Real estate agent Staci Dancey of Surterre Properties in Newport Beach, California, has been in the real estate business for 32 years, so she knows what it takes to be successful. How does she know her strategy works? She’s already closed more than $24 million in sales so far this year.

Staci has been a Market Leader customer for over 10 years, and has used Market Leader Professional, Market Leader Leads Direct, HouseValues.com, JustListed.com, and RealEstate.com to help her weather many changes along the way, including adapting to the increased prominence of the Internet in real estate, developing a new client base after a cross-state move, and the transition of her local market to predominantly buyer-driven.

“Many years ago, I worked in an office that was mainly a cold calling, door knocking office,” Staci says. “I was spending literally four to six hours a day, four to five days a week calling cold leads and trying to generate business.

“In 1999, I was approached by HouseValues.com and asked if I would be interested in getting leads through the Internet,” Staci continues. “I thought, ‘Oh my goodness! This is the answer!’ So I signed up for one subscription.”

**Discovering the value of exclusive leads**

Staci quickly saw the benefits of using HouseValues.com to get seller leads that were sent exclusively to her, and eventually added enough subscriptions that she was receiving close to 150 leads a month from HouseValues.com alone.

Over time, as she saw that her local area was becoming more of a buyer’s market, she decided she needed to increase the number of buyer leads she was generating. So, she started utilizing JustListed.com and, more recently, RealEstate.com. Both of these sites direct buyer leads back to her website, where she’s able to put them into the contact management system and start the conversion process.

Staci relied very heavily on these three lead generation tools when, two years ago, she decided to move her business from Riverside County to Newport Beach, in Orange County.

“I was looking for a way to get a head start and develop leads in a market that was very committed to agents who were already in the market area,” Staci says.

And, her dedication to lead generation in her new market is really paying off.
Staci Dancey’s 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

“The highest priced HouseValues.com lead that I’ve converted recently was a listing I took for just under $6 million at the beginning of the year,” Staci says. “It closed at just over $5 million.”

Exclusive area leads products like HouseValues.com, JustListed.com, and RealEstate.com have also allowed Staci to connect with leads outside of her local area. The three websites connect her with out-of-state buyers who are interested in vacation properties or relocation.

“I had a couple from Pennsylvania who bought a second home through me, that we’ve since leased for them. Now, we’re listing their daughter’s condo locally,” Staci says. “It’s turned into an over $1 million transaction, overall.”

**Saving time with Market Leader**

Through her use of Market Leader’s lead generation services as well as Market Leader Professional, Staci has been able to streamline her work process. Long gone are the days of spending hours cold calling. In fact, for a period of time, Staci was able to work a four-day workweek.

“I was able to work Monday through Thursday, and I was still one of the top producing agents in the area,” she says. “That success came from the fact that I wasn’t spending time generating new leads—they were coming to me. And, my follow-up tools were superior to what most agents were using.”

“I was able to set up mass emails in my Market Leader Professional system and make them appear as if they were individual,” she explains. “It continues to work beautifully.”

**Spreading the word**

As a real estate veteran and long-time user of Market Leader products, Staci isn’t shy about sharing how she feels about them.

“90% of our business this year has been Internet-related, primarily through Market Leader,” Staci says. “I would honestly say that every one of the transactions generated online through Market Leader we would not have had otherwise.”

Staci encourages other real estate professionals to try Market Leader, but advises that agents will only get out what they put in. “If agents just let leads come in and do the minimal amount of work required, they won’t find success.”

“They have to treat those leads that come in as importantly as any other leads they might get from an open house, cold calling, door knocking, and even referrals. That’s the key.”

**To learn more about how Market Leader can power your business, visit www.marketleader.com or call 1-888-820-4778.**