Market Leader Success: A Team Effort

Managing broker Don Guderjohn founded EXIT Real Estate North in Spokane, Washington in 2006, right when the local real estate market was starting its free fall. With budgets tight and success on the line, Don knew that every strategy he employed to grow his business needed to be smart, well planned, and offer a huge return on investment. So, when he heard about Market Leader from a fellow broker in Montana, he signed up within 24 hours and started seeing results almost immediately.

“Within the first two weeks, we actually got a client who bought one of our agent’s listings, and were able to double-side the deal,” he says. “That’s when we knew this was going to work.”

However, finding success with Business Suite and Leads Direct, the Market Leader program that provides a guaranteed number of online leads every month, was going to take more than one sale—he was going to need to get his most successful agents on board.

It was a big change for most of our agents,” he explains. “We have some experienced agents who are used to getting clients in old, traditional ways—open houses, direct mail, door knocking—that type of thing.”

So, Don embarked on a journey to discover how he could get the support of his agents in utilizing—and paying for—Market Leader’s tools and leads.

He started by calling around to other brokerages that were using Market Leader to ask for tips.

“What I kept hearing was the importance of holding your agents accountable,” he says. “So we built that into our model and it’s been working really well.”

Sharing the responsibility

Don knew that in order to provide his agents with Market Leader’s tools, in addition to plenty of guaranteed leads each month, they would all need to work together to pay for it. He initially found that other brokerages were charging their agents $350 to $500 a month, plus up to one percent of every deal, and he thought that was too much.
“We had a meeting with our agents and I asked them what they thought would be reasonable and fair,” he says. “We have a contract and they have agreed to being held accountable, checking the site twice a day, and paying $200 a month, plus $150 every time they close a Business Suite lead.”

Don says that he hasn’t had much trouble with getting agents to hold up their end of the agreement, as he selected a group of his most engaged, top agents to be part of the program, and they know it’s a privilege to participate.

**Focusing on agent ROI**

EXIT Realty’s agents are dedicated to working with Market Leader not only because of the money they’re investing every month, but because of the money they’re getting back out of the system. Don estimates the average agent in his Market Leader program is doing an additional six to 12 closings a year, with an average return on the $200 a month investment of a whopping 1,300 percent.

And that’s just the average. A few of Don’s agents have truly become experts in generating, converting, and closing leads in Business Suite, including EXIT’s top agent, Barbara Frye.

“Through November 30, 2013, I have paid $7,200 for my Market Leader leads and have grossed $231,057 in closed production, leaving me with a 3,109 percent return on my investment,” Barbara says. “Because of Market Leader, I had the best year ever in 2013!”

So what exactly does she do with her system to close so many leads?

Barbara finds that the leads she purchases from Market Leader are easy to engage with and receptive to her marketing efforts, when she allows herself plenty of time in her day to work in the system.

“I get anywhere from one to three new leads a day, and average around 35 leads per month,” she says. “I work my list hard, sometimes spending as much as five to six hours a day.”

That time is spent setting follow-up reminders, responding to leads, and creating marketing like Craigslist ads, drip campaigns, flyers, and newsletters with Business Suite’s built-in tools.

“I have just begun to scratch the surface of the amazing tools that will take my business to the next level,” she says. “I have made it my goal for 2014 to work smarter, not harder.”

**Tangible success**

With three years partnering with Market Leader under his belt, Don and his agents are looking forward into 2014 and beyond, with a tangible reminder of how far they’ve come.

“I have a book that includes pretty much every closed deal we’ve done through Market Leader,” Don says. “It’s a three-inch binder—who knows how much it weighs!

“Whenever we have [an agent] serious about moving to our brokerage, we show them that book. They see it and can see the enormous number of closings we’ve had, and you can’t argue with that! We were up 94% three years ago over prior year, and up 78% in 2013.

“As our agents prosper, we prosper. It’s a win-win for everybody.”

To learn more about how Market Leader can power your brokerage, visit www.marketleader.com/exit or call 866-300-3262.