“I’ve been with Market Leader since day one,” says Harry Hasbun, partner and broker with The Already Home Team at Keller Williams in Manassas, Virginia.

Day one for Harry was four years ago, and since then, his business has been growing at light speed. He did $6 million in sales in his first year, $16 million by year three, and is poised to end 2012 with a record $23 million in closings.

“The market is crazy here,” Harry says. “It’s an absolute seller’s market and has been for about a year and a half. Property values have increased about 35% over the last 18 months.”

But, home prices are still well below where they were a few years ago, and that fact, coupled with the influx of buyers looking to take advantage of record-low interest rates, means that Harry and his team are staying busy.

With so many leads coming in on a daily, weekly, and monthly basis, Harry and his team rely on Market Leader Business Suite to keep them organized.

“In terms of lead generation, my favorite feature is the ‘recent contacts online’ area,” Harry says. “I take a look at what a lead has been viewing on the website, identify properties they’ve come back and looked at a couple of times, and give them a call and say, ‘why don’t I open a door for you?’”

“It’s a powerful, easy, common-sense tool that gives me the upper hand in the market,” he says.

Handling leads from the road
As any successful real estate agent in today’s market knows, business doesn’t just happen while you’re sitting behind a desk. Harry describes driving in his car and getting a call from a lead who had seen a listing he liked on Harry’s website.
“I kept the conversation going and asked if he’d like to view the house,” Harry says. “I had his first name, his caller ID in my phone, and when I got back to the office, I could easily log into my Market Leader system, search by phone number, and there he was! I could cross-reference the listing he was looking at in the MLS, and send a buyer’s agent out to meet him.”

“One phone call, driving down the road,” Harry says excitedly. “That’s all it takes. I’ve had this same scenario happen probably 15 times this week.”

**Consistency and hard work**

Harry is currently generating around 200 leads per month. About 140 of those leads are purchased from Market Leader Leads Direct, which delivers a guaranteed number of leads each month exclusively to his website from online advertising campaigns.

“The leads that come from Market Leader tend to be much better quality, and we’ve converted a lot more of them,” Harry remarks. He points to over 200 transactions he’s completed in the last three years through Market Leader.

Harry notes that the key to finding long-term success in the industry is having a constant and steady flow of leads combined with the tools to engage and follow up.

“My buyers and sellers are cultivated over the months and years, not over the days,” Harry explains. Many of the calls Harry gets are leads that have been in his database for close to a year, receiving automated marketing campaigns set up through Market Leader Business Suite.

“When they call, they talk to me like I’m a friend, because of Market Leader’s marketing tools,” he says.

In the end, generating a consistent stream of leads and eventual buyers and sellers comes down to two things: patience and dedication.

“The reality is, Market Leader’s products are a great set of tools that are perfect for anybody who is able to apply themselves a couple hours each day, five days a week,” he says. “It’s proven itself to be very, very good for me.”

To learn more about how Market Leader can power your brokerage, visit [www.marketleader.com](http://www.marketleader.com) or call 1-877-732-0698.