Mandy Becker isn’t one to back down from a challenge. The broker owner in charge of RE/MAX Southern Shores in Myrtle Beach, South Carolina has built a successful brokerage of 90 agents in three offices, over the course of just the past five years, while collecting accolades like being named one of REALTOR Magazine’s “30 Under 30.” And, her brokerage now has the highest market share in her MLS.

The Myrtle Beach market is unique, given its small year-round population and massive seasonal influx of visitors and part-time residents.

“Based on the millions of tourists that come to our area each year, you would think that we’d need a lot of agents,” Mandy says. “But our year-round population is significantly smaller. Regardless of this fact, we have over 5,000 licensees in the Myrtle Beach area, plus 400 different real estate companies.”

With so many agents and brokerages competing for business in her local market, how does Mandy keep her business growing and thriving? Simply put, with a dedication to strategic lead generation with Market Leader.

A steady stream of leads

When she started her brokerage in an already crowded marketplace, Mandy knew she would be competing not only for leads, but also in recruiting the best agents. She quickly discovered that offering lead generation solutions for agents was the best way to build her team. And, many of the agents she was interviewing would ask if her brokerage provided access to Market Leader.

“At the time, I’d never even heard of Market Leader,” she says. “The thing that made it clear to me that I had to have Market Leader was that these agents were speaking so highly of the solution, the quality of the leads, and the number of leads they were getting. We had to have leads in order to recruit and retain agents.”

Mandy has now been with Market Leader for over four years, and provides each of her agents with a Market Leader website for free. And, many of her agents also pay to have the brokerage generate additional leads for them with the help of Market Leader Leads Direct, in addition to the ones they are generating themselves through Market Leader’s Craigslist tool, listing communications, and other marketing efforts.

Mandy is confident that providing Market Leader’s tools and a steady stream of leads to her agents are what help keep her business flourishing.

“We’re capturing leads from all over the country, thanks to the competitive advantage that Market Leader gives us.”

Mandy Becker
RE/MAX Southern Shores
Myrtle Beach, South Carolina
“Not every brokerage has this,” she says. “Not every brokerage provides any source of leads at all. Aside from the fact that Market Leader is the best tool out there, providing leads is what keeps agents with our office.”

And, this dedication to lead generation has kept her team productive during the recent economic downturn.

“In this market, even top agents who have residual business and have built a big database want new sources of leads, because a lot of the people they’ve sold properties to in the past can’t sell right now,” she explains. “They need a steady stream of new buyers, and that’s what has really worked for us.”

**Customizing the approach to the customer**

Mandy’s lead generation strategy is specific to the unique nature of Myrtle Beach as a market that relies heavily on vacation property and retirement purchasing. Mandy and her agents utilize Market Leader’s tools to get ahead of the competition by having a strong online presence.

“We’re capturing leads from all over the country, thanks to the competitive advantage that Market Leader gives us,” Mandy says. “That’s really important to us, because people are moving here from everywhere else. This is where they vacation. This is where they retire. We’ve got to be able to get to them before they even get into town,” she says.

This sense of urgency has also led to a brokerage-wide dedication to quick lead response time. “You have to find reasons to reach out to your leads,” Mandy advises. “Don’t wait for them to email you. Find a way to have a conversation and show a lead that you’re a great resource.”

She also encourages the agents in her office to use the back-end intelligence that Market Leader provides in order to personalize the type of response that they send to each and every lead.

“If a person logs on to your website and looks at 10 properties, it’s really easy to scroll through the pictures of each home,” she explains. “You can easily see if they’ve been looking at all Mediterranean homes, for example, and which are their favorites. Even if you haven’t had a conversation with the lead yet, you can reach out with other homes that might be of interest to them.”

**Communicating successfully online**

Relying heavily on technology to reach new and out-of-town leads has taught Mandy’s agents to develop new skills for communicating with Internet leads.

“Internet leads are completely different than leads who come to your open house or call you off a newspaper ad,” Mandy says. “If they don’t respond to you immediately when you reach out, it doesn’t mean they are a bad lead. Internet leads are often a little further out from actually purchasing something and may not be ready to speak to an agent yet. They want you to show them that you’re a resource for when they’re ready.”

“You have to work Internet leads in a different way, so don’t give up,” Mandy notes. “Don’t be afraid to mix it up and try new things.”

To learn more about how Market Leader can power your brokerage, visit www.marketleader.com or call 1-877-732-0698.