Almost two years ago, while the Las Vegas real estate market was in a tailspin, owner David Klier and broker Michelle Chauvin of iRealtyProperties in Henderson, Nevada took a gamble—they invested in Market Leader when other brokerages were tightening their belts.

“Market Leader was a really good fit for us, because, in that time, we really needed to be buyer-centric,” Michelle says. “Buyers were scared.”

With Market Leader, “we really felt like we had the upper hand,” Michelle explains. “We had a way of drawing in all these buyers and keeping our agents in a time when all the other brokerages were dropping like flies.”

Their strategy paid off, and they have now expanded into two teams—one in Henderson and one 60 miles away in Pahrump. And Market Leader is with them every step of the way.

**Generating leads and keeping agents accountable**

“The thing I like about Market Leader Business Suite is that there’s a built-in broker dashboard,” David says. “I can log in and view the dashboard to make sure the agents are doing their jobs, responding to clients, and getting new clients on board.”

Michelle agrees that the brokerage’s use of Market Leader’s products helps her ensure that agents are being held accountable for their leads. “We can see agents’ dashboards and see the performance analytics. It really helps us keep the agents focused.”

And where do these leads come from? David takes a hands-on approach, posting on Craigslist and Backpage seven days a week, creating a total of 350 to 400 ads per day. He also supplements his own lead generation efforts by participating in Market Leader Leads Direct, which provides a guaranteed number of leads every month from advertising campaigns that are managed by Market Leader. The leads are driven to register on David’s website; he then distributes them to agents in both offices.
Keeping in touch with past clients
In addition to helping David, Michelle, and their team of agents generate new leads, Market Leader Business Suite helps them keep the lines of communication open with past clients, thanks to its easy-to-use marketing tools.

“I absolutely love the marketing,” Michelle says. “I like the continuous repeat and referral campaigns.”

Thanks to Business Suite’s “set it and forget it” marketing campaigns, Michelle is able to send out newsletters with her picture on it to past clients, subtly reminding them that she’s available for any upcoming real estate needs.

“Agents always say that we should pay attention to our past clients, but we never do. Market Leader’s tools really give you a lot of mileage for the amount of work you put in,” she says.

On her most recent newsletter campaign, “I went through the names of people who were included, and I was absolutely amazed at how many past clients called me as a result,” Michelle says. “They’d call me and reminisce about what our transaction was like.”

Hope for struggling agents
Market Leader doesn’t just help iPropertyRealty’s management generate leads and keep in touch with past clients. Market Leader has also helped turn around struggling agents’ sales records.

“We had one agent who had been with us for two years,” Michelle says. “She had been struggling to close even two transactions a year.”

In hopes of helping this agent complete more sales, Michelle and David decided to teach her how to use Market Leader. Although she was hesitant to try something so new and different, “she closed 12 transactions her first year using Market Leader,” David says. “After that, she really saw the benefit.”

Because of that experience, David and Michelle decided that all new agents at their brokerage would be required to use Business Suite in their day-to-day work.

“If you’re going to be with our company, you’re going to be on Market Leader, because we don’t want you to struggle,” Michelle says. “We want you to be successful. We know from our experience that this is what’s going to help you be successful.”

If you’d like to learn more about how Market Leader can power your brokerage, please visit www.marketleader.com or call 1-877-732-0698.