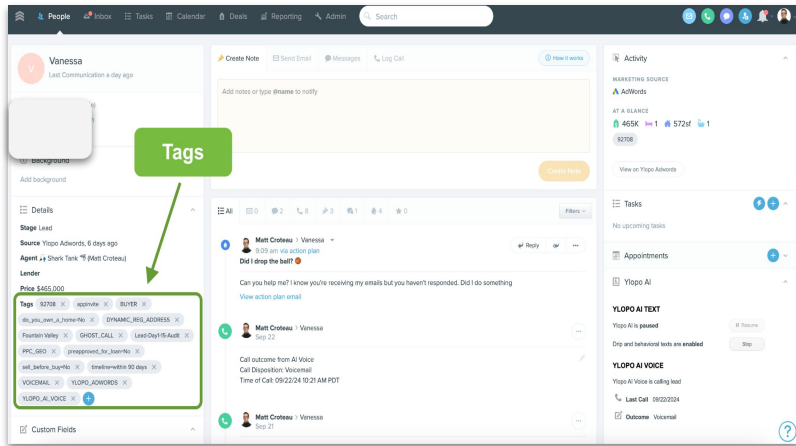
Conversation added to lead profile in CRM

Brenda Wheaton > Ylopo

Raiya Conversation

Hope to really get into searching in about 4 months are so if all works out ...don't want to waste your time...until I know what I can and can't do. I will get in touch. - Am looking at Boones Mill , Roanoke south side not in town, also Rocky Mount .. with 10 to 20 acres and a nice home.. but will get into that more when I know I can really search .

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:

YBPRIORITY	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

The screenshot displays the Ylopo Stars interface. On the left, a sidebar shows a list of leads, with a green box highlighting a lead named Vanessa and a green arrow pointing to a link labeled "Link to Stars Profile". The main content area shows the lead details for Vanessa, including her first and last names, creation date, and stage (BUYER). Below this, there are four circular icons representing key metrics: AVG PRICE, LAST VISIT (2 days ago), LISTINGS VIEWED (0), and TOTAL VISITS (1). The interface also includes a "Lead Message Inbox (2 New)" section and an "Agent Toolkit" with various actions like "Create Push Listing(s)", "Create New Search and Listing Alerts", "Create New Seller Alert", "Opt Lead OUT of Priority Alerts", "Ylopo RAIYA AI is texting lead", "Drip and behavioral texts are enabled", and "Opt lead OUT of all listing alerts". At the bottom, there is a "Saved Search & Listing Alerts" section and a "Live Chat" button.

Stars.ylopo.com/lead-detail/5329a519-1b76-437a-b803-bf27be464438

Add Lead Training Agent Tools

Gabrielle Godina Log Out

LEAD INFORMATION

First Name: Vanessa
Last Name: [Redacted]
Created: 9/17/24 5:11pm CDT
Edit

LEAD DETAILS

Details
LEAD TYPE: BUYER
Follow Up Boss
STAGE:

AVG PRICE
LAST VISIT 2 days ago
LISTINGS VIEWED 0
TOTAL VISITS 1

Lead Message Inbox (2 New)

Agent Toolkit

Create Push Listing(s)
Create New Search and Listing Alerts
Create New Seller Alert
Opt Lead OUT of Priority Alerts
Ylopo RAIYA AI is texting lead
Drip and behavioral texts are enabled
Opt lead OUT of all listing alerts

Saved Search & Listing Alerts

Live Chat

Link to Stars Profile

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 Ylopo Stars Access Information

Support <support@ylopo.com>
to me ▾

##- Please type your reply above this line -##

Gabrielle Godina (Ylopo)
Aug 17, 2023, 12:46PM PDT

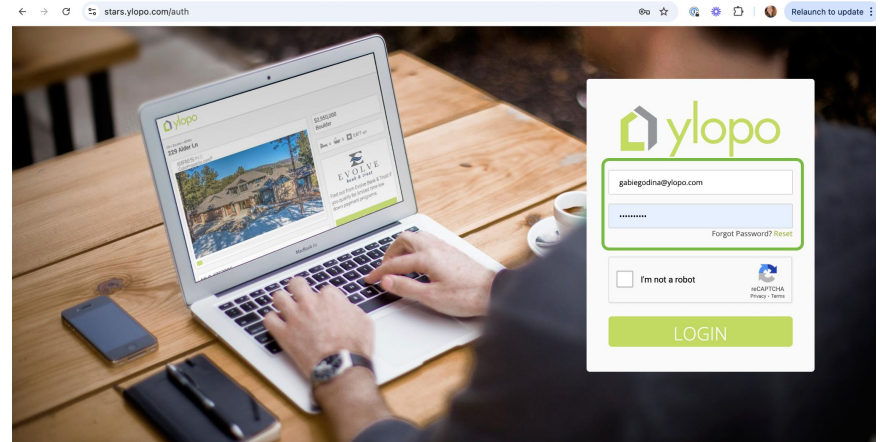
Hi Gabrielle,

Here is your new Stars Username and Password:

Username: ggodina@ylopo.com
Temporary Password: Ylopo*12
Log in page: <https://stars.ylopo.com/>

Ylopo Stars must be accessed through an individual's lead file in your CRM system. You will be able to access Stars when you receive your first Ylopo lead.

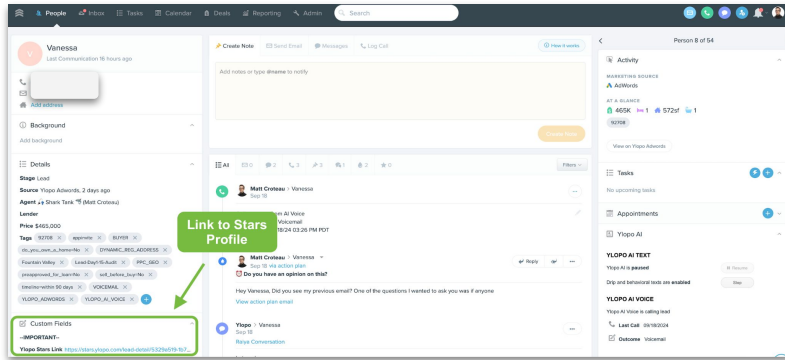
Your Stars login information will be sent to you from Ylopo via email



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](#)

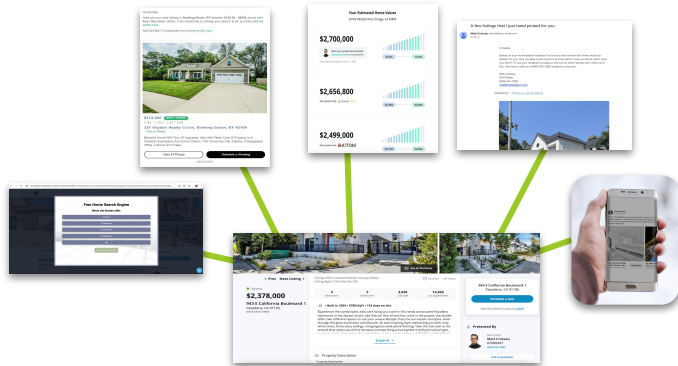
Add a lead via Add Lead button in Stars or visit <https://stars.ylopo.com/lead-detail/add>

A screenshot of the 'Add Lead' form in the Stars application. The form is titled 'New Lead Details' and includes fields for 'Enter first name', 'Enter last name', 'enter email', and 'enter phone number'. There are also checkboxes for 'Opt Out of Text Automation' and 'Send Welcome Email'. At the bottom right, there is a green 'Submit and Save' button and a blue 'Cancel' button. A green arrow points to the 'Add Lead' button in the top navigation bar.

Watch Now

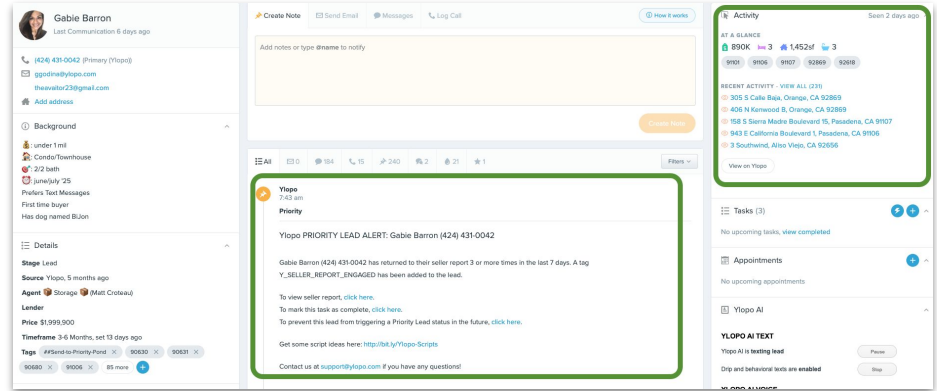
Stars: Home Search Site

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.



Watch Now

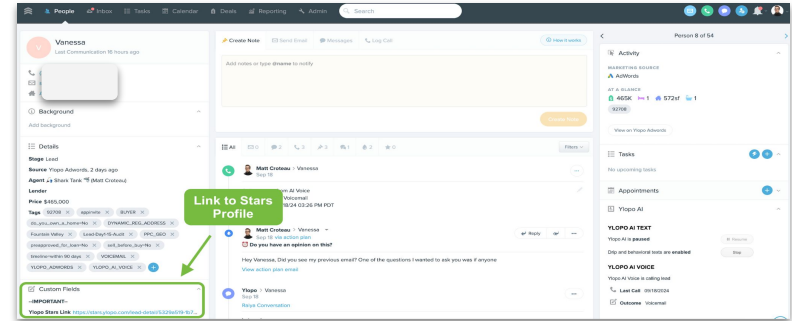
Stars: Remarketing

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



[Learn More](#)

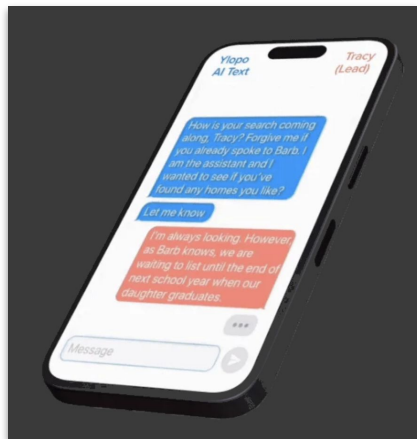
Leads with Stars Profiles/Links are eligible for remarketing.



Watch Now

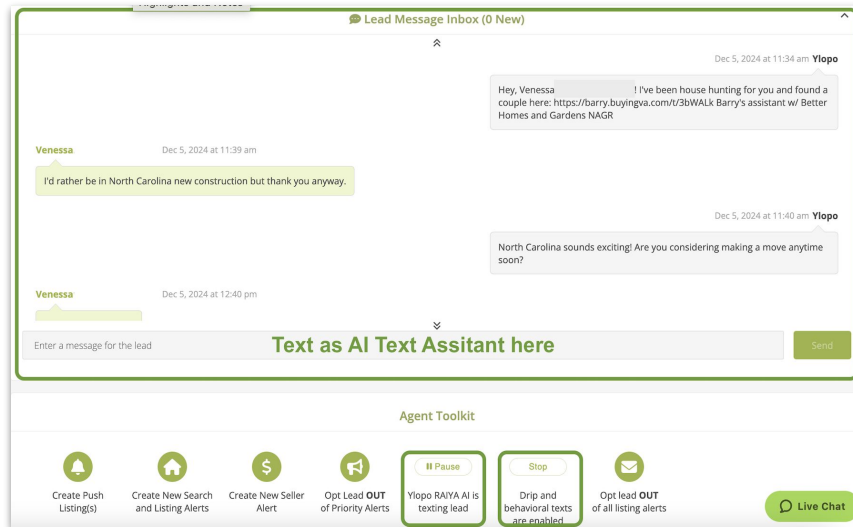
Stars: AI Texting

Leverage your AI text assistant to engage and nurture leads



[Learn more](#)

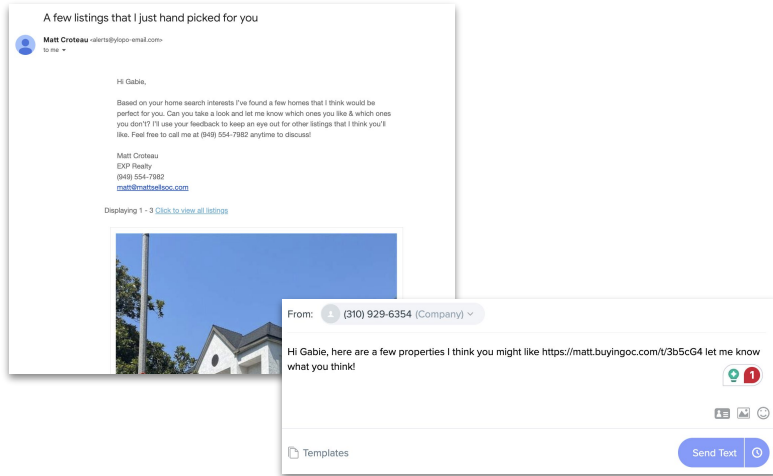
Manage your AI Text Assistant in Stars



Watch Now

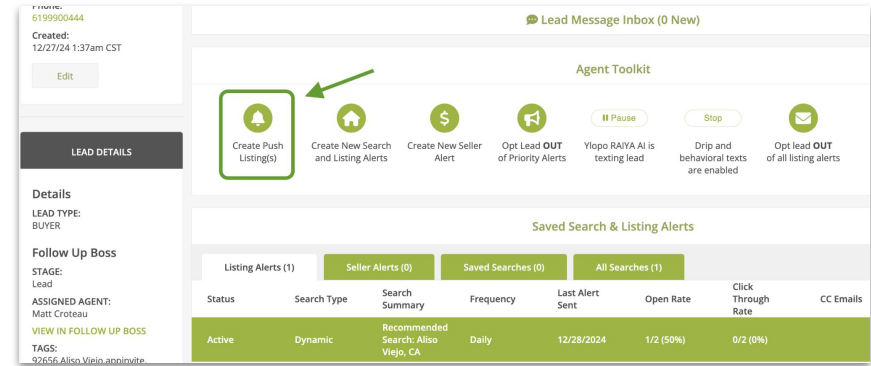
Stars: Push Listings and Push Listing Link

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

Hi Danielle,

Here are your new listings in Bowling Green, KY between \$149.5k - \$425k (price) with Any / Any Beds / Baths. If you would like to change your search at all, just click [edit my alerts here](#).

Not Danielle? [Unsubscribe from future emails here](#)



\$312,900 NEW LISTING

3 Bd | 2 Ba | 2,617 Sqft

227 Hayden Heady Circle, Bowling Green, KY 42104

1 Day on Market

Beautiful Home With Tons Of Upgrades. Very Well Taken Care Of Property In A Fantastic Subdivision And School District. This Home Has 3 Br, 2 Baths, A Designated Office, A Bonus And Trees!

[View 34 Photos](#) [Schedule a Showing](#)

#20183520

[Learn more](#)

Manage Listing Alerts in Stars

Agent Toolkit

- Create Push Listing(s)
- Create New Search and Listing Alerts**
- Create New Seller Alert
- Opt Lead **OUT** of Priority Alerts
- Ylopo RAIYA AI is texting lead
- Pause
- Stop
- Drip and behavioral texts are enabled
- Opt lead **OUT** of all listing alerts

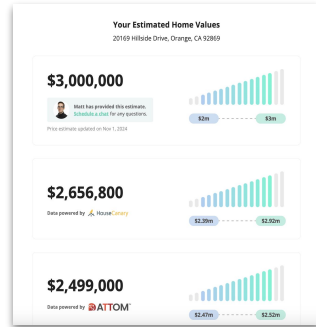
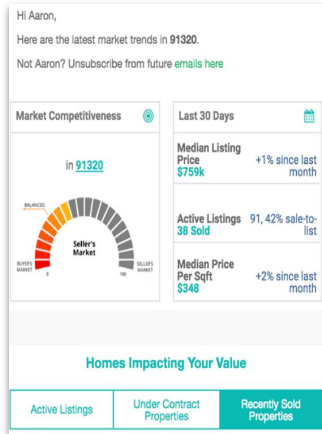
Saved Search & Listing Alerts

Listing Alerts (1)		Seller Alerts (0)		Saved Searches (0)		All Searches (2)	
Status	Search Type	Search Summary	Frequency	Last Alert Sent	Open Rate	Click Through Rate	CC Emails
Active	Dynamic	Recommended Search: Gloucester Point, VA \$674.3k-\$1.1m	Daily	12/09/2024	1/1 (100%)	0/1 (0%)	Copy Edit

Watch Now

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

Agent Toolkit

- Create Push Listing(s)
- Create New Search and Listing Alerts
- Create New Seller Alert
- Opt Lead OUT of Priority Alerts
- Yopo RAIYA AI is texting lead
- Stop
- Drip and behavioral texts are enabled
- Opt lead OUT of all listing alerts

Saved Search & Listing Alerts

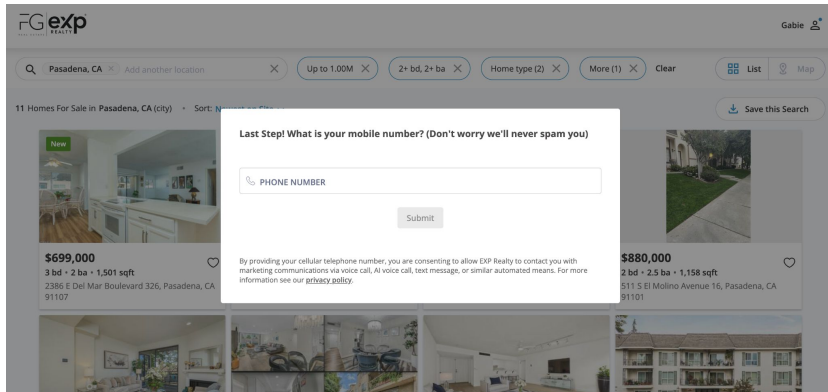
Listing Alerts (1)		Seller Alerts (2)		Saved Searches (0)		All Searches (3)		
Status	Search Type	Search Summary	Email Campaign	Frequency	Last Alert Sent	Open Rate	Click Through Rate	CC Emails
Active	Seller Alert	Seller Alert 21 Nov 2024 (23456): 2432 Sandfiddler Road, Virginia Beach, VA 23456	Yopo AVM Report	Monthly	11/22/2024	1/1 (100%)	0/1 (0%)	Edit

[Live Chat](#)

Watch Now

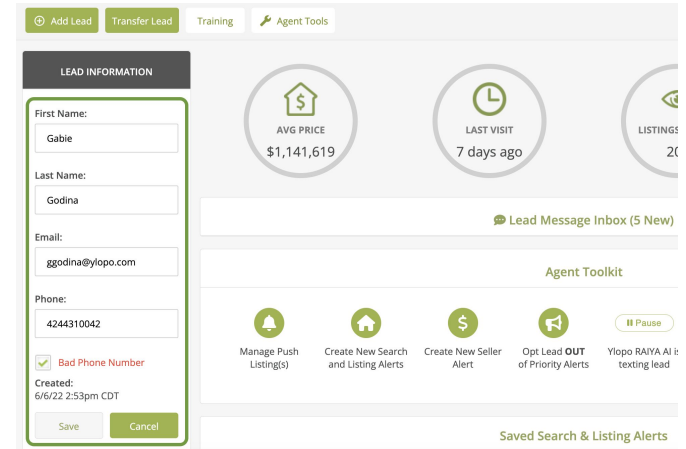
Stars: Lead Information & Bad Number Tool

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



[Learn More](#)

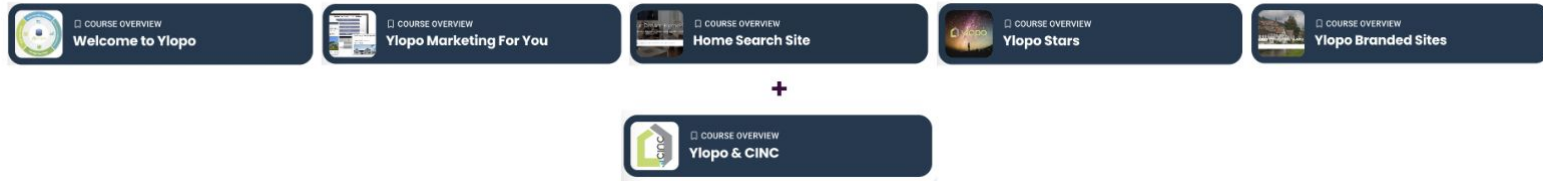
Manage Lead Information in Stars



Watch Now

Additional **Ylopo Training & Coaching** Resources

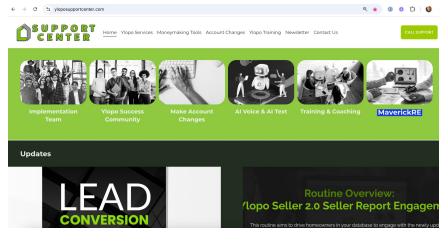
Online Training



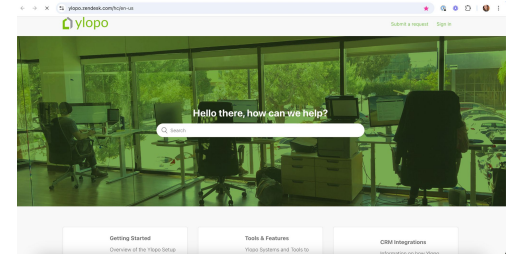
Live Training



Ylopo Support Center



Knowledge Base



Additional **Ylopo Training & Coaching** Resources

The screenshot displays the Ylopo website interface. At the top, a navigation bar includes links for Home, Vlogo Services, Money Making Tips, Account Settings, Vlogo Training, Vlogo Newsletter, and Contact Us. A dropdown menu for 'Vlogo Training' lists various courses: Upstreaming Events, Accounts Helps Help Center, Previously Recorded, Vlogo Boot Practices, Vlogo Coach Connect, Go Live Bootcamp, KOL Diagnostic, Client Checklist, Vlogo Integrations, and Vlogo Terms Glossary.

The main content area features a 'Stars' section with a list of leads. The first lead is highlighted, showing details for 'stars.ylopo.com/lead-detail/a1b0a7c2-232d-463f-9742-8f6c818872'. Below this, a 'LEAD INFORMATION' section displays the first name 'Test', last name 'testtt', email 'test@email2.com', and phone '+12012252120'. A circular graphic shows the 'AVG PRICE' as '\$'. To the right, a 'LEAD IMPORT MASTERY' section promotes a course to 'TURBOCHARGE YOUR ROI with Ylopo'.

The bottom section, titled 'On-Demand Training', encourages users to learn at their own pace and offers free online courses. Three course cards are shown: 'Ylopo New User Training', 'AI Voice 100: Get to Know AI Voice', and 'Buyer Agent Commission Mastery'.