

Stars Crash Course

Hosted every Tuesday at 1 pm PST



2026 CHARLESTON



SUCCESS SUMMIT
CHARLESTON



Tuesday and Wednesday
May 19th & 20th 2026



The Charleston Gaillard Center
95 Calhoun St, Charleston, SC 29401

Agenda

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

Ylopo Stars Link <https://stars.ylopo.com/lead-d...>

The screenshot displays the Ylopo Stars Link interface. At the top, there's a 'LEAD INFORMATION' section with fields for First Name, Last Name, Email, Phone, and Create Date. Below that is a 'SELLER DETAILS' section with a property address and estimated value. To the right, there are four circular metrics: 'AVG PRICE' (\$1,461,417), 'LAST VISIT' (3 days ago), 'LISTINGS VIEWED' (352), and 'TOTAL VISITS' (481). Further down, there's a 'Lead Message Inbox' with 10 new messages, an 'Agent Toolkit' with various tools like 'Manage Push Listings', 'Create New Search and Listing Alerts', and 'Create New Seller Alert', and a 'Saved Search & Listing Alerts' section with tabs for 'Listing Alerts (2)', 'Seller Alerts (3)', 'Saved Searches (0)', and 'All Searches (199)'. The 'Seller Alerts' tab is active, showing a table with columns for Status, Search Type, Search Summary, Frequency, Last Alert Sent, Open Rate, Click Through Rate, and CC Emails. Two rows are listed: one for a 'Dynamic' search in Pasadena (status Active, daily frequency, 0/1 open rate, 0/1 click rate, CC Emails) and another for a 'Lead' search in Irvine (status Active, daily frequency, 0/2 open rate, 0/2 click rate, CC Emails).

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.

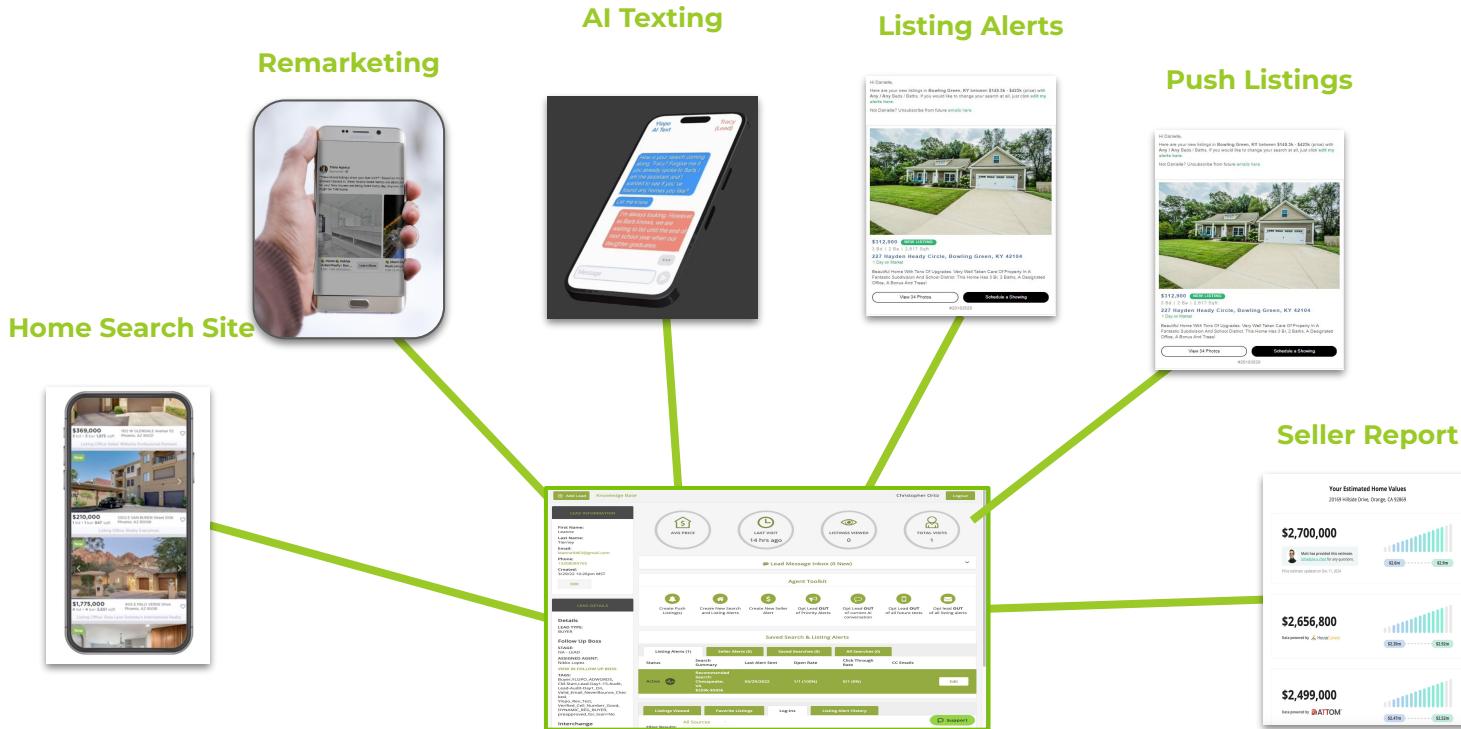
Mass Lead Imports and Seller Imports - A guided technical process where a large number of existing non-Ylopo generated leads are imported into the Stars platform. Mass lead imports can include dynamic listing alerts to be sent, and seller imports include a seller report (market report) and AVM (seller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

 notification@ylopo.com To me

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

PRIORITY LEAD ALERT: Theresa bell

Phone Number: [View in CRM](#)

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 CRM](#)

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

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!

Priority Email sent to agent

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

PRIORITY LEAD ALERT: Theresa bell

Phone Number: [View in CRM](#)

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 CRM](#)

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

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!

YPRIOITY tag added on lead profile

Tags BUYER

I_NEED_TO_SELL_BEFORE_I_CAN_BUY

Remarketing Visitor RETURNED

sell_before_buy=Yes

timeline=over 6 months

Y_SELLER_NEW_HOME_UPGRADES

Y_SELLER_REPORT_ENGAGED

Y_SELLER_REPORT_VIEWED

YLOPO_FACEBOOK

PRIORITY

Priority notes added to lead profile in CRM

All 0 0 0 5 1 0 0 0

Ylopo 8:36 am

PRIORITY

Ylopo PRIORITY LEAD ALERT: Theresa bell

Theresa bell 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/BN7ay>

Email notification sent to agent

Ylopo Behavioral Text First Response from Brenda Wheaton
notification@ylopo.com
10:00 AM
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/BN7ay>

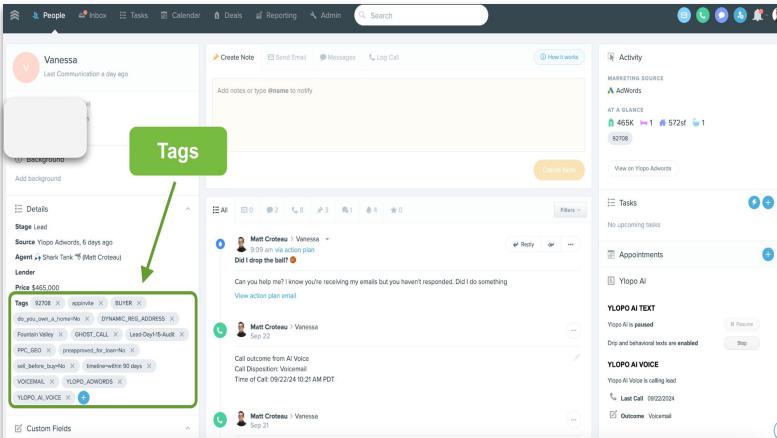
AI Text Tag added to CRM profile

Tags AI_ENGAGED BUYER
cash_offer=no
do_you_own_a_home=Yes
I_NEED_TO_SELL_BEFORE_I_CAN_BUY

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_B_EFORE_I_BUY	Indicated they need to sell their home before they buy
preapproved=yes	Indicated they have preapproval

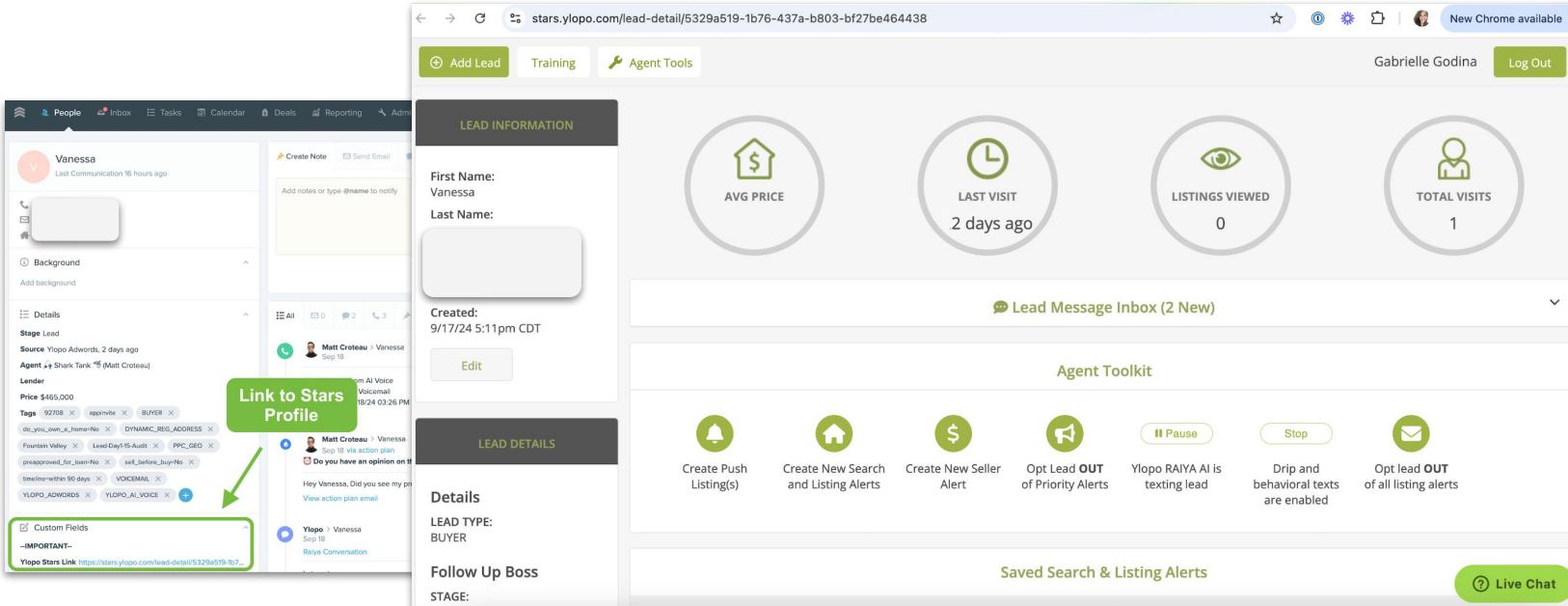
Activity tag examples:

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



The screenshot shows the Ylopo Stars lead detail page for a lead named Vanessa. The page is divided into several sections:

- LEAD INFORMATION:** Displays basic lead details: First Name: Vanessa, Last Name: (empty), Created: 9/17/24 5:11pm CDT, and an **Edit** button.
- STATS:** Four circular icons showing lead activity: AVG PRICE (green house icon), LAST VISIT (green clock icon, 2 days ago), LISTINGS VIEWED (green eye icon, 0), and TOTAL VISITS (green person icon, 1).
- Lead Message Inbox:** Shows 2 new messages from Matt Croteau and Relya Conversation.
- Agent Toolkit:** A row of buttons for lead management: Create Push Listing(s), Create New Search and Listing Alerts, Create New Seller Alert, Opt Lead **OUT** of Priority Alerts, Stop (disabled), Drip and behavioral texts are enabled, and Opt lead **OUT** of all listing alerts.
- Follow Up Boss:** A section for managing lead follow-up, including a **STAGE:** field.
- Custom Fields:** A section showing custom fields: **do_you_own_a_home**: No, **DYNAMIC_REG_ADDRESS**: YLOPO_AGEV, **Fountain Valley**: Yes, **LeadDay15Audit**: Yes, **PPC_GEO**: YLOPO_AGEV, **preapproved_for_loan**: No, **sell_before_buy**: No, **timeframe_within_90_days**: Yes, **VOICEMAIL**: Yes, **YLOPO_AGEV**: Yes, and **YLOPO_AI_VOICE**: Yes.
- Link to Stars Profile:** A green callout box with an arrow pointing to the Ylopo Stars Link: <https://stars.ylopo.com/lead-detail/5329a519-1b76-437a-b803-bf27be464438>.

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 -##

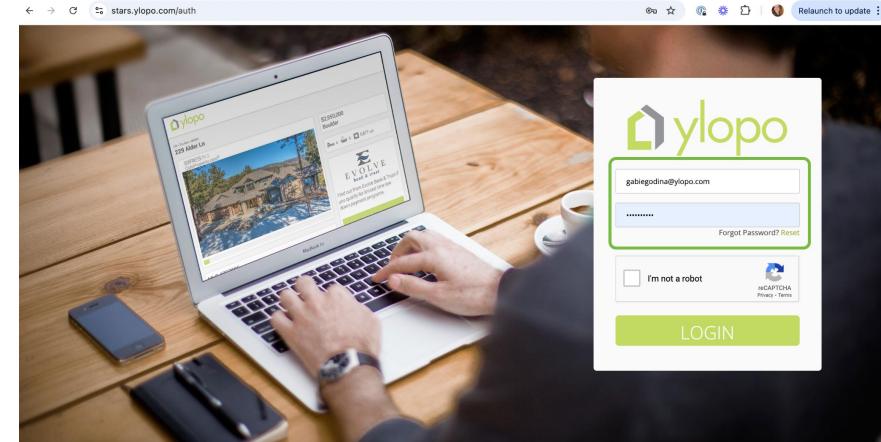
 **Gabrielle Godina** (Ylopo)
Aug 17, 2023, 12:46PM PDT

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/>

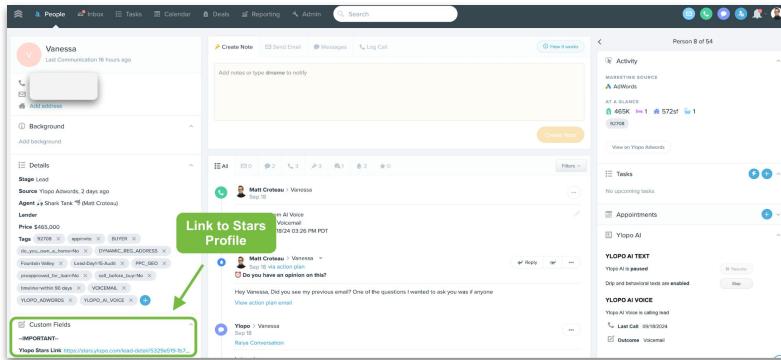
Your Stars login information will be sent to you from Ylopo via email



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

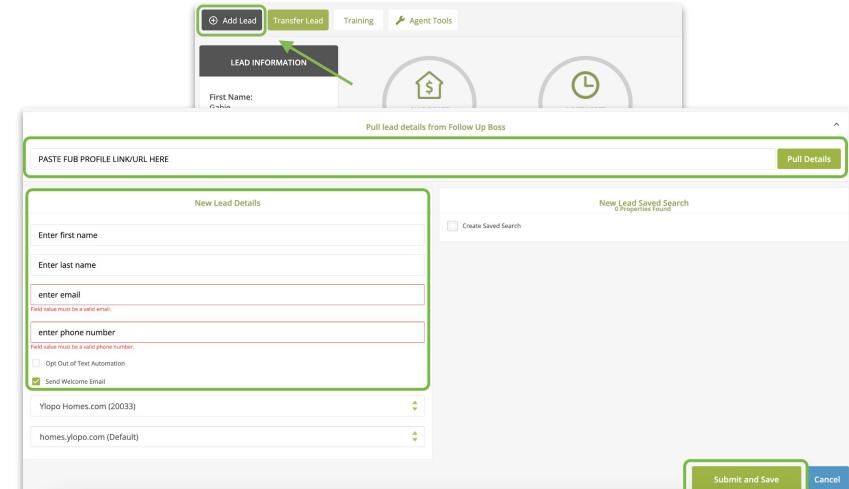


Link to Stars Profile

Ylopo Stars Link <https://stars.ylopo.com/lead-detail/leads/152965947>

[Learn More](#)

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



Add Lead Transfer Lead Training Agent Tools

LEAD INFORMATION

First Name:

PASTE FUB PROFILE LINK/URL HERE

New Lead Details

Enter first name

Enter last name

enter email

enter phone number

Ylopo Homes.com (20033)

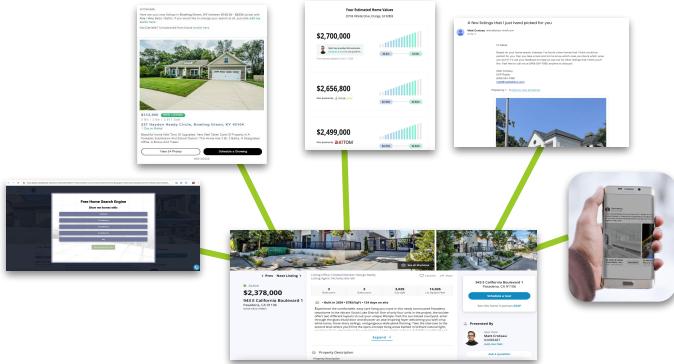
homes.ylopo.com (Default)

Submit and Save Cancel

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.

Gable Barron
Last Communication 6 days ago
(424) 431-0042 (Primary (Ylopo))
gpbarron@ylopo.com
thevalter23@gmail.com
Add address

Background
Under 1 mil
Condo/Townhouse
2/2 bath
June/July 25
Prefers Text Messages
First time buyer
Has dog named Bújon

Details
Stage Lead
Source Ylopo, 5 months ago
Agent Matt Croteau
Lender
Price \$1,999,900
Timeframe 3-6 Months, set 13 days ago
Tags #Send to Priority Lead, 90680, 91005, 900330, 900331

Ylopo 7:35 am
Priority
Ylopo PRIORITY LEAD ALERT: Gable Barron (424) 431-0042
Gable Barron (424) 431-0042 has returned to their seller report 3 or more times in the last 7 days. A tag Y_SELLER_REPORT_ENGAGED has 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!

Activity
Seen 2 days ago
RECENT ACTIVITY - VIEW ALL (23)
890K 9105 9107 92869 92910
305 S Calle Béla, Orange, CA 92869
406 N Keweenaw St, Orange, CA 92869
168 S Sierra Madre Boulevard 15, Pasadena, CA 91007
9432 California Boulevard 1, Pasadena, CA 91006
3 Southwind, Alta Vista, CA 91006
View on Ylopo

Tasks (3)
No upcoming tasks, view completed

Appointments
No upcoming appointments

Ylopo AI
YLOPO AI TEXT
Ylopo AI is testing lead
Drip and behavioral texts are enabled

[Watch Now](#) ▶

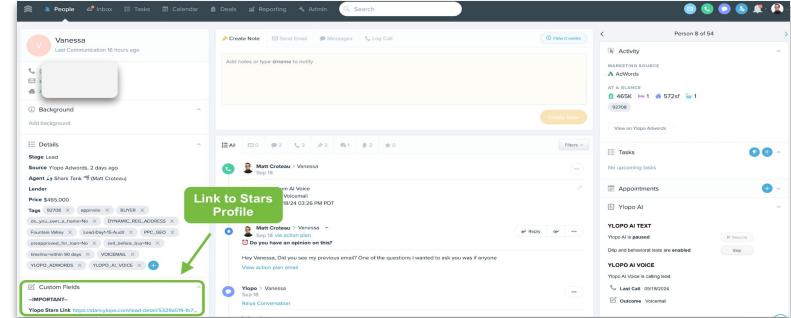
Stars: Remarketing

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



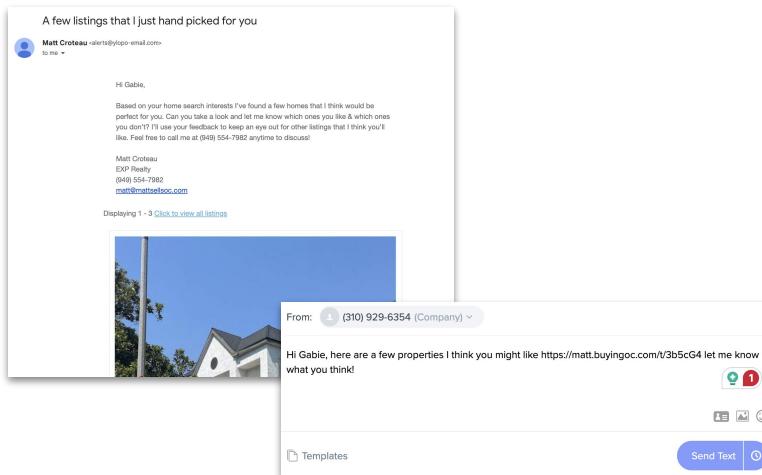
[Learn more](#)

Manage your AI Text Assistant in Stars

Watch Now

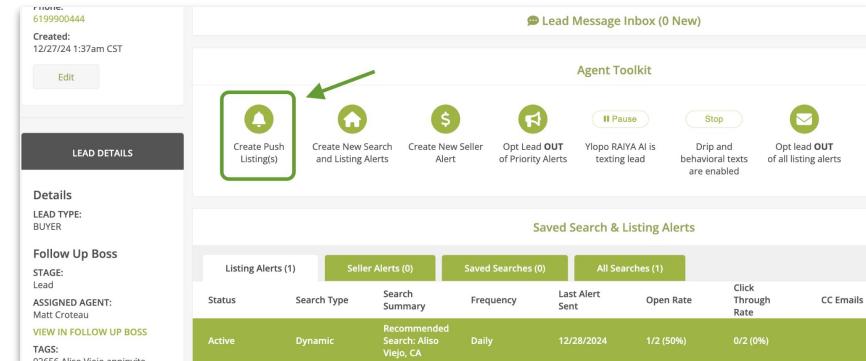
Stars: Push Listings and Push Listing Link

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

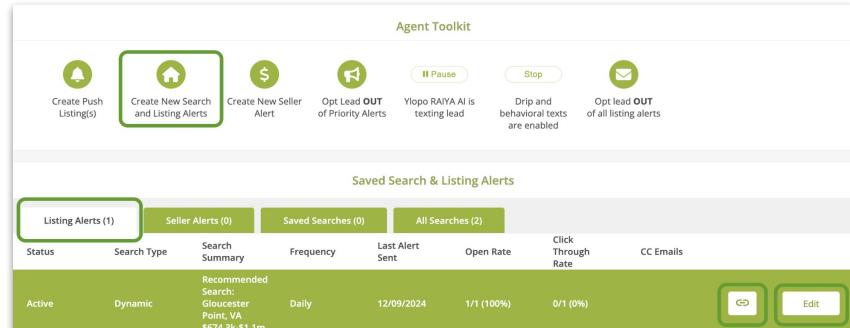
Beautiful Home With Tons Of Upgrades. Very Well Taken Care Of Property In A Fantastic Subdivision And School District. This Home Has 3 Bd, 2 Baths, A Designated Office, A Bonus And Treas!

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

#20183520

[Learn more](#)

Manage Listing Alerts in Stars



Agent Toolkit

Create Push Listing(s) Listing Alerts (1) Create New Search and Listing Alerts Seller Alerts (0) Create New Seller Alert Opt Lead OUT of Priority Alerts Pause Stop Ylopo RAIYA AI is texting lead Drip and behavioral texts are enabled Opt lead OUT of all listing alerts

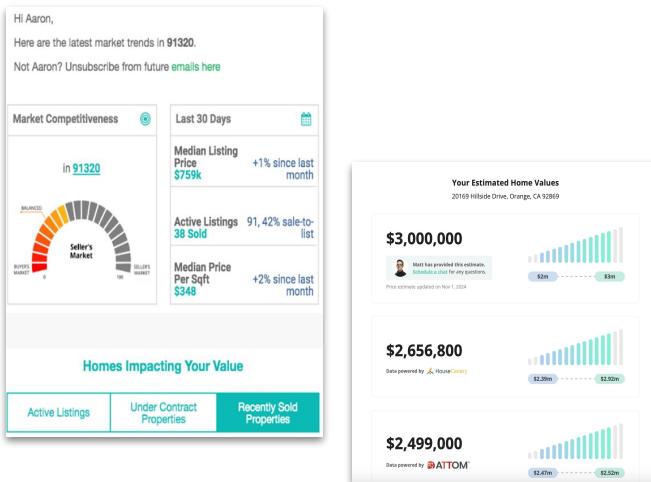
Saved Search & Listing Alerts

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%)	Go 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

SELLER DETAILS

Property Address (1 of 2)
2432 Sandfiddler Road
Virginia Beach, VA 23456
5 bd - 2 ba - 6834 sqft [Edit](#)

House Canary Estimated Value: \$3,848,100

ATTOM Estimated Value: \$3,640,017

Your Estimated Value: Add Value [View Seller Report](#)

Saved Search & Listing Alerts

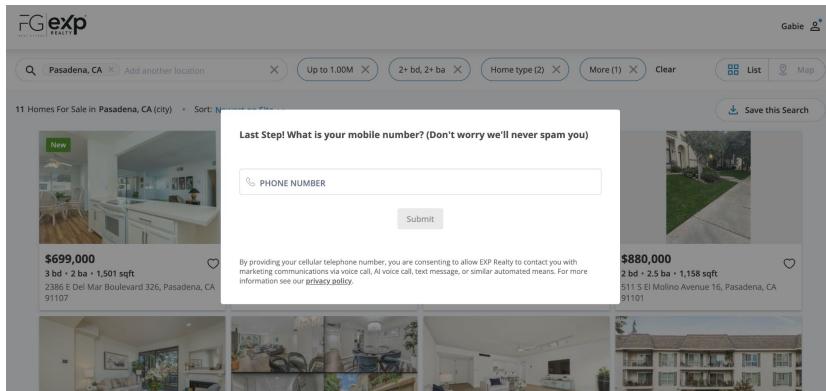
Listing Alerts (1) Seller Alerts (2) Saved Searches (0) All Searches (3)

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	Yello AVM Report	Monthly	11/22/2024	1/1 (100%)	0/1 (0%)	Edit

Watch Now

Stars: Lead Information & Bad Number Tool

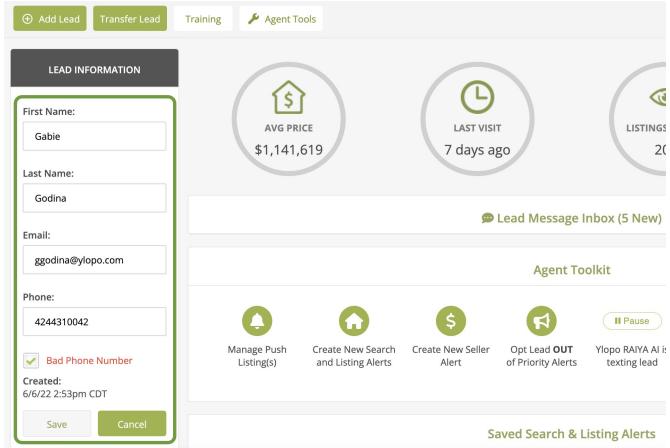
Manage lead contact info in Stars and utilize the bad number tool to get updated numbers



The screenshot shows a real estate search results page for Pasadena, CA. At the top, there are filters for location (Pasadena, CA), price (Up to 1.00M), and home type (2+ bd, 2+ ba). Below the filters, a search result for a house is displayed with a price of \$699,000. A lead capture form is overlaid on the page, asking for a mobile phone number. The form includes a "Save this Search" button and a "Submit" button. The page also shows other search results for houses in Pasadena.

[Learn More](#)

Manage Lead Information in Stars

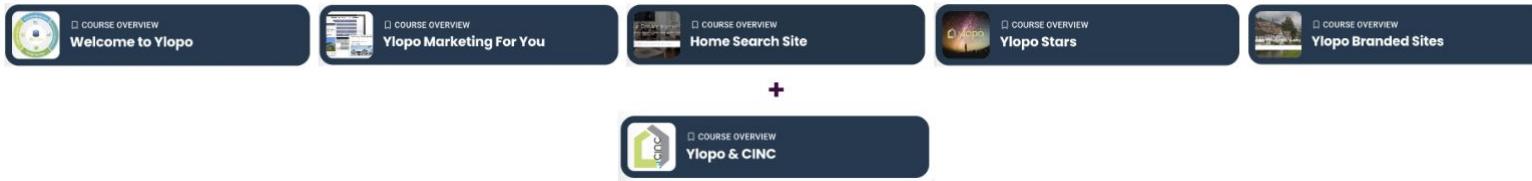


The screenshot shows the Stars software interface. At the top, there are buttons for "Add Lead", "Transfer Lead", "Training", and "Agent Tools". Below this is a "LEAD INFORMATION" form with fields for First Name (Gable), Last Name (Godina), Email (ggodina@ylopo.com), and Phone (4244310042). A checkbox for "Bad Phone Number" is checked. The form also shows the lead was created on 6/6/22 2:53pm CDT. To the right of the form, there are three circular icons: one for average price (\$1,141,619), one for last visit (7 days ago), and one for listings (20). Below these are sections for "Lead Message Inbox (5 New)", "Agent Toolkit", and "Saved Search & Listing Alerts". The "Agent Toolkit" section includes buttons for managing push notifications, creating new alerts, and creating new seller alerts. The "Saved Search & Listing Alerts" section includes a "Paused" button.

[Watch Now](#) 

Additional Ylopo Training & Coaching Resources

Online Training



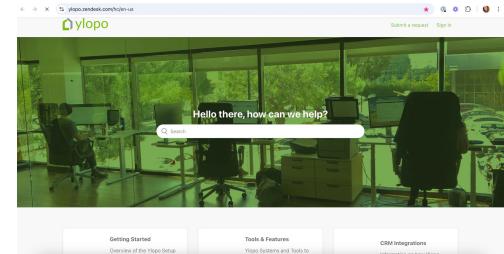
Live Training



Ylopo Support Center



Knowledge Base



Additional Ylopo Training & Coaching Resources

The image is a collage of three screenshots from the Ylopo platform, illustrating various training and coaching resources:

- Left Screenshot (Lead Detail Page):** Shows a lead record for a new client. The "Training" button in the top navigation bar is highlighted with a red box and a green arrow pointing up from the "Avg Price" icon. The lead information includes fields for First Name, Last Name, Email, Phone, and Created date.
- Middle Screenshot (Support Center Landing Page):** A landing page for Ylopo's support center. It features a banner with "Start your learning journey here!" and sections for "New Client GO LIVE BOOTCAMP", "COACHES OFFICE HOURS", "Realtors-in-Residence Office Hours", and "Lead Import Mastery". Each section includes a QR code, a brief description, and a "Register Now" button.
- Bottom Screenshot (On-Demand Training):** A section titled "On-Demand Training" featuring three course thumbnails: "Ylopo New User Training" (two people at a laptop), "AI Voice 100: Get to Know AI Voice" (a smartphone with AI icons), and "Buyer Agent Commission Mastery" (two men).