The all-in-one solution for agents

Today’s agents face a variety of challenges. Do you need more real estate leads? Does following up with prospects seem like a full-time job? Do you have the tools to reach out to potential buyers and sellers? Market Leader Professional is the only comprehensive lead-to-close system with Smart Lead Technology, providing everything you need to generate, engage, and convert leads—from any source, on any device.

Market Leader Professional gives you:

- A steady pipeline of motivated leads
- A Marketing Center to power your brand
- A lead-generating website to give you a competitive edge
- Contact management tools to engage and convert more leads
- Education to help you meet your goals

“Market Leader provides a framework for my business through a comprehensive website, quality tools, and a steady source of clients to propel my business.”

Bernie H.
Coldwell Banker® Casa Bella Realtors, Linwood, NJ

“Market Leader provides a large range of tools to build my business, from marketing to best use of technology. The more leads I get, the more I use Pro – the Marketing Center improves my time management and reduces my marketing cost.”

Helene T.
RE/MAX Allegiance, Alexandria, VA

“Market Leader Professional has had a positive effect on my business. It has increased my time management, client response times, flow of information transparency and many other ‘management’ skills that busy agents let go unattended.”

Howard F.
Bob Parks Realty, Brentwood, TN
Do it all—with just one solution from one company

Grow a steady pipeline

With our pay-per-lead advertising, consumers searching online will register directly with you. You’ll be able to generate additional free leads on your own. The best part? Every single feature drives leads back to your site.

- **Motivated prospects**: Buyers and sellers register directly with you to become active prospects.
- **National buying power**: Take advantage of Market Leader’s expert advertising team.
- **Craigslist posting tool**: Generate free leads by easily posting to Craigslist.
- **Search widget**: Build your pipeline by driving traffic from your blog or other websites back to your lead-capture website.

Be a marketing powerhouse

Market Leader Professional includes an entire Marketing Center with everything you need to power your brand via email or direct mail. You can even put contacts on a campaign with a touch of your smartphone.

- **Simple navigation**: Quickly find the perfect marketing piece or campaign with popular design links, straightforward menus, and helpful search options.
- **Professionally-designed templates**: Produce flyers, postcards, greeting cards, newsletters, and more with email and direct mail templates designed to capture and convert more leads.
- **Easy campaign management**: Build and schedule multi-step campaigns using handy dropdowns as your guide. Instantly view campaign metrics, such as sent totals, open rates, and click rates.
- **Convenient print options**: Use your Marketing Center to order direct mail pieces from Shutterfly®, or print directly to your office printer. High-resolution MLS images increase the impact of your messages.

Stand out with a polished website

Market Leader Professional gives you a lead-generating real estate website to attract, capture, and manage more leads. Your website also provides MLS listings with full-search capabilities for consumers.

- **MLS/IDX integration**: Your consumer-facing website comes with an IDX feed, allowing home buyers to search and view MLS property details.
- **Featured partners**: Invite your partners to buy sponsorships on your website.
- **Market Insider**: Attract home buyers and sellers with reports and resources that position you as the neighborhood professional.

Attract more buyers and sellers

Market Leader helps you supplement your pipeline with a guaranteed number of actual buyer and seller prospects.

- **Leads Direct**: Our advertising team will drive motivated leads directly to you through targeted pay-per-click ads on Google, Bing, and other search engines.
- **HouseValues.com**: Get seller leads that are exclusive to you, delivered straight to your Market Leader system.

Stay on top with contact management tools

Our contact management system is fully integrated with your website and Marketing Center, making it easy to monitor, manage, and stay engaged with your entire database.

- **Dashboard**: Get a snapshot view of all new leads, emails, and upcoming reminders.
- **Activity alerts**: Be notified via email or text of new leads and requests.
- **“Smart leads” and prospect insight**: Get more valuable insight about your leads than just their contact information, such as the homes they viewed and saved.
- **Listing alerts**: Send automated emails to contacts about new listings that match their search criteria.
- **Manage leads from one central location**: All leads are delivered straight into your Market Leader system.
- **Mobile access**: Instantly respond to leads, connect with your sphere, and add contacts to marketing campaigns when on the go.

Maximize your potential

At Market Leader, our goal is your continued success. We offer a powerful combination of free training, education, and online resources with your Market Leader system.

- **Live webinars**: Get best practices and strategies from industry experts and Market Leader trainers.
- **Online tutorials**: In just a few minutes, you can learn how to use many of the powerful tools featured in your Market Leader system.