



**Keller Williams® Realty, Inc.**

**Headquarters:** Austin, Texas

- Second-largest residential real estate company in the US
- Franchise company with more than 80,000 real estate agents, operating in approximately 700 market centers (offices) across the United States and Canada



**Cary Sylvester**  
Executive Director of Technology  
Keller Williams Realty International

**Cary Sylvester** joined Keller Williams Realty International in 2002 as a consultant to the technology department. Today, as Executive Director, Sylvester is responsible for the strategic vision of the company's software platform. Sylvester also oversees IT Operations, comprised of product

development, infrastructure support, and customer support.

**Market Leader**

11332 NE 122nd Way, Suite 200  
Kirkland, WA 98034  
info@marketleader.com

**Executive summary**

Keller Williams Realty launched the real estate industry's first enterprise-wide technology platform in early 2011, bringing a traditionally decentralized industry into the cloud-based world. To accomplish this, the company chose Market Leader to develop, launch, and support eEdge, challenging them to successfully create a "lead-to-close" platform, integrate a number of independent systems and processes, and quickly roll it out to more than 80,000 brokers and agents.

Less than six months after launch, more than 60,000 Keller Williams Realty agents are actively using eEdge to grow their businesses, and eEdge has been awarded the 2011 Inman Innovator Award.

In this case study, and in her own words, Cary Sylvester, Executive Director of Technology for Keller Williams Realty International, shares her insights into the challenges, solutions, and ultimate successes in making the vision of eEdge a reality.

**Keller Williams® Realty's vision for the future**

"The way we do business is changing. Our agents work differently – they're no longer sitting behind the desk, their office is virtual, and they are on the go. We therefore wanted to offer them a data driven solution with all of their important business components, including lead generation, marketing, contact management, transaction management, and reporting. We wanted a comprehensive system that could meet the different levels and needs of our agents."

"There's more than one word to describe Market Leader: *Innovative, Driven, Creative, Focused, Always pushing the envelope*"

**Partnering with Market Leader**

"We chose Market Leader for a number of reasons. Being effective means having the ability to convert leads, and Market Leader excels at lead generation and conversion. They start with the most important piece, and build around it, integrating the entire real estate process into one system. We no longer have to manage individual software systems that aren't connected or efficient."

"Market Leader was also very proactive and helpful in building our business model to help us achieve our business goals. The leadership team at Market Leader is forward thinking, innovative, and strategic in their commitment to develop the best system. They go above and beyond in thinking ahead and outside of the box."

## About Market Leader

Market Leader (NASDAQ: LEDR), founded in 1999, provides innovative online technology and marketing solutions for real estate professionals across the United States and Canada. The company serves about 100,000 real estate agents, brokerages and franchisors, offering complete end-to-end solutions that enable them to grow and manage their businesses.

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## A successful roll-out and agent adoption

“The growth and adoption we’ve seen of eEdge speaks to the ease of use and the benefits our agents see in the program. We anticipated that our greatest challenge would be rollout – training and educating all our agents in using eEdge. Market Leader has been a great help, and their trainers have been absolutely phenomenal. Overall, the roll out has gone very, very well.

“Market Leader has greatly impacted our growth, productivity, and profitability. It’s been a top tool for growth”

In fact, an additional value of the Market Leader platform is that it helps us attract new agents.”

## Proving it works, and bringing it all together

“We can see every agent who has contacts on a 33 Touch campaign, for example, offering a proven set of numbers that show results. The marketing component of eEdge, powered by Market Leader, helps engage contacts until they are ready to buy, and also helps agents to stay in contact with buyers post-sale, ensuring that they stay top of mind. That impacts profitability.”

“We wanted a comprehensive system that could meet the different levels and needs of our agents”

“We love to work with Market Leader because the teams – on the tech side and the leadership team – are always looking for ways to improve, innovate, and always push the envelope; that’s why they rose to the top in their space. Now we’re able to look and

plan ahead, five years from now, ten years from now, and beyond. Market Leader offers expertise to bring people to the door, then through the door and keep them – their solution is a great win for our agents and for our franchise.”

*If your real estate company is considering a click-to-close lead generation, a contact management, and marketing solution, contact us at 1-800-976-3593.*