Market Insider is a valuable tool for real estate professionals to engage buyers and sellers with customized, up-to-date reports of home sales, trends, demographics, and side-by-side statistics on the areas you serve. Market Insider is fully integrated into Professional and Business Suite, with a rich set of pages added to your website, designed to add value to your contacts, and help you close more transactions.

Market Insider helps you:

- Generate more leads from your website
- Become the valued neighborhood expert
- Keep in touch with all of your contacts
- Replace costly or stand-alone alternatives

Your contacts benefit from:

- **Local real estate market data**, customized by zip code, including current listings and recent sales—plus easy-to-use charts to clarify price and inventory trends
- **Monthly eNewsletter** personalized for their zip code
- **Side-by-side comparisons** of areas by zip code
- **Community data** including income by household, neighborhood points of interest, education levels attained, weather risks, and crime statistics
- **School district summary information**, information on individual schools as well as parent reviews
- **Tips** to understand the factors that impact the real estate market

Visit marketleader.com/market-insider
Powerful resources for your contacts

Market Insider is the best way to follow up with your contact base and encourage them to engage with you. Drive buyers and sellers directly to the Market Insider section of your site using Craigslist postings, blogs, word of mouth, and a monthly eNewsletter—and get them to ask you for help.

Be a “one-stop-shop” for buyers and sellers

Stand out from the competition and offer prospects and contacts the “inside track” to critical market data with Market Insider. Engage consumers with relevant and customizable research options—making your website their preferred real estate web destination and you their agent of choice.

Market Analysis offers local real estate market data including current listings, recent sales, and more. Easy-to-use charts clarify local price and market inventory trends to help put your contacts in control of their real estate transactions. Market Insider also gives consumers the ability to search different zip codes.

Community Information provides insight into communities by looking at income by household, crime risk, education levels, and weather risks. Consumers can see points of interest including shopping, restaurants, and healthcare services. Market Insider also simplifies community research, with a unique Summary Status Bar that quickly highlights important data in one convenient view.

Local Schools includes detailed information on school ratings, test scores by grade, student-teacher ratio, and other factors that consumers care about and can affect home values. Site visitors can investigate schools from multiple zip codes, reviewing information displayed in a convenient grid format.

Compare Areas lets users compare where they live to a new location or multiple areas using current information on community summaries, market stability, schools, listing vs. sold price, buyer vs. seller market, and even smoking bans. Your site visitors can get a market comparison of their desired zip code with other national areas, and then print the report for easy reference.

Insider Tips offers a wealth of resources that will help your contacts better understand the factors that impact the real estate market. They can quickly select from a library of relevant articles and best practices to stay informed.

And bring your clients back again and again

The Market Insider Monthly eNewsletter highlights local market data and offers insider tips on buying or selling a home. Each month, a customized and updated eNewsletter is automatically sent to each of your subscribed contacts on your behalf, with no extra work from you! It’s a convenient way to stay connected with your contact base and keep them coming back to your website—and to you.

*Market Insider is not available to residents of Canada, Mexico, or Maine.