

## Getting Started

Welcome to Market Leader! We look forward to helping you build your profitability. It's important to get off to a strong start, so please use this guide to quickly set up your new Market Leader system!

### Sign in to your Market Leader account

1. Open a web browser and type in your website address (e.g., [www.MyWebsite.com](http://www.MyWebsite.com)).
2. Scroll to the *bottom* of your webpage and click **Admin Login**.
3. Enter your username and password and click **Login**.

To complete the steps below, click **Admin** in the top menu. Then click the link with the relevant words in bold. E.g., to set up your IDX feed (first step below), click **MLS Administration** in the Admin section.

We're here to support you! For assistance, please feel free to use accompanying video tutorials in the Getting Started section found here: <http://marketleader.com/broker-steps-to-success>

### Agent Checklist:

- Customize your **Email Signature** (Go to the Email tab, click on Email Signature)
  - Note: There's no accompanying video for this item.
- Customize your **Account Settings** (Go to the My Account tab, click on Settings)
  - This ensures your contact information, photo and listings get featured on your website and marketing materials.
- Add up to three notification **Alerts**
  - This will notify you immediately when you get new leads and new emails.

### Admin Checklist:

- Complete the three action items listed above (Email Signature, Account Settings and Alerts)
- Set up your IDX feed from your **MLS** to your website
  - This enables all listings in your MLS to display on your website so you can capture more buyers
- Upload your website **Site Images**
  - This allows you to personalize and brand your website by changing your banner and logo.
- Customize **General Info**
  - Confirm your office information is correct and adjust the time zone to your area.
- Customize your website text (**Main Text**, **Sell Text**, and **Titles and Descriptions**)
  - Write unique content so your site can place high on Google and other search engine results.
- Select **Listing Search Fields** for your website
  - Check all fields except those your MLS does not send to your Market Leader system.
- Customize your **Communities Served**
  - On your home page, this will display a list of communities that you work. The zip codes you enter will also populate your Market Insider tab. Add custom text for each page to improve SEO.
- Confirm MLS **Listing Search Areas** is set at "Allow visitors to search all areas"
  - This allows your website visitors to see all listings in your MLS.
- Select your **Listing Address** display
  - Choose whether you wish to show listing addresses to prospects and clients viewing your site.
- Choose your **Consumer Site Theme**

**Next Steps: Master Section 2, Your First Leads!**

