



Market Leader Unveils the New Growth Leader

The Most Effective Solution for Real Estate Agents Looking to Grow Their Business Gets Even Better With the Launch of the New Growth Leader

KIRKLAND, WA, Sep 28, 2009 (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, announced today that it has launched a new version of its highly successful Growth Leader product. Growth Leader is the most effective marketing solution for real estate agents, giving them everything they need to grow and manage their business.

Since its initial launch late last year to rave reviews, more than 1,500 real estate agent customers across the United States are using Growth Leader.

Pam Martin, an agent for Keller Williams in Fredericksburg, Va., said she has achieved greater success in her business after subscribing to Growth Leader. "In my first six months I've had six closed transactions, and another four will be coming soon," Martin said. "I am extremely happy with my decision to use Growth Leader."

This latest enhancement to Growth Leader is based on feedback from customers as well as some of the nation's highest profile industry bloggers who have been talking publicly about the power of Growth Leader since its launch.

"We are very pleased with the results that our customers have seen over the past year with Growth Leader, and very excited by the response to our latest enhancements," Market Leader CEO Ian Morris said. "The new Growth Leader is easier than ever to use, and gives agents unprecedented insight into both their prospects and the effectiveness of their online advertising."

The new Growth Leader is designed specifically for agents who are committed to growing their business, but do not want to be dependent upon third-party lead generation services. Growth Leader provides agents with a steady stream of active prospects who contact them directly, as well as the industry's leading solution for converting those prospects into closed business. In addition, Market Leader's team of real estate and marketing experts work closely with every Growth Leader customer to help them achieve their business goals.

The success agents are experiencing with Growth Leader is driven by several unique benefits:

- Motivated buyers contact agents directly. Growth Leader enables agents to meet prospective clients early in their home search process, which provides an important advantage over competing agents. Unlike traditional lead generation products, Growth Leader eliminates the middleman by getting prospective buyers to engage directly with agent customers.
- Agents close more transactions. Growth Leader's contact management and follow up tools provide agents with real time insight into the needs of their prospects. As a result, Growth Leader customers are able to build relationships with prospects quickly and create a significant sales pipeline that serves as a steady source of business in the short and long term.
- Agents profit from working with the real estate industry's leading marketing partner. Growth Leader customers benefit from the ongoing advice and assistance Market Leader provides based on its 10 years of experience delivering proven marketing solutions to real estate professionals.

Real estate agents looking for more information on the new Growth Leader can call a Market Leader representative at 1-888-810-7080, or visit www.MarketLeader.com/GrowthLeader.

Additional information on Market Leader's full line of agent, team and broker tools is available at 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 business. 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 a steady stream of 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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