A Dramatic Career Change
After a varied career in Atlanta working in the restaurant and nightclub industries, and as the owner of a custom deck building company, AJ found himself back in Florida, jobless and sleeping on a friend’s couch.

“I’d had a lot of ups and downs in my career to that point, and in 2009 I’d hit rock bottom,” AJ says. “I had lost everything I owned. I decided I needed to make a change. My friend’s dad worked in real estate. I called to ask whether he had any work for me, and he said, ‘is cold calling okay?’”

After just a few weeks, AJ was hooked, and decided to get his real estate license.

“I love real estate,” he says. “I think it’s one of the greatest industries out there, for people who are willing to put in the work.”

Getting Up to Speed
From the beginning, AJ recognized the important role lead generation would play in his business. When he was introduced to Market Leader in late 2012, he saw the system as a way to streamline his lead-generation strategies.

AJ, a self-described “dive-in kind of person,” wasted no time getting acclimated to his new system. “I like to do things on my own time,” he says. “I found Market Leader’s Power Hour training webinars, and I saw that there were a few topics I was interested in right away. I probably watched at least 10 recorded webinars in the beginning. They were specific to exactly what I wanted to get out of Market Leader Pro when I first joined.”

“I was already using a contact management system and generating leads online, but what is really awesome about Market Leader Pro is that it gives you the best of both worlds,” he says. “It’s an amazing contact management program, but it also has the extras that a lot of others don’t, with the training, lead-generation tools, and campaigns.”
“Agents spend all their time calling and getting leads, then the follow up is horrible—the thing most people screw up is the follow up. Having Market Leader Pro is a huge value, almost a necessity, from both the contact management and campaign sides.”

**Sharing the News**
AJ now encourages other agents in his office, especially new agents, to sign up for Market Leader Pro.

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He also recommends that agents take three main steps to improve their lead generation and engagement with Market Leader Pro.

“First, they need to get their contacts in,” he says. “Use the contact management system and put all of them on some sort of campaign. Second, become relevant online and find ways to get people to visit your website. Third, take advantage of the training opportunities that are available.”

With so many tools included with the Market Leader Pro system, AJ cautions against agents getting overwhelmed.

“Just focus on one thing at a time. Get really good at one tool, and then move on to the next,” he advises.

**Continued Momentum**
AJ is clearly following his own advice, and his business is booming as a result.

“I’m having a lot of success with the easy management of Craigslist,” AJ says. In fact, he recently closed a deal in record time with clients he found on Craigslist and converted with his Market Leader Pro system.

“I had some clients in San Diego who decided they were going to move to southwest Florida to retire,” he says. “We spoke for about six months and I set them up with a listing alert. They came into town for seven days, and because of the communication we’d already had, we were able to narrow down what they liked, their price range, and area, and we put a house under contract the first day they were here!”

“I’ve closed about a half a million dollars of business this year, just because of Market Leader Pro,” AJ says.

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.