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).
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/agent-steps-to-success.

Day 1-2

- ☐ 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.
- ☐ 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, photo and listings get featured on your website and marketing materials.

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.
- ☐ Select **Listing Search Fields** for your website
    - Check all fields except those your MLS does not send to your Market Leader system.
- ☐ Customize your **Email Signature** (Go to the Email tab, click on Email Signature)

Be the Expert!

- ☐ 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!

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