115 new agents in 26 months. That's the growth that Steve Forbes of EXIT King Realty has experienced. Over the last two years, Steve's brokerage has grown by leaps and bounds, and they're now closing between 50 and 70 deals a month in the Sarasota, Florida market.

Steve and the rest of the team at EXIT show no signs of slowing down, as they continue to bring on three to four new agents every month, many of whom are veteran real estate professionals from within his local market.

How does a brokerage keep closing sales at breakneck speed, while continuing to find success recruiting top talent in a competitive market? Agent accountability, open communication, and Market Leader.

Finding and keeping great agents with Market Leader

"Market Leader is our main source of buyer lead generation," Steve says. "And many of the agents we recruit are familiar with Market Leader, because there are other brokerages out there using it. They're just not using it to its full potential."

For Steve, using Market Leader properly includes making sure that each and every agent in his office has his or her own Market Leader website.

"Every agent needs to have a great website," Steve says. "As Realtors, we don't need to go out and spend $10,000 or $15,000 on a website created by a Webmaster. Here's the full package that an agent needs: the MLS, email campaigns, marketing tools, and everything else also included with the Market Leader solution."

Steve feels so strongly about the importance of his agents using Market Leader's tools that he demonstrates the product to prospective agents in interviews, before they've even been hired.

"When an agent first joins our brokerage, I’ll set their website up," Steve says. "We give every new agent 60 days of new leads, with help from HouseValues.com and JustListed.com, to get them up and running. They’ll be in our active rotation, and get anywhere from 28-35 new leads in their first 60 days."

And, Steve boasts, 50% of his agents put a deal under contract within their first 60 days working at EXIT King Realty.
Steve Forbes’ complete solution from Market Leader includes:

**Core product**
- Market Leader Essentials
- Market Leader Professional
- Market Leader Business Suite
- Market Leader Office Professional

**Add-on products**
- Market Leader Leads Direct
- HouseValues.com
- JustListed.com
- RealEstate.com
- Market Leader Text to Lead
- ActiveRain
- Internet Marketing Specialist Designation

**Practice makes perfect**
But, there’s more to helping his agents find success than just setting them up with a website and offering leads to get them started.

Steve also values providing ongoing, up-to-date training for his agents. In addition to encouraging agents to attend Market Leader’s training webinars, he offers mandatory in-office training twice a month, on topics that range from online lead generation to utilizing the back-end business intelligence that each agent’s Market Leader website provides.

And, if new agents need additional training on Market Leader’s products, or if experienced agents need a refresher course, Steve will take the time to sit down with each agent himself.

With ample training opportunities on how to maximize the effectiveness of Market Leader’s products, it’s no wonder Steve reports that 40-50% of his brokerage’s sales are a direct result of Market Leader.

**The importance of clear goals**
Also crucial to EXIT King Realty’s success is Steve’s dedication to open communication and straightforward goals. For example, he believes that every agent should be generating at least 15-20 leads a month on their own.

Steve also reminds his agents that response time is crucial to converting leads. He requires that every single lead that comes across an agent’s website is immediately set up with automated listing alerts.

“After you set up that listing alert, leads really think that you’re the one sending them listing alerts every day,” Steve explains. “It’s all automated. I learned a long time ago that rather than spend time writing long emails to the customer, I should just let the system do the work.”

He also emphasizes how important it is to refer all leads to agents’ websites. “I always tell my agents that 20% of their leads should be staying in. That means, if you have 100 leads, you should have 20 people that are looking at your site every 48 hours,” Steve says.

Between using Market Leader’s tools to generate leads, route leads to agents’ websites, send listing alerts, and employ marketing campaigns, what’s the one secret to his brokerage’s success with Market Leader?

“The Market Leader system works great, but you have to work it!” Steve says.

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