

How to Generate a Ylopo Seller Report

Important Terms:

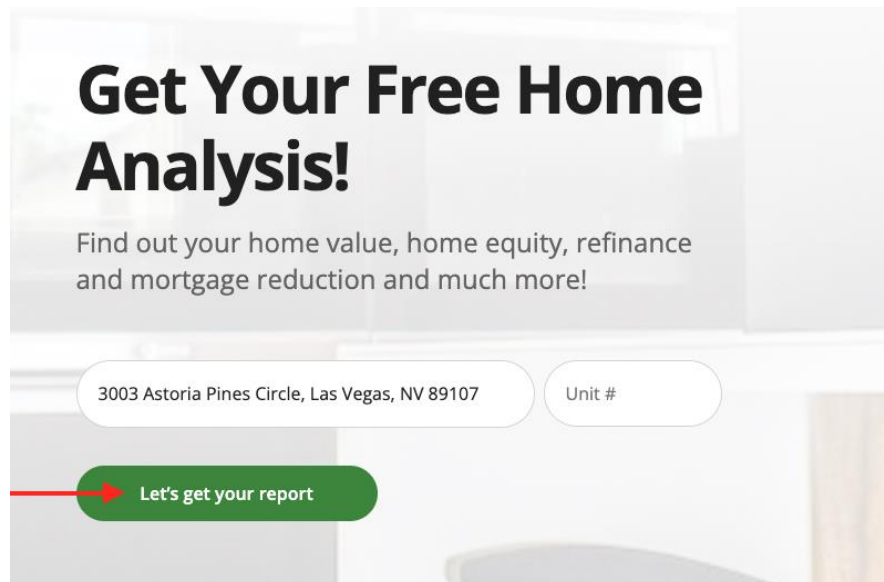
Seller Alert - The email Ylopo sends to your leads on your behalf containing information relevant to potential seller leads, such as market trends data and homes that directly impact a consumer's home value. If your lead has a property address, their seller alert will also contain the link to their home value estimation report, also known as the seller report.

Seller Report - A report that uses an algorithm called Automated Valuation Model (AVM) to provide an estimated value of a property. The AVM uses varied data points, such as recent sales of comparable properties, property characteristics, location factors, and market trends, to generate a valuation report. The Ylopo Seller Report can be accessed by your leads by clicking the link in the seller alert email. Each Seller Report has a full URL that is updated automatically.

Generate a Seller Report Through Your Ylopo Sites

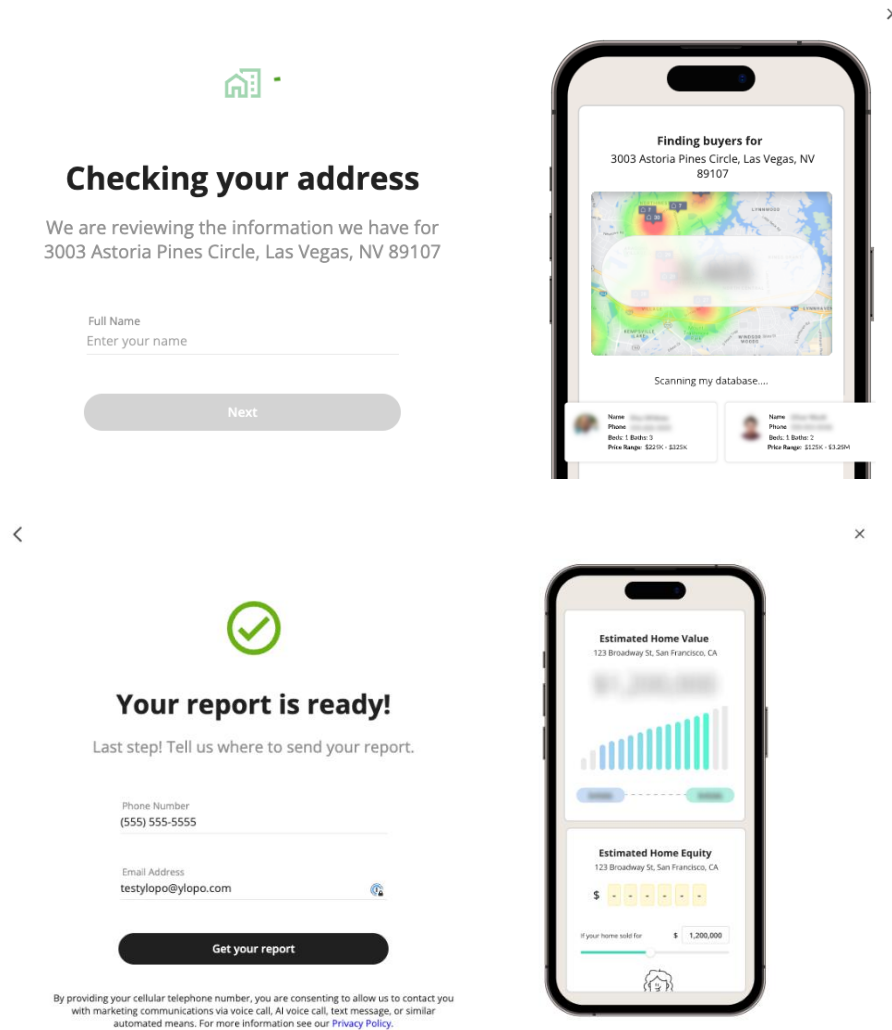
You or your lead have the ability to set up a seller report via your Ylopo websites.

1. Go to your seller page by adding /seller at the end of the URL (e.g., search.youryloposite.com/seller) or go to your Branded Site's home valuation page (e.g., yourbrandedsite.com/home-valuation).
2. Enter the property address on the field and click the "Let's get your report" button.



The image shows a screenshot of a web form titled "Get Your Free Home Analysis!". Below the title, it says "Find out your home value, home equity, refinance and mortgage reduction and much more!". There are two input fields: one for the address "3003 Astoria Pines Circle, Las Vegas, NV 89107" and one for "Unit #". A green button with a white arrow pointing right and the text "Let's get your report" is positioned below the address field.

3. You will be asked to enter your name, phone number and email address before you are taken to the seller report.



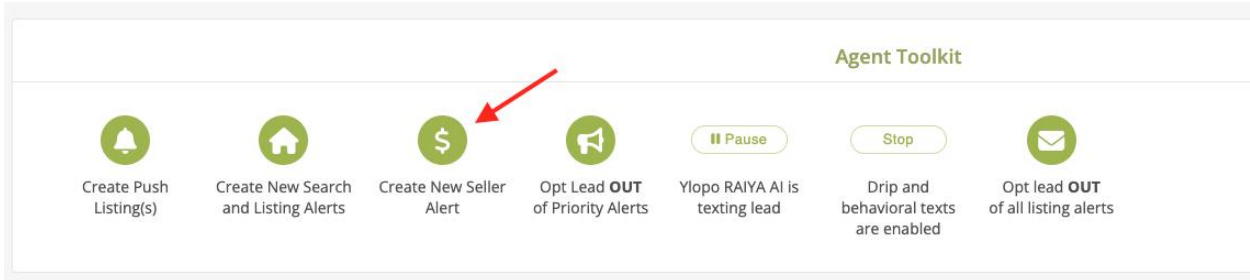
4. After submitting your contact information, you will then be automatically taken to the Seller Report page. Learn more about the new Seller Report here.

Generate a Seller Report Through Ylopo Stars

Agents can also create a seller alert through Stars.

1. Click on the lead's Stars link. You can find this link in a custom field or in a note, depending on the CRM you're using.

2. On the Ylopo Stars page, go to the Agent Toolkit section. Click "Create New Seller Alert"



3. Add a label (note that this is just an internal label and what you type in this field will not be visible in the seller alert email), the property address and zip code. Check the box named "Active" and then select the send Frequency you want. Once you've filled out all the required fields, click the "Create Seller Alert" button. Your lead will then receive the seller alert email shortly afterwards, where they can access the seller report.

The screenshot shows the 'Create A Seller Alert' form. It has the following fields and settings:

- Label:** A text input field containing 'Seller Alert 1'.
- Zipcode:** A text input field containing '89107'.
- Address:** A text input field containing '3008 Astoria Pines Circle, Las Vegas, NV' and a 'Unit #' field.
- Alert Settings:**
 - Active:** A checkbox that is checked.
 - Frequency:** A dropdown menu set to 'Weekly'.
 - CC Emails:** An empty text input field.

At the bottom right, there is a green 'Create Seller Alert' button with a bell icon and a red 'Cancel' button. A red arrow points to the 'Create Seller Alert' button.

Note: You may still send seller alerts to leads even if you don't have their address as long as you have the zip code. However, the seller alert will not contain a seller report; it will only show the default information.

How do I view my lead's the seller report?



- A new section has been added to the lead Stars page for the seller reports.

The screenshot shows a user interface for a lead's profile. At the top, there are buttons for 'Add Lead' and 'Training'. The main content is divided into two columns. The left column is titled 'LEAD INFORMATION' and contains fields for First Name (Ben), Last Name (Arwin), Email (ben+person1@ylopo.com), Phone (7345551212), and Created (6/22/15 12:12pm PDT), with an 'Edit' button below. The right column features a large circular graphic with a house icon and a dollar sign, labeled 'AVG PRICE \$10,002,569'. Below this are three action buttons: 'Manage Push Listing(s)', 'Create New Search and Listing Alerts', and 'Create New Alerts'. A red box highlights the 'SELLER DETAILS' section, which lists two property addresses with their estimated values and 'View Seller Report' buttons. The bottom right shows a table with 'Listing Alerts (11)' and 'Seller Alerts (4)' tabs, and a table with columns for Status, Search Type, and Search.

Status	Search Type	Search
Active	Lead Defined	San San CA, Bat <\$1

- This section can show up to two reports at a time. It will include the address, the estimated value, and a button to access the agent-facing seller report.

- This report access link is also available in the Seller Alerts section.

Saved Search &				
Listing Alerts (11)	Seller Alerts (4)	Saved Searches (2)	All Searches (110)	
Status	Search Type	Search Summary	Frequency	Last Alert Sent
Active	Seller Alert	3rd address (90504)	Weekly	
Paused	Seller Alert	my third seller alert (18431)	Weekly	
Active View Report 	Seller Alert	Push Notification 2016-10-06T18:28:14.758Z (undefined)		10/06/2016
Unsubscribed View Report 	Seller Alert	Recommended Search (undefined): San Antonio, TX 78253, 4+ Beds, 3+ Baths \$228.7k-\$309.4k	Daily	02/19/2019

Important Note: Currently, the link to the seller report will only appear in Stars and in the FUB custom field *after the lead has clicked on and viewed the report*.

Our Product Team is working on fixing this bug so that the seller report link is made available as soon as a seller alert is created.