Meet the Market Leaders

Keller Williams Associates and Teams Gain Success with Market Leader

Market Leader, proud partner for eEdge, is honored to introduce you to your fellow Market Leaders. These are just some of the successful Keller Williams Associates, Team Leaders, and Operating Principals using Market Leader’s Professional Edition and RealtyGenerator to be found, engaged, and in control of their real estate business.

Eric Copper, Eric Copper Real Estate, Keller Williams—Austin Southwest Market Center, Austin, TX

The Keller Williams teachings and models are what I continue to build my business around. Market Leader is used to enhance my business. I check my Pro dashboard, which tells me if I have any new leads, if our call center has contacted those leads, and if I need to do anything to respond. I also look at the types of property a contact has viewed online, along with any other data points that can clue me in as to how to better approach the call. The basics of my business don’t change—every day, without fail, time is spent using Market Leader tools to generate and follow up with leads.

Mike DiFronzo, Keller Williams Myrtle Beach Real Deals Team, Myrtle Beach, SC

I credit RealtyGenerator by Market Leader with my brokerage’s impressive success in 2010 and 2011. Using RealtyGenerator has increased the company’s ability to recruit associates, and with the generation and distribution of 50% more leads, my associate retention rate is up 10% this year. I monitor the dashboard for visibility into my business. My eTeam has experienced tremendous growth in both size and sales this year—we just had our first 100-transaction month! My brokerage’s success includes a 10% increase in associates, 25% increase in closings, and 25% ROI in 2011.

Laura Dickenson, Keller Williams—The Dickenson Group, Franklin, TN

Market Leader’s RealtyGenerator saves me time and money—it’s like a “business in a box.” I could shop for these individual services and pieces, but it would cost more and be cumbersome to manage. For lead generation, I use Market Leader advertising—internet ads and Google AdWords—and the Craigslist tool, which helps me generate leads that automatically come into my system. I monitor agent activity with the broker dashboard, so these leads are not wasted. I don’t need outside marketing services because the easy-to-use brochures and postcards are professional and attractive. Managing the cultivation and care of my leads is the greatest benefit of RealtyGenerator—it is streamlined to care for leads that are longer term and enables me to convert those leads.

Thomas Elrod, The Elrod Team and Keller Williams Realty, Charlotte, NC

Who turned on the lead-generating fire hose? Market Leader did! Our business is running on overdrive and we are receiving more web traffic than ever before. It’s nice to know that whether I’m working, playing, or sleeping, the lead traffic just keeps coming in by the truckload! Market Leader makes a huge difference in my business.

Harry Hasbun, Keller Williams Realty—The Harry Hasbun Team, Manassas, VA

I have been on RealtyGenerator since June 2010 and it is the cornerstone of my business. We use RealtyGenerator as our lead generation tool—the Craigslist tool is incredibly easy and effective. My team currently has over 22 properties under contract, 30% generated by RealtyGenerator. Consistency is the key to success—just commit at least an hour each and every day and you’ll start seeing results.

Renee Helten, The Helten Home Team, Keller Williams Realty, Englewood, CA

RealtyGenerator, the team platform from Market Leader for Keller Williams’ eEdge, has changed my life! This system allows me to do many things all in one place. It is a great accountability tool for my large team and they love it! My buyer’s associates each have a website that allows them to receive leads through the system. RealtyGenerator monitors and evaluates agent follow-up activity and performance. The Call Center is our virtual assistant, responding to the lead within minutes. The ease of posting to Craigslist and the ability to track the lead is unmatched. Keller Williams has outdone themselves and with Market Leader as their partner, I have increased my Internet leads from 10–12 a month to more than 70!

J. Michael Manley, Keller Williams Realty, The J Michael Manley Team, Greenville, SC

RealtyGenerator keeps leads from falling through the cracks. Lead generation is very time consuming. I find RealtyGenerator helpful because of the ability to routinely create leads. If I have plenty of leads, I can dial it back. If I need more leads, I can post to Craigslist more, or buy more pay-per-click advertising.

Christine Pura, Keller Williams—Austin Real Estate Team, Austin, TX

Serving the Austin Community and focusing on 100% client satisfaction, we use RealtyGenerator for all communications with our clients. RealtyGenerator helps clients stay interested in the team because they can set up their own searches and alerts and save for later use. And RealtyGenerator’s powerful CRM
system simplifies and streamlines communication and keeps clients coming back. RealtyGenerator helps Austin Real Estate Team members to work together to make sure they meet and exceed client needs and expectations. With RealtyGenerator, they know they will always be able to deliver a smooth transaction to happy and satisfied clients who become friends for life.

**Keith Riddle, Synergy Properties, Keller Williams Realty, Spokane, WA**

RealtyGenerator is by far the single best investment I have made in my real estate career. It has been, and continues to be, hands down the best real estate lead generation tool that I have ever used or researched. RealtyGenerator not only has advanced my personal sales, but it has also allowed me to build a seven-agent team. RealtyGenerator has helped put my team at the top of our game, and the top of the market. RealtyGenerator is so much more than just a lead generation tool. It brings lead tracking and agent accountability to a whole new level.

**J. Steven Roantes, Keller Williams Realty Metro South, Birmingham, AL**

Utilizing Market Leader Professional Edition has revolutionized and simplified the lead conversion process. It has made more effective use of my time by allowing me to focus on the people looking now, and allows me to continue to touch the people that are not yet ready to buy. With Market Leader Pro, there is a continuous cultivation of the relationship.

**Jeremiah Taylor, The Jerimiah Taylor Team, Keller Williams Realty, Tucson, AZ**

Associates are using RealtyGenerator on a daily basis as part of their prospecting. They get to the office, log into RealtyGenerator, check their messages and reminders, send follow-ups, create their marketing, and then go out on their appointments. It’s been so popular that in our Market Center, I’ve had other associates come and ask to get an account under our team, and ask me to teach them to use RealtyGenerator the way my team is using it. It’s also our Market Center’s unique value proposition when recruiting and retaining associates. If we’re up against a brokerage that isn’t as tech-savvy, or doesn’t have these tools, we’ll win every time.

**Scott Taylor, Keller Williams Realty, Pismo Beach, CA**

The Scott Taylor Team is exceeding its goals, thanks in part to the recent purchase of RealtyGenerator. I champion my team to be consistent and dedicated in following-up with their leads. As part of the follow-up, after completing the “10 Days of Pain,” they transfer any leads that have not responded to the status of ‘inactive’ and begin a campaign specifically targeting those leads to proactively stay in touch. They also utilize the Craigslist posting tool and share leads with their Preferred Lender. Customer feedback has been positive and very few people have unsubscribed. RealtyGenerator has my team receiving leads, showing houses, receiving listing appointments and gaining positive results.

**Ray Wayne (with Jeff Pantanella and Glen Neely), The BIZZY BLONDES, Keller Williams Realty, Los Angeles, CA**

Part of our team value proposition is providing a lead pool for our buyer agents. Since incorporating Realty Generator, our buyer agents have an abundance of leads and our conversion rate is increasing every month. I was skeptical about incorporating an internet lead gen system... skeptical of the cost, the maintenance, and the quality of the leads. RealtyGenerator proved me wrong. We’ve been using it for over a year now. The system works like a charm, is easy to manage, provides great tracking and accountability and the lead flow to our buyer agent team is robust. Most important, each month we close these leads!

**Jason Woodward, Kristan Cole Team with Keller Williams Realty, Alaska Group, Anchorage, AK**

We are achieving great success with RealtyGenerator. It creates a lot of synergy with our web presence. We have great SEO with our Flagship site and our website by Market Leader is our power search site. There is a lot of reverse linking between the two—we funnel all our web leads into RealtyGenerator and work them in its dashboard. This single dashboard leverages our sales team for possible. When the best of the best are converting 5–7% of web leads to close, we can’t afford it any other way.

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**Ask these and other Market Leaders how Professional Edition and RealtyGenerator help them to BE success:**

- Audrey Monson, Keller Williams Realty Salt Lake City, UT
- Tyler Hagerla, Keller Williams Realty, Carlsbad, CA
- Curt Hess, Keller Williams Select Realtors, the Realtor, Curt Hess Team, Annapolis, MD
- Ben Kinney, Home4Investment Inc, Keller Williams Western Realty, Bellingham, WA
- Kenny Klaus, The Kenny Klaus Team, Keller Williams Realty, Mesa, AZ
- Phil Leng, Keller Williams Realty, The Philip Leng Team, Kirkland, WA
- Wendy Gilligan, Keller Williams Realty, Balston Spa, NY
- Steven Senter, Keller Williams Realty, Fox Valley Realty, St. Charles, IL
- Haro Setian, The Haro Group of Keller Williams Realty, Greenville, SC

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