



Market Leader Launches Significant Advances to RealtyGenerator Product

Enhances Industry's Leading Lead Generation and Lead Management Solution for Brokerages

KIRKLAND, WA, Jun 08, 2010 (MARKETWIRE via COMTEX News Network) -- Market Leader (NASDAQ: LEDR) (<http://www.MarketLeader.com>), an innovator in online marketing and technology solutions for real estate professionals, today announced a significant advancement of its RealtyGenerator product, combining innovations in marketing tools with best practices and suggestions from customers. The result is a product perfectly positioned to accelerate business for real estate broker owners as they get ready for the busy summer home buying and selling season.

"These advancements will enable broker owners to increase activity, company dollar, and market share," said Ian Morris, chief executive officer for Market Leader. "By involving our customers throughout the development process, we're confident these advancements will enable brokers to capture more prospects so they can grow their businesses faster than ever before."

Central to the enhancements of RealtyGenerator is the new Vision(TM) contact management system, which is focused on helping brokers close more business in less time with tools for managing prospects, agents, and activities all from a single easy to use dashboard.

In addition, RealtyGenerator customers can generate additional leads with enhanced search engine optimization and listing syndication to 20 of the top real estate listing websites, plus tools that help increase consumer engagement and response. Broker owners can see the impact of these new features and measure the results of all of their marketing campaigns in real time with new site activity reports.

These enhancements are the result of feedback from customers like broker Mike Arant of Exit Central Realty in Newark, Del., who relies on RealtyGenerator as an important source of income.

"We generated \$312,500 in gross commission income in the last year alone," Arant said. "I love it, and my agents love it. We are 'Generator Junkies.' RealtyGenerator creates a steady and predictable flow of good quality leads and ultimately a steady outcome of new sales and repeat business."

To celebrate the launch of the new RealtyGenerator, brokers who sign up by June 30 will receive free system setup and their first full month of the system at no cost. Brokers who are interested in learning more about this promotion may visit <http://www.marketleader.com/newrealtygenerator> or call toll-free 1-877-732-9516.

For more information on Market Leader and its products, visit www.MarketLeader.com.

About Market Leader

Market Leader (NASDAQ: LEDR) provides real estate professionals with innovative marketing and technology solutions that enable them to grow and manage their businesses. Founded in 1999, Market Leader provides real estate agents, agent teams, and brokerage companies with subscription software and advertising products that enable them to generate active prospects, as well as the tools and training they need to convert these prospects into clients.

With a long history of innovation, Market Leader pioneered online lead generation for real estate professionals a decade ago and today is the leading marketing partner to the industry. The company also provides consumers with free access to the information and tools they need throughout the home buying and selling process through its national consumer real estate sites. These websites enable Market Leader to provide its customers with access to millions of future home buyers and sellers while providing these consumers with free access to the information they seek throughout the home buying and selling process. For more information, visit www.MarketLeader.com.

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