Ed Pattermann has always been a tech guy. In fact, he became the owner of Windermere Real Estate Northern Arizona after a successful career in the high-tech industry, working for companies including Sun Microsystems, Stanford University, and multiple dot-com startups.

So, when he moved into the world of real estate in 2002, one thing was clear: technology would always play a role.

“Years ago, I wrote my own software to provide to agents,” Ed says. “Then, I got to the point where my money and time were better spent managing campaigns.”

That’s when Ed found Market Leader Business Suite.

“When I adopted the solution, I had to put a lot of faith in it,” Ed says. “And it has performed.”

Generating and converting leads with ease

In fact, Ed has about 40 agents currently using Market Leader products in his office, as well as a brokerage site that runs with help from Market Leader. And, he’s been able to easily recruit new agents to his firm, thanks to the benefits that Market Leader Business Suite brings to his whole team.

As someone with lots of experience in lead generation, online marketing, and search engine optimization, Ed sees Market Leader Business Suite as an important factor in helping his agents find success.

“I like the fact that I can provide every agent with a website and a dashboard,” Ed says.

“We’ve solved two major issues,” he continues. “One, I can provide all of them with a website that’s very efficient at generating leads. The numbers show that visitors to the site have an easy time navigating it and looking at properties.”

“Two, the dashboard gives the agents insight behind the website to see who’s logged in and what they’ve looked at, and allows them to communicate with and respond to the users.”
The dashboard makes it quick and easy for agents to keep tabs on prospective customers. His agents enjoy being able to customize the way they view their prospects.

“They can search in order of last visit to the site, when a user created an account, how many properties they’ve saved or viewed, or by the price range of the properties,” Ed explains.

**Casting a wide net online**
Market Leader’s portfolio of products also allows agents at Ed’s brokerage to manage their own online presence in different ways. Many agents pick a template from Market Leader and build a website that’s automatically linked to its CRM system. Some agents install pre-designed Market Leader widgets or include links and custom URLs on their other websites or blogs that take visitors back to their Market Leader site, enabling them to capture and manage leads in one organized system.

“Any real estate business today has to have a big net out there to collect Internet leads,” says Ed. “Business Suite has increased our number of leads and transactions.”

**Maintaining momentum**
In order to keep business booming, Ed and his agents know that consistently generating leads is crucial. So, in addition to distributing leads that he receives on his office’s main web site, and enabling his agents to find leads on their own, Ed also invests in Market Leader Leads Direct. For a monthly fee, Market Leader provides Ed’s brokerage with a guaranteed number of leads sent exclusively to them, thanks to targeted advertising campaigns managed by a dedicated team at Market Leader.

“The cost per lead has been good,” Ed explains. “I don’t think my agents or I could do better on our own!”

Not spending hours a day scouring the Internet for qualified leads for his agents has freed up his time for more important matters, like running his brokerage, recruiting great agents, and helping his team find success.

And, thanks to Market Leader’s technology and lead generation solutions and his dedication to successful online marketing, Ed Pattermann will be maintaining his reputation as a technology leader for many years to come.

To learn more about how Market Leader can power your brokerage, visit www.marketleader.com or call 1-877-732-0698.