



Introducing the PEAK program

Performance Excellence, Accountability, & Knowledge

An all-new way to take customers to new heights

We're launching the Market Leader PEAK program, a brand-new approach to boosting your success in the real estate industry. This powerful combination of training and education will enable you to surpass your strategic and revenue goals over the life of your business. PEAK is integrated with your Market Leader system at no extra charge, giving you the framework to reach your full potential.

Reaching the top with PEAK

PEAK isn't just a one-time program. It's a commitment—by you and Market Leader—to the success of your business. More than just software training, PEAK empowers you to achieve and maintain performance excellence in the real estate industry. From day one, you'll have all the resources you need to:

- Set goals
- Monitor your progress
- Stay accountable for reaching your goals
- Expand your industry, business, and product knowledge

PEAK leverages leads, tools, and education

Effective lead generation, Market Leader tools, and education are key areas that are critical to your ultimate success. However, if these aren't used together, you could miss out on the full benefits of Market Leader. PEAK engages all three areas through a cohesive plan that supports your unique objectives over the long term.

Agent engagement phases

PEAK is designed to walk you through a series of steps that allow you to meet your goals.

PEAK 1	PEAK 2	PEAK 3	PEAK 4
Launch	Goals & fundamentals	Achieve & maintain success	Grow to new heights
Day 1 to 3	Day 1 to 60	Day 60 to goal	Lifetime
<ul style="list-style-type: none"> • Product & website setup • Goal setting 	<ul style="list-style-type: none"> • Goal reinforcement • Training 	<ul style="list-style-type: none"> • Attain goals • Ensure progress 	<ul style="list-style-type: none"> • Accelerate growth with new goals • Leverage success
During this streamlined onboarding process, you will focus on launching your website and quickly get started with your Market Leader system.	Leverage resources and training materials that will enable you to reach your objectives.	Integrate strategies to help you achieve your first goal and repeat that success when working toward future goals.	You'll continue to have access to training resources as needed to continuously improve business performance.

PEAK components

Throughout each phase, you'll have access to these valuable PEAK resources.

PEAK guide

The PEAK guide is an online tool that is integrated within the Market Leader product. The guide helps you tackle all aspects of your business (organizing, planning, systems and tools, and education), and gives you the elements for success in the real estate industry. Focused on your goals, the guide offers worksheets, videos, and support—continually updated to reflect best practices and industry changes.

The PEAK guide is created specifically to help you build your business with:

Goal setting—leads, transactions, Gross Commission Income (GCI)

Leads—all possible lead sources

Tools—Market Leader system and education

Processes—best practices, action plans, lead follow-up systems

Resources—presentation, templates, scripts and dialogs, role playing

Webinars

Live and archived webinars will provide best practices, workshops, and opportunities to show you how colleagues and real estate experts have achieved new heights in their real estate businesses.

Tutorials

Step-by-step tutorials walk you through the process of setting up your system. Plus, you'll be able to create a game plan for easily building and managing your lead pipeline.

The program will help you stay accountable, exceed goals, and take your business to its PEAK!

