

Imagine closing  
*up to 9x more*  
transactions this year.

***NO. DON'T IMAGINE.***

**Make it happen** with Market Leader.

market leader<sup>®</sup>

# Close up to 9x more transactions with Market Leader.

To be a successful real estate agent, you have to generate new leads every month. But it's hard to juggle every part of your business and still meet your transaction goals. With Market Leader, you manage and engage all of your leads in one place, while you continue to grow your client base.

**Real estate professionals using Market Leader close up to 9X more transactions by following these three habits. Incorporate all three into your daily routine to maximize your success.**

## Habit #1: Get 40 new leads per month.

Successful agents don't rely on just referrals and open houses to fuel their business. To achieve your monthly transaction goals, you need new home buyers and sellers from many different sources:



### Capture leads with your website

Market Leader Professional add-ons to eEdge include a personalized, "vanity URL," search widgets to drive online traffic, and a mobile-optimized version of your website help you attract more consumers.



### Secure a guaranteed number of exclusive leads

**Leads Direct:** Our targeted advertising program brings a guaranteed number of online buyers and sellers straight to your personally-branded website from Market Leader through Google, Bing, and other Internet search engines.



**HouseValues.com:** HouseValues.com gives you a guaranteed number of exclusive seller leads each month. You're notified the moment a new seller lead is added to your Market Leader system.



### Purchase leads from other lead sources

Leads from many of the most popular sources—including Trulia, Zillow, and Realtor.com—can be funneled directly into your Market Leader system. This allows you to conveniently manage and engage all of your leads, regardless of their source, in one location.

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## Habit #2: Be the first to respond to leads.

In real estate, speed wins—66% of home buyers choose the first agent to respond to their inquiry. That's why it's crucial that leads come straight to you, wherever you are, on any device.



### Know your buyer and seller leads

Every time a lead visits your website, that data is collected and displayed to you in your Market Leader Pro system. Successful agents check frequently to learn their leads' latest search preferences, and proactively reach out with relevant information.



### You're mobile. Your office should be, too

With eEdge On the Go, you can respond to new leads immediately, know what they're looking for, follow up, set a reminder or appointment, and more—all from your mobile device.

## Habit #3: Engage leads with listing alerts & campaigns.

Market Leader gives you access to details about every lead's home search. Respond to your hottest leads with relevant information and stay top-of-mind until they're ready to buy and sell.



### Automatically send buyers relevant information

Sign up your leads for listing alerts and they'll receive notifications for homes that match their real estate searches. Plus, Market Leader Pro helps you provide Market Insider resources and engage leads with reports of home sales, trends, and demographics of their favorite neighborhoods.



### Keep it simple with multi-touch campaigns

Your system offers powerful myMarketing tools that help you stay in front of every contact. Choose thousands of postcard and email designs that you can personalize and send in just a few clicks. With Pro, we make it easy to launch effective campaigns using our "set it and forget" technology.

## Market Leader helps you succeed.

Market Leader doesn't sell you a product and send you on your way. We team up with you to maximize your success.

- **Live daily training** opportunities help you use your system more effectively.
- **Weekly Power Hour** live webinars share industry best practices.
- The **Training & Support Portal** offers expert tips, tutorials, and guides.
- Our **Million Dollar Pipeline Program** provides additional coaching to meet your monthly transaction goals.

# *MAKE IT HAPPEN.*

Get more leads, be more efficient,  
and make more money in the process.

Be the first agent to respond—armed with lead insight, relevant data, and marketing strategies that are sure to win clients. With Market Leader, you'll get the jump on competitors and have all the right tools, both at your desk and on the go, to quickly follow up and keep leads engaged. One system serves as your virtual assistant, positioning you as the real estate expert. **Don't just imagine closing 9X more transactions this year. Make it happen with Market Leader.**

