ylopo

Stars
Crash Course

Hosted every Tuesday at 1 pm PST

Training Department

2026 CHARLESTON

ylopo | **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

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
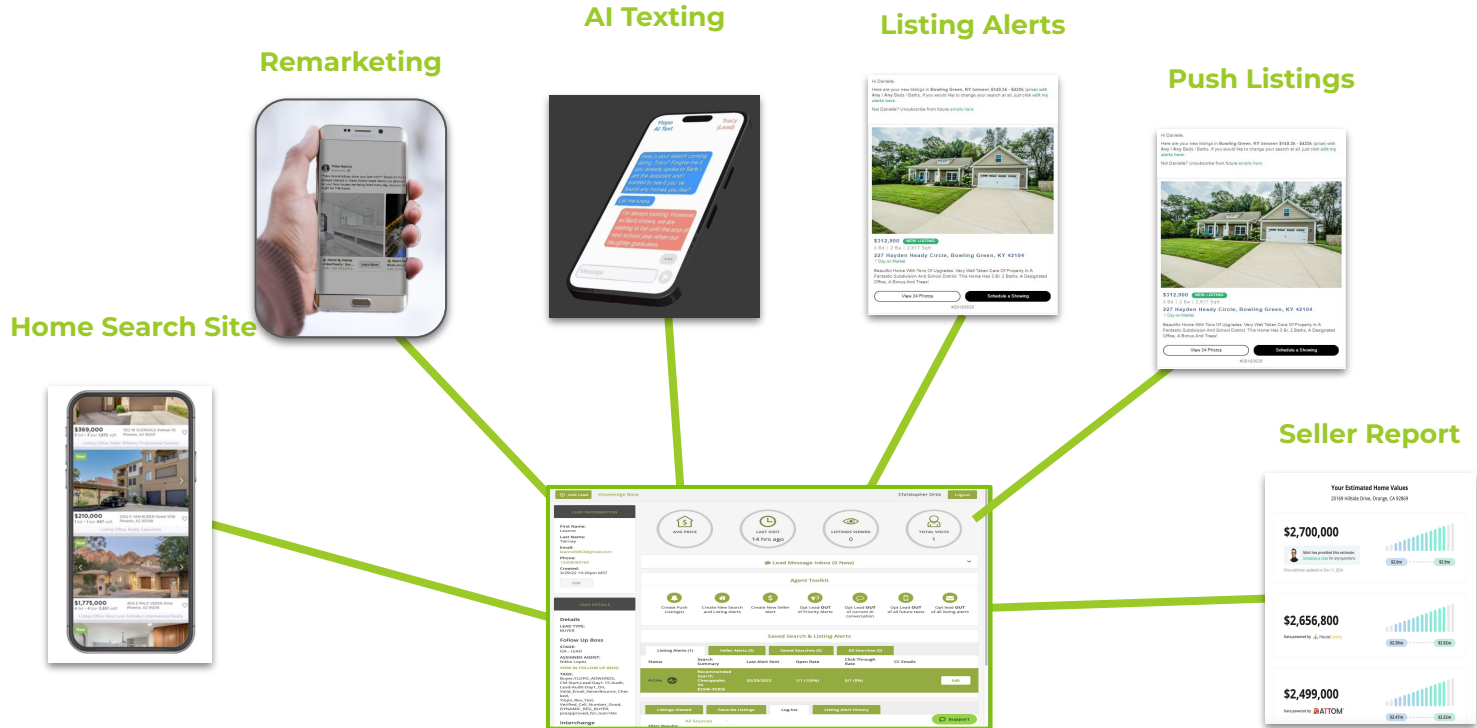
Ylopo Notifications: Priority Alerts

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. Inbox ×

notification@ylopo.com
to me ▾   10:36AM (4 hours ago)   ☆

PRIORITY LEAD ALERT: Theresa bell
Phone Number:
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 (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!

YPRIORITY 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 ×   YPRIORITY ×   +

Priority notes
added to lead profile in CRM

☰ All   ✉ 0   💬 0   📞 0   📌 5   💬 1   💧 0   ★ 0   Filters ▾

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/8N7aY

Email notification sent to agent

Ylopo Behavioral Text First Response from Brenda Wheaton
notification@ylopo.com

We sent Brenda Wheaton "Hi, Brenda? This is Local Homes Team's assistant w/ Ylopo. If you prefer I do not text you, just reply stop, but I had a note you were searching online in your search area. Have you zeroed in on any neighborhoods or school zones you'd like to move to one day?" on 8/19/24.

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 lead in RooGeeks

View in Ylopo Stars

To opt the lead out of future texts, click here!

To opt a lead back in behavioral texts, click here!

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**
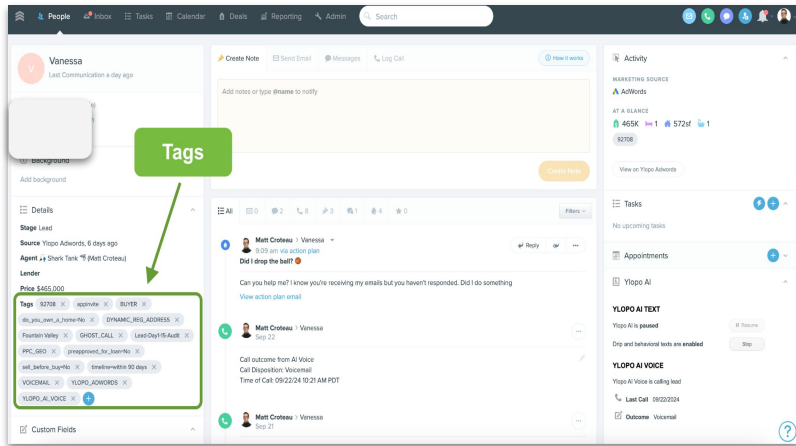
Registration tag examples:

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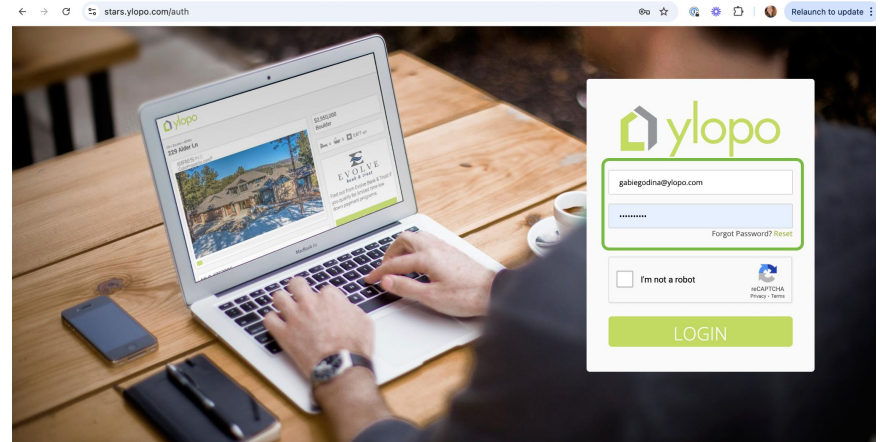
Access a lead profile in Stars to login or use the link provided. You will always access Stars from a leads Stars link in your CRM

Stars: Manually Add a Lead to Stars

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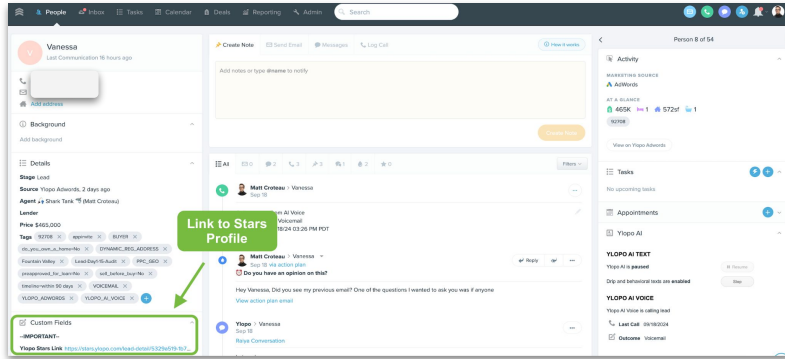
Learn More

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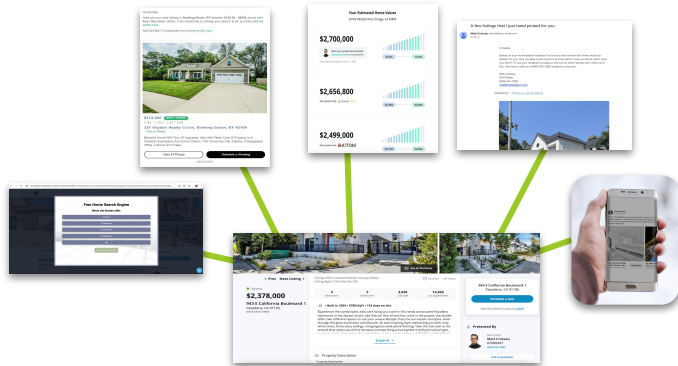
Listing alert, seller alert, AI texting and home search site activity is logged in Stars and added to the leads profile in CRM. You'll be alerted of important activity via Priority alerts.
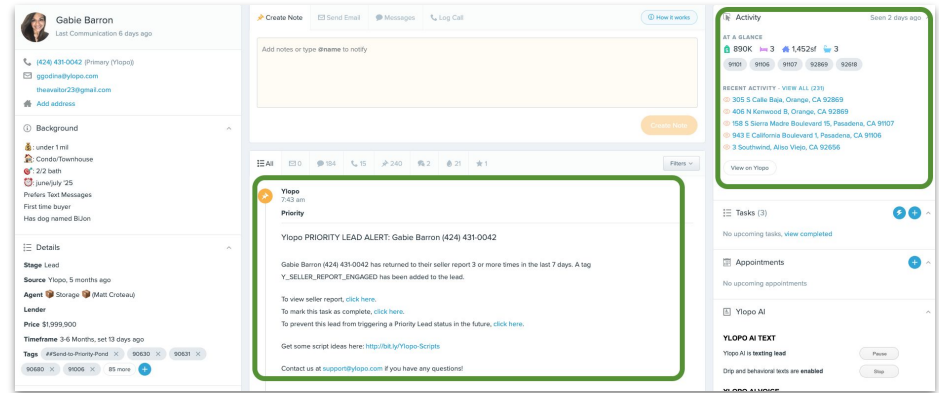
Learn More

Watch Now ▶

Stars: Remarketing

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

Leads with Stars Profiles/Links are eligible for remarketing.
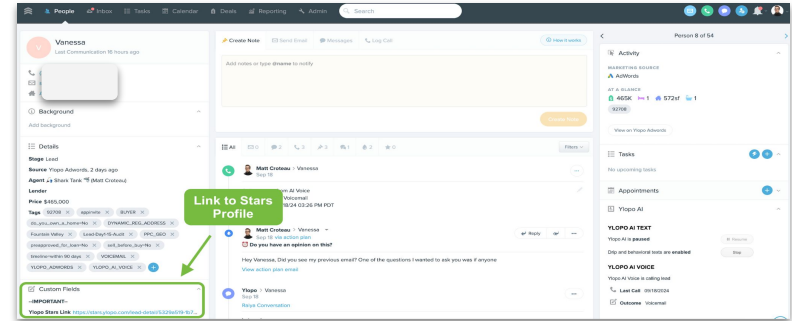
Learn More

Watch Now ▶

Stars: AI Texting

Leverage your AI text assistant to engage and nurture leads
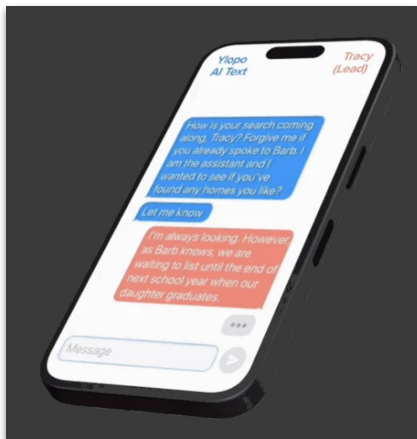
Learn more

Manage your AI Text Assistant in Stars
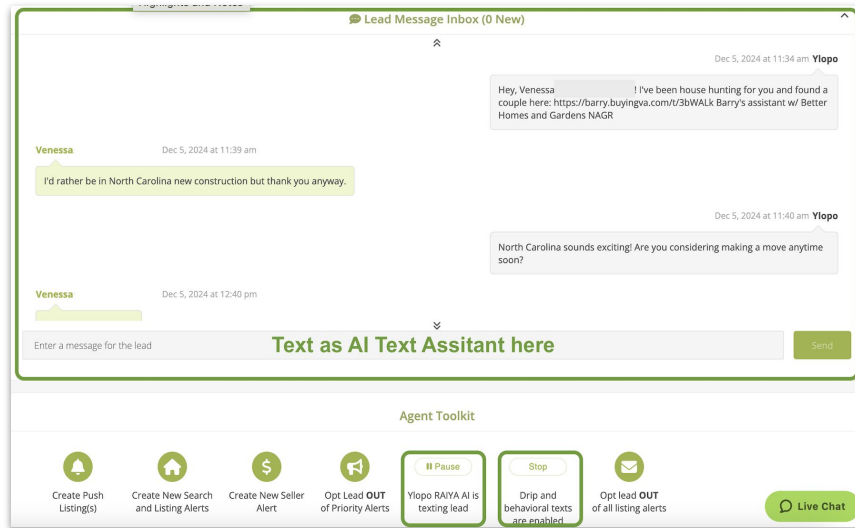
Watch Now ▶

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
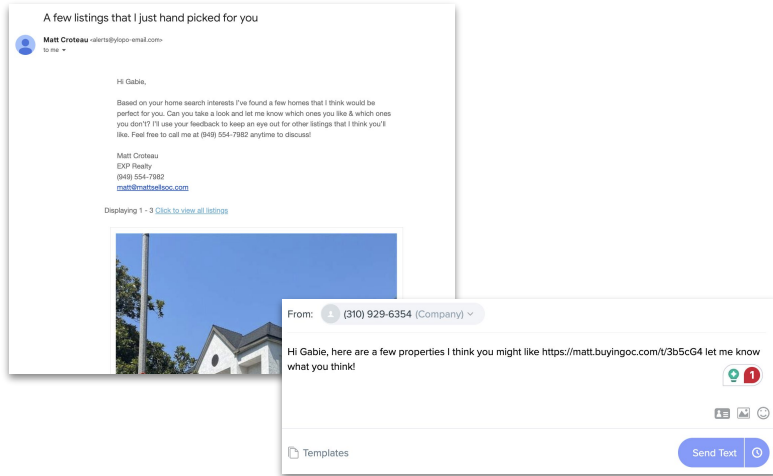
Learn More

Create and manage Push Listings with the Push Listing Tool in Stars
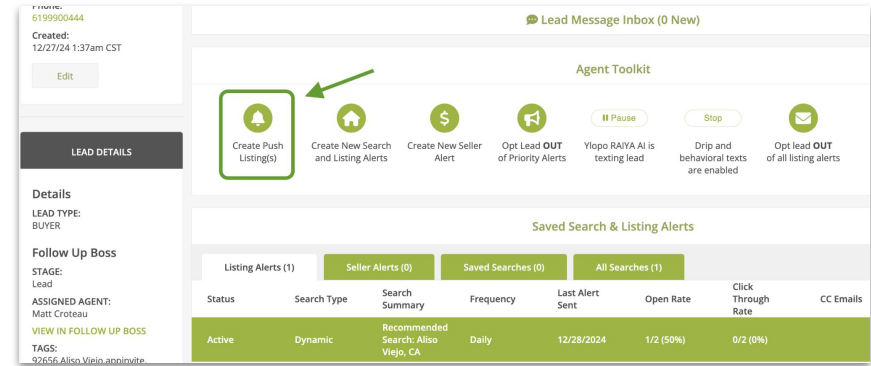
Watch Now ▶

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

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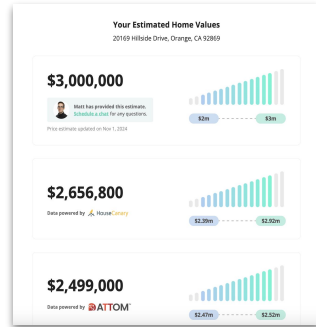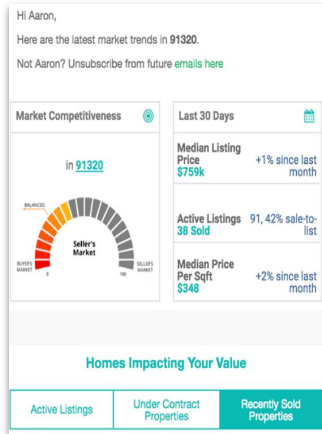
Learn more about **seller alerts**, **seller report**

Manage Seller Alerts/Seller Reports in Stars

Watch Now ▶

Stars: Lead Information & Bad Number Tool

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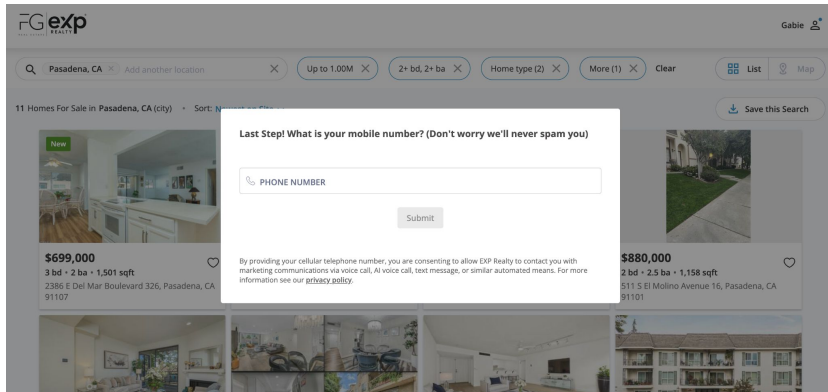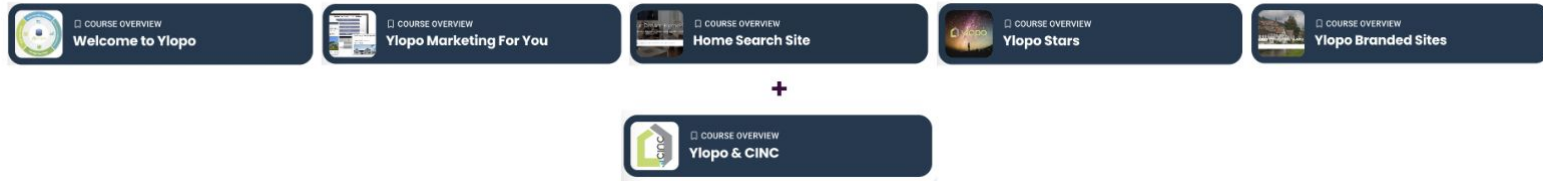

Learn More

Manage Lead Information in Stars
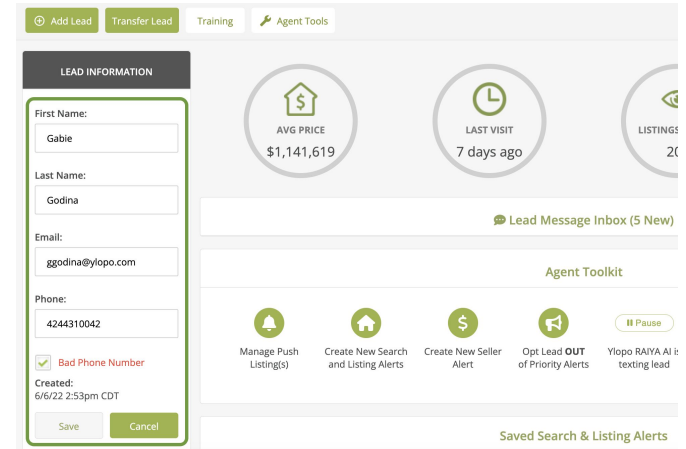
Watch Now ▶

Additional **Ylopo Training & Coaching** Resources
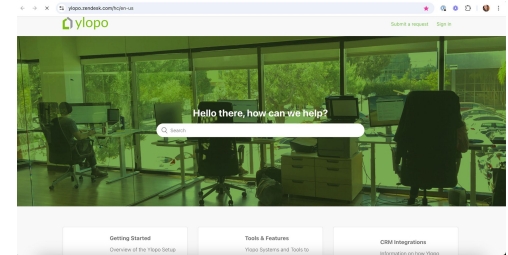
Online Training

COURSE OVERVIEW
Welcome to Ylopo

COURSE OVERVIEW
Ylopo Marketing For You

COURSE OVERVIEW
Home Search Site

COURSE OVERVIEW
Ylopo Stars

COURSE OVERVIEW
Ylopo Branded Sites

+

COURSE OVERVIEW
Ylopo & CINC

Live Training

Ylopo Support Center
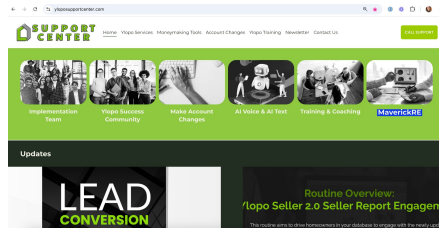
Knowledge Base

Additional **Ylopo Training & Coaching** Resources