



FIELD GUIDE

“Your companion guide to success on the Ylopo Platform”

By Professor Barry Jenkins





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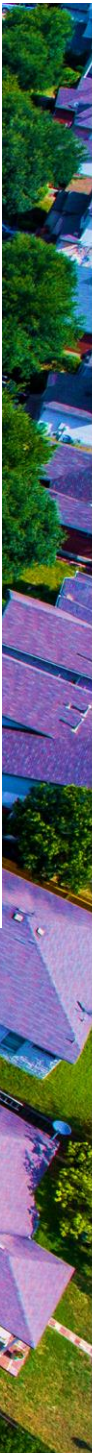
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YLOPO GLOSSARY OF TERMS

Here is a quick "cheat-sheet" of Ylopo's commonly used terms. Many have links to more detailed articles. Not seeing what you're looking for? Let us know and we'll add it to the list!



BAM BOX

Branded Advertising or Messaging (BAM) box appearing interspersed between search results. bit.ly/BAMBox



BEHAVIORAL TEXT

A text sent on your behalf to a lead due to recent site engagement. This message comes from your "assistant". bit.ly/BehavioralTexting



CRM

CRM is Customer Relationship Management Software. A CRM should help you organize your database and make your follow up of leads much easier. <https://www.ylopo.com/crm-integration>



CUSTOM OFFER

A custom promotion to be used in BAM box advertising on your search site. You can submit your Custom Offer for us to add to your site here: bit.ly/YlopoCustomOffers



DAILY FOLLOW UP

The recommended actions that an agent takes each day to follow up with leads. bit.ly/LeadFollowup



DOMAIN (NAME)

The URL name used for your websites, for example: bestylopo homes.com. bit.ly/YlopoDomainName



DRIP CAMPAIGN

Pre-made content that can be automated and delivered to a lead over time to stay top of mind. We've made several for you which you can find in your CRM or request from Support. bit.ly/YlopoDripCampaign



DYNAMIC ADS

Ads that change based on the lead's buying behavior. With Ylopo, the ads match the buyer's home search and as the lead changes their search the ads will change as well. bit.ly/DynamicAdsYlopo



LISTING ALERT

A Listing Alert is a daily or weekly email that we send to your lead based on their search criteria. Ylopo will dynamically modify the Listing Alerts, or you can manually change the search criteria from Stars. bit.ly/YlopoAlerts



FUB

Short for Follow Up Boss. It is a sales-focused CRM and real estate software that enables users to track, organize and convert leads into clients through a centralized system. One of our most recommended platforms that works well with Ylopo.



GENERIC OFFER

A Ylopo-provided promotion to be used in BAM box advertising on your search site



IDX AGREEMENT/PAPERWORK

Any agreements or authorizations required by your MLS to allow you and Ylopo to display listing data on your search and branded sites. bit.ly/YlopoIDXProcess

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LIONDESK

LionDesk is a CRM service prepared and designed for real estate professionals. This is one of our recommended platforms that works well with Ylopo



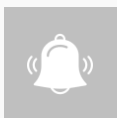
LISTING ROCKET

Our program for advertising your listings on Facebook to generate Ylopo leads. bit.ly/DynamicAdsYlopo



MARKET TRENDS

A quick report of market trends in your lead's search area that appears when they view a listing from our Listing Alerts or a community on your Branded Site. bit.ly/YlopoMarketTrends



PRIORITY LEAD

Ylopo is monitoring your lead's behavior while they are on your Search Site. Once the lead does something significant, you are alerted via text, email, and notification within your CRM. bit.ly/YlopoPriorityLeads



PUSH LISTINGS

An agent can hand pick listings to send a lead instantly via text or email using our Push Listing tool. bit.ly/PushListing



REMARKETING ADS

All leads, from all sources, imported into Ylopo can receive remarketing ads. This is one of the most powerful features Ylopo offers as these remarketing ads have proven to bring leads back to your website daily. bit.ly/SetupRemarketing



ROUND ROBIN

A lead distribution setup where a number of agents all receive an equal number of leads, with one assigned to each group member before another lead is assigned to the first member. bit.ly/RoundRobinFUB



SEARCH WIDGET

A piece of code you can use to connect to your Ylopo Branded site or non-Ylopo website. bit.ly/YlopoSearchWidget



SELLER SUITE

A Suite of Seller/Home owner tools related to seller lead gen and nurture.



SOCIAL MEDIA LEAD

A lead developed through social media advertising



SPHERE IMPORT

Ylopo will import ALL of your Facebook friends (name/email/phone) into your CRM. Then, Ylopo runs an ad to your sphere and alerts you when someone engages with your home search site. (Note: agents/out-of-area sphere are excluded from ads). <https://www.ylopo.com/sphereimport>

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STARS AND YLOPO STARS

Think of Stars as a "deep dive" into a lead's search behavior, searches, and other analytics on the lead. Use this section when it's time to really focus on a lead. bit.ly/YlopoStars



USP

Unique Selling Proposition - Something that sets you apart like a special offer! Here is link of Brian Curtis' Insight: Key USPs bit.ly/USPInsights



YLOPO ACTION PLAN

A drip campaign created by Ylopo. bit.ly/ActionPlanFUB



YLOPO BRANDED SITE

Your custom digital marketing platform for your own use, with local SEO. bit.ly/BrandedSiteTrailer



YLOPO HOME SEARCH SITE

Site we use to generate leads for you, less customizable than a branded site. bit.ly/HomeSearchSiteOverview



YLOPO SUCCESS COMMUNITY

Our private Facebook group for sharing tips, strategies and success stories. Request to join: bit.ly/YlopoSuccessGroupFacebook



TAGS

Think of tags as those pink sticky notes on different pages in a book you are studying. They help label/group leads into categories for easy search and organization. You can also use tags as a "trigger" for different processes with Ylopo. Important tags like BAD_NUMBER AND Y_IMPORT bit.ly/YlopoTags



TEXT TEMPLATES

Many of these are used in the drips we've created. However, we have curated 50 text messages that are sure to get a response! bit.ly/YlopoTextTemplates



YLOPO SMART LIST

A Follow Up Boss list created by Ylopo to help you find your new and most active leads and follow up with them. bit.ly/SmartListFUB

CRM INTEGRATIONS WITH YLOPO

Customer relationship management (CRM) software is the tool every agent must master if they are going to work online leads well. CRMs allow you to manage client interactions and communication, streamline data, and organize tasks—it's no wonder that successful agents put so much thought into selecting and setting up their CRM systems.

Professor Jenkins believes that CRM mastery is one of the most important aspects of an agent's business. Your CRM should enable you to parse through all your data to better focus on the leads in your database that are behaving like interested buyers.

In the following sections Professor Jenkins covers our two deepest integrations with CRM systems: Follow Up Boss and LionDesk, and outlines how his team uses these CRMs with Ylopo.

CRM Integrations with Ylopo: Rather than being an all-in-one system, Ylopo is a one-to-many marketing platform. This means you are not “stuck” with a Ylopo built CRM, but you can choose from among the CRMs with which Ylopo has built an integration. Please click this link to see a summary of the many CRM integrations we currently offer and what features you can access with each. We are ALWAYS adding new CRM's to this list!
<https://www.ylopo.com/crm-integration>





LIONDESK



Watch Professor Jenkins' walk-through of daily follow up in Lion Desk via this link [bit.ly/FieldGuideLiondesk] or via the QR code on the left.

LionDesk is a robust CRM with an incredibly deep Ylopo integration! Below is a short summary of features:

LIONDESK USERS' FAVORITE FEATURES:

- Mass Texting
- Integrated Power Dialer
- Video Texting
- Robust Mobile App
- Drip Texts with highly detailed features
- Deep integration with Ylopo

LIONDESK USERS OFTEN REQUESTED FEATURE CHANGES:

- User interface changes
- More intuitive search filters

FOLLOW UP BOSS



Watch Professor Jenkins' walk-through of daily follow up in Follow Up Boss via this link [bit.ly/FieldGuideFUB] or via the QR code on the right.

Follow up Boss is a CRM with one of the deepest integrations available with Ylopo. Below is a short summary of features:

FOLLOW UP BOSS FAVORITE FEATURES:

- Simple User Interface
- Robust Mobile App
- Deep integrations with Ylopo and many different real estate vendors
- Very Detailed search filters

FOLLOW UP BOSS USER OFTEN REQUESTED FEATURE CHANGES:

- Mass Texting
- Drip Texting



SALES TRAINING



STARS TRAINING

Saved Searches

Helpful to occasionally edit a lead's search

More Details: <http://bit.ly/YlopoStarsListingAlerts>

Add Leads

Great shortcut to add a lead to both Stars and your CRM at once. Helpful for open house leads

More Details: <http://bit.ly/YlopoStarsLead>

Push Listings

Great value-add for a lead. Text or email hand-selected listings.

More Details: <http://bit.ly/PushListing>



DAILY PLAN OF ACTION

STEP
01

New Lead
Follow up

STEP
02

YPriority
Task Follow up

STEP
03

Filter date lead
was created
and the last
time they
visited your
website

TRAINING OPPORTUNITIES

New User Training

Several sessions a week of training for new users by Professor Barry

<http://bit.ly/YlopoNewUserTraining>

Office Hours

Join Professor Jenkins for his weekly Office Hours every Wednesday at 12pm EST. Come with questions!

<http://bit.ly/BarryOfficeHours>

Fast Track to ROI Workshop

Check the Ylopo Success Community for upcoming webinars. Below, review our past webinars on how to maximize your ROI with Ylopo.

Fast Track to ROI for clients with databases of OVER 1k leads
<https://bit.ly/ROIOver1K>



Ylopo Success Community

One of the BEST Facebook Groups in the Internet!

<http://bit.ly/YlopoSuccessGroupFacebook>

Ylopo Knowledge Base

Explore help desk articles and tutorials. Not finding what you're looking for? Suggest an article by emailing support@ylopo.com!

<http://bit.ly/YlopoKnowledgebase>

Fast Track to ROI for clients with databases UNDER 1k leads
<https://bit.ly/ROIUnder1K>



YLOPO FEATURES AGENTS LOVE

01

Splash Page

Add this URL to any page on your Branded Site to turn it into a forced registration page
"?splashMoreHomes=t".

Watch the Splash Page Tutorial via this link: bit.ly/SplashPageYlopo

02

Open House Tool

Use this tool to create a digital open house registration page for any listing. It will automatically import registrants into your CRM for ads and Listing Alerts!

Watch the Open House Tool Tutorial via this link: bit.ly/YlopoOpenHouseRegistration

03

Review Engine

Use this tool to request reviews from your past clients, and it automatically filters bad reviews. You may also prompt your clients to post to the big review websites.

Watch the Ylopo Review Engine Tutorial via this link: bit.ly/YlopoReviewEngine

04

Single Property Websites

Make your sellers happy you made a landing page!

Watch Ge's walk through video here: bit.ly/SinglePropertyWebsites

05

Bad Number Prompt

Use this feature on all your leads that have a bad number! It will force the lead to input a new number when they revisit the site

Watch the Bad number prompt Tutorial via this link: bit.ly/BadPhoneNumberTag

Watch the Webinar on Bad Number Prompt via this link: bit.ly/YlopoBadNumberFeature

06

URL for forced registration

Use this tool to force register after a certain number of listings viewed!

Example: If you want a lead to have to register after seeing 4 listings on your site, add the following at the end of the website url: **&LVL=4** and if you want to limit the page views to 2 on your search site you can use the following at the end of your url: **&PVL=2** You can make this limit any number you want.

Watch the URL Registration Tutorial via this link: bit.ly/ForcedRegistrationVideo

