One system for **ALL leads**
powers your Million Dollar Pipeline

**Leads**

**LEADS FROM MARKET LEADER:**
- Market Leader Leads Direct
- HouseValues.com
- RealEstate.com
- Justlisted.com

**LEADS FROM MAJOR REAL ESTATE WEBSITES:**
- Trulia
- Zillow
- Realtor.com

**LEADS GENERATED WITH MARKET LEADER TOOLS:**
- Campaign marketing
- Listing syndication
- Craigslist
- Website
- Targeted direct mail

**OTHER LEAD GENERATION EFFORTS:**
- Import database
- Referrals
- Open houses
- Prospecting
- Your sphere

**Lead Distribution to Agents**

**Engagement**

- Speed
- Lead & Agent Insight
- Relevant Content
- Brand

**Conversion**

- Transactions
- Recruit
- Retain

Smart Lead Technology

saves you time, makes you money, and attracts agents.