

*Be a marketing powerhouse!*

# Boost your brand with the Marketing Center

How can the industry's most comprehensive solution make your business even more powerful? Our complete lead-to-close system comes with an entire Marketing Center!

## One login, one solution, one company

Market Leader helps you generate new leads with a professional website, manage your entire contact base, and close more transactions than your competitors. With the robust Marketing Center, you also have everything you need to effectively market to your entire sphere—**all in one simple solution.**

## Looking good has never been so easy

Creating professional marketing and getting it into your clients' hands is a snap. Choose from over 4,000 professionally-designed templates. Customize them as you wish—or start from scratch—with our easy-to-use WYSIWYG (what you see is what you get) design editor.

You'll make a lasting impression with polished marketing pieces that you can easily produce. Send your materials as email, or professionally print them, using your favorite printer or our print partner, Shutterfly®.

## Turn connections into transactions

The Marketing Center gives you instant access to innovative marketing resources—right at your fingertips.

### Custom campaigns

Use custom campaigns or more than 50 pre-built campaigns to effectively engage with your contact base. Launch targeted, automated campaigns for your entire database or specialized groups—first-time homebuyers, single-female homebuyers, and more—using eye-catching designs and “set it and forget it” technology.



### Marketing templates

Stay in touch with your contacts by using over 1,000 templates for greeting cards, postcards, and more. You can also easily design your own.

### Newsletter designs

Choose from more than 70 newsletter templates. Send “build your own” customized newsletters or choose a pre-built newsletter design with a selection of articles to keep contacts engaged and position yourself as a valuable resource.



## Highlight your listings

Showcase properties and win new listings using all the great tools in your Marketing Center.

### Property flyers and postcards

Get noticed with professionally-designed templates for property flyers and postcards. With thousands of templates in your library, you'll never run out of original ideas.



### Unlimited virtual tours

Make beautiful "virtual tours" of your listings. Using text, photos, and music, you can easily take prospective buyers on a virtual tour of any home.

### Photo books

Draw attention to your listings with photo books. Use customized templates to create a leather-bound photo book that communicates professionalism on every page.



## Save time and money

One comprehensive solution helps you easily market your listings to your contacts.

### MLS integration

Easy-to-use MLS integration automatically enters your listing information on your property flyers.



### Contact integration

One-click contact integration lets you quickly email or mail your marketing pieces to the contacts and groups you want.

At Market Leader, we continue to lead the industry with effective solutions that fuel long-term productivity and success. More than 100,000 real estate professionals use Market Leader's lead-to-close systems to grow and manage their business! We can completely eliminate your need to purchase separate real estate tools, which will maximize your efficiency and help your business thrive.

