Smart Lead Technology

Market Leader is the only real estate solution with Smart Lead Technology.

Smart Lead Technology empowers you and your agents to generate, engage, and manage all of your leads seamlessly.

Think of Market Leader’s Smart Lead Technology as your virtual assistant.

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

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

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

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

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

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

Leads
All leads are delivered straight to you—from all sources and on any device.

Lead Distribution
Decide which agents receive your leads and have insight into agent follow-up.

Engagement
Be the first agent to respond to the hottest leads with relevant content.

Conversion
Transform leads into clients, and clients into closings.

www.marketleader.com
Broker owners: 877-732-0698