CENTURY 21® agent Brad Thomsen in Lynnwood, Washington is a seasoned real estate veteran, with over a decade’s experience working in commercial real estate, residential real estate, and with distressed properties. After leaving CENTURY 21 early in his career, he reconnected with the company just as the recession tore apart the market he was used to.

But, when CENTURY 21 announced a partnership with Market Leader in late 2012, Brad was intrigued, and dove right into generating leads with his new CENTURY 21 Business Builder® and Market Leader Pro systems.

Generating Leads Quickly and Easily
“I participated in a Market Leader webinar and the agent who was speaking said she was generating over 200 leads a month!” Brad says. “Then I heard another agent say she was generating 300 leads a month, and I thought to myself, ‘I’m going to generate 300 leads a month!’ As soon as I learned how to do it, I could generate leads like crazy.”

After getting the hang of the system, Brad was indeed generating hundreds of leads every month, from his website, social media, paid lead sources, and Craigslist—his most powerful lead-generation tool.

“It post to Craigslist in the morning,” Brad explains. “I post in the evening. I try not to post in the middle of the day, because you’re not going to get much of a response anyway. I find an ad that works, stay on track, and look to see what other people around the country are posting to get new ideas. And it works! I get three to five registrations a day, and sometimes more.”
He’s even generating international leads from his Market Leader website. “I got an email from a guy in Hong Kong,” Brad says. “He is looking to move to the area and was already familiar with the CENTURY 21 brand. He’s looked at 34 houses on my website in the last two weeks!”

**Changing Focus**

Brad found so much success generating leads with his new Market Leader system that, before long, he found himself with 1,200 untapped leads in his database. That’s when he realized that he needed to focus on lead engagement, too, and not just on lead generation. He discovered that the quality of his lead engagement was far more important than the quantity of leads generated.

“I’m probably most comfortable generating 125 to 150 leads a month,” he says. “That’s a level that I can actually manage. I can actually get out and show properties. I can engage them, and make sure I get people on campaigns. I can actually respond to prospects’ emails.”

And, although it’s been just a few months, Brad is seeing a dramatic increase in his lead conversion rates, simply by making sure leads receive listing alerts, the Market Insider newsletter, and twice-monthly marketing pieces created in the Market Leader Pro Marketing Center.

“I’ll tell you what—people really engage! I wish I would have done that in the beginning!” Brad says. “Generating 275 leads a month and not doing anything with them didn’t help the leads, and it didn’t help me. But once I adjusted it back to 125 or 150, it started working like clockwork. Clients are getting what they need, I’m getting engagement, and everyone is happy!”

**Filling the Pipeline**

As Brad continues to develop his long-term strategy, he’s keeping in mind an important piece of information that was recently completed by industry expert Hebert Research stating that today’s online consumers are an average of 27 months from actively buying. For Brad, this means that he needs to be focused on lead engagement over a long period of time. He’s managing this long-term engagement quickly and easily, with help from his Market Leader Pro system.

“It has really changed things a lot for me,” he says. “I got off the ‘now’ and am focusing on my future stream of business. I’m not buying today’s business; I’m building future business.”

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To learn more about how Market Leader can power your business, visit [www.marketleader.com/c21/pro](http://www.marketleader.com/c21/pro) or call 1-877-732-8505.