Succeed in 2012 with this rich agent checklist

Calling all real estate professionals! Are you a rich agent or a poor agent? Do you earn more than $100,000 per year, or less than $35,000? According to a recent ActiveRain survey of real estate professionals around the country, rich agents spend 6x more on technology and 10x more on marketing. But that’s just the beginning.

Discover what it takes to become a top real estate professional—with Market Leader, it’s easy to check all the boxes.

Rich agents are…

- 54% more likely to use an IDX website with listings. Market Leader’s personalized MLS/IDX websites help you strengthen your brand with consumers and capture more leads, without losing them to an outside site.

- 87% more likely to use CRM. Manually keeping track of hundreds, or even thousands, of contacts can be overwhelming. The most successful agents save time and stay organized with contact management tools available from Market Leader.

- 54% more likely to use an email newsletter. Let Market Leader do the heavy lifting. Each month, the Market Insider eNewsletter is automatically sent to your subscribed contacts—highlighting local market data, offering insider tips, and providing useful strategies for buyers and sellers.

- 153% more likely to use an advertising assistant. Our system acts as your “virtual assistant,” saving you hours each day. With Market Leader, streamline your Craigslist posting, set automatic MLS listing alerts for your clients, and engineer email drip campaigns (coming soon).

- 175% more likely to use Internet advertising. Strategically-placed Internet advertising helps you generate more leads every month. Market Leader’s experienced team uses national purchasing power to target your audience and ensure you’re receiving the most qualified leads.

- 78% more likely to use online video. Three out of four home sellers say that they’re more likely to list with an agent who uses video, but only 1% of agents have a YouTube account. Market Leader’s resources give you a step-by-step guide to making your own video channel to showcase your listings.

- 35% more likely to blog. Many Market Leader customers are highly active members and Rainmakers on ActiveRain, which is the largest and most active social network in the real estate space. Join the real estate movers and shakers at www.activerain.com.

- Using Facebook. The truth is, 90% of all real estate professionals have a Facebook page. But do you have a strategy? Market Leader helps you use Facebook more effectively, to tap in to millions of potential leads.

One comprehensive solution can empower you to reach $100k—and beyond.

FREE consultation!
Agents: 1-888-810-7073
Brokers: 1-877-732-9149

$100k Get started on your way to $100k with Market Leader, serving over 100k real estate professionals

Market Leader (NASDAQ: LEDR), founded in 1999, serves more than 100,000 real estate agents, brokerages, and franchisors, offering complete lead-to-close solutions that enable them to grow and manage their businesses, including websites, contact management, a marketing center, and lead generation services. Allow us to help you generate a steady stream of prospects, plus provide the system and training you need to convert those prospects into clients. marketleader.com

*Source: ActiveRain.com 2011.

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