Getting Started with Essentials

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).
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 the images on your website, click **Site Images** 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/agent-steps-to-success

Day 1-2

☐ Upload your website **Site Images**
- This allows you to personalize and brand your website by changing your banner and logo.

☐ Add up to three notification **Alerts**
- This will notify you immediately when you get new leads and new emails.

☐ Customize **General Info**
- Confirm your office information is correct and adjust the time zone to your area.

☐ Customize your **My Account Settings** (Go to the My Account tab, click on Settings)
- This ensures your contact information and photo get featured on your website and marketing materials.

☐ Customize you're **My Account Billing and Shipping** (Go to the My Account tab, click on Billing and Shipping)
- This ensures you've identified the payment method you prefer to use to pay for your subscription. This also lets you select a different payment method for your Marketing Center purchases as well.

Week 1

☐ 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.

☐ Customize your **Email Signature** (Go to the Email tab, click on Email Signature)

☐ 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 (for US customers). Add custom text for each page to improve SEO.

Next Steps: Master Section 2, Your First Leads!

market leader.