How will you make 2012 your most successful year in real estate?

Get started today with five key resolutions to generate more leads, win more clients, and work smarter. By leveraging powerful tools in your Market Leader system, you can easily meet and surpass your goals this year.

Whether you choose these resolutions or your own, it’s important to make them count. Define realistic goals you want to achieve, create an action plan, and hold yourself accountable. And don’t forget to reward yourself once you accomplish your objectives!

1. Be unique
To attract and retain online prospects, it’s crucial that your website separates you from the competition—and helps you appear prominently on Google and other search engines.

Customized website
Personalize your Market Leader site with unique information, expert resources, and insightful analysis that will boost your online presence and attract more visitors.

2. Be a lead magnet
Your success depends on having a steady stream of motivated new leads. Market Leader provides the innovation you need to drive buyers and sellers straight to your website.

Search widgets
Extend your reach to all of your blogs and websites by placing a search widget on them. Visitors can start their property search directly from the search widget, and the results will bring them to the homes on your site that meet their criteria.

Craigslist posting tool
Generate new leads from the popular classifieds site. The Craigslist posting tool helps you produce timely, effective ads that link home buyers to your listings and help you keep track of site visits generated from your ads.

Market Insider
Give clients another reason to keep coming back to your Market Leader site. Market Insider offers the inside track to critical market data and community information-putting consumers in control of their real estate decisions and branding you as a neighborhood expert.

3. Be proactive
Most consumers decide on their agent in the first two weeks of their search. What are the initial steps you should take to be the agent of choice? Market Leader can help you follow up with each lead promptly and cultivate the relationship from the start.

Initial contact wizard
The initial contact wizard helps you respond immediately to new prospects with personalized, relevant information to help them with their home search. It analyzes the properties they’re looking for, recommends the best way to get in touch, and even supplies a script.

Email templates
With your system, you can create a variety of email templates that you can use to connect with prospects quickly, over and over again.

Listing alerts
Sign each of your contacts up for automatic listing alerts, customized to match their real estate searches. Your contacts can also proactively register for listing alerts by entering information on your site about the homes they’re looking for.

4. Be smart
There aren’t enough hours in the day to go after every potential client. Target the hottest leads first. Market Leader makes it easy to see who’s visited your real estate website, what they’re looking at, and when you should reach out.
Make your 2012 resolutions (continued)

Recent activity
Monitor client visits and immediately know when an inactive client returns to your site. See every prospect who has looked at listings in the last 48 hours, plus how many properties they viewed and saved as their favorites. You’ll win business from inactive leads as soon as they re-engage in their home searches.

Viewed & saved listings
Each prospect’s profile gives you at-a-glance information to help you instantly identify which MLS listings they have viewed and saved. Send these prospects similar listings and Market Insider statistics on the areas they’ve looked at.

5. Be strategic
Every real estate professional should know what drives new business. Using your Market Leader system, you can easily monitor your numbers, track your results, and utilize effective strategies to boost your profits.

Site activity
Site activity allows you make informed decisions on where to concentrate your marketing efforts. You’ll see how many leads you have generated and view detailed reports of where these prospects are coming from.

Featured partners
With just a few clicks, Market Leader allows you to include other businesses on your real estate website to promote your partner network. These partners will gain exposure and brand awareness on your website, and you can charge them for the privilege.

Take your business further this year using your Market Leader system. Watch the pre-recorded “Top 5 Strategies to Success” Power Hour webinar, for valuable tips from Market Leader’s training experts.

Search the app store on your smart phone for easy ways to manage and stick to your new year’s resolutions.