



Refreshed and nurture-savvy, Market Leader's CRM deserves your attention

After bouncing around Trulia and then Zillow, Market Leader — a CRM and marketing software — has been reborn under Constellation Real Estate Group, and we're better for it.

BY [CRAIG C. ROWE](#) Staff Writer

Market Leader is a CRM and marketing software for agents and teams.

Platforms: Browser, mobile app

Ideal for: All agents and teams

Top selling points:

- Built-in website creator/management
- Emphasis on contact management
- Group-specific outreach campaigns
- Lead management for teams
- Highly scalable

Top concern:

Like all stand-alone platforms today, Market Leader is competing in an industry with competing broker-developed solutions.

What you should know

There's more here than meets the eye, so I'll get this out of the way early: Market Leader is worth looking into.

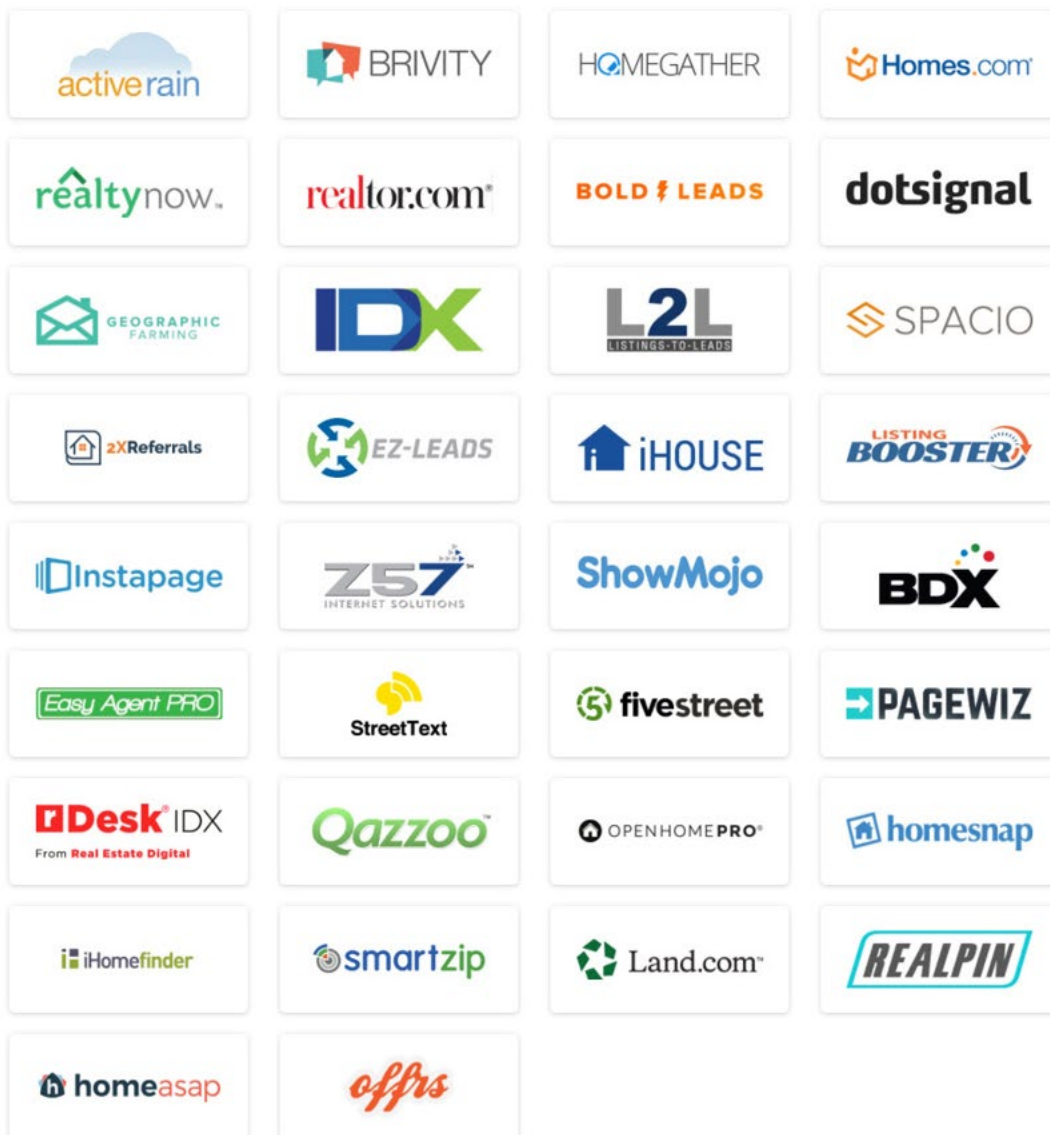
Now part of Constellation Real Estate Group, Market Leader emphasizes traditional [customer relationship management](#), making it clear that its marketing tools are there to support that effort.

This means it focuses on lead conversion and nurture... For that, it offers integrations with a deep library of industry lead providers.

Lead Stream - All your leads in one place

Simplify your business. Get all of your leads delivered directly to your Market Leader system in one easy step.

Add your email address info@searchingyourtown.com to your accounts. Leads will automatically be inserted into your system and you'll receive a notice with each new lead. [Learn more](#)



Its companion app for iOS will sync live with the CRM, but it eschews offering the solution’s more robust marketing features – which is fine.

Web page editing, campaign creative and other long-range tasks aren’t intended for use in the mobile environment. Thus, the app functions as tool for informed support and reactive updates, not a small-screen replacement for what’s on the browser.

Manage Groups
Automate your marketing efforts and manage your contacts more efficiently with Groups.

- New contacts can automatically be added to a Group based on their Contact Type
- When added to a Group, contacts are immediately added to any Campaign(s) associated with that Group

To learn more about effectively using Groups, click [here](#)

Create New Groups: Save

Name	# of Contacts	Contact Types ? ^	Associated Campaigns ?	Actions
Cold Buyer Leads	0	Add	Add	
Long Term Sellers	11	Add	Seller Gorilla Marketing (Email)	
Past Clients	68	Add	Add	
VOH 123 Main Street	16	Add	Add	
Warm Leads	11	Add	Add	
Warm Seller Leads	15	Add	Add	
Long Term Buyers	46	Buyer	Buyer Gorilla Marketing	

Upfront, the visually tight browser app’s central admin experience opens with a color-coded line graph of leads in each category. I’m always a fan of these quick-assessment visuals. A lot of CRMs have them, and I’d like to see even more. The Recently Active menu further distills that data, as does the New Contact field, fed from a connected lead source or web form, etc.








One click gets you into your full list of contacts, and contact groups are created with familiar search and save functionality. Individual groups (Cold Buyers, Open House Leads, etc.) and the marketing campaign to which they belong are visible in the succinct Manage Groups module.

ml Find a Contact Home Contacts Listings Marketing Website Help Messages Reminders Account

- My Account
- Email Settings
- Integrations

Integrations

Keep all your contacts in sync with your CRM. Easy setup steps for all your applications and lead resources. Have an application you don't see here? [Contact Us](#) and let us know what you'd like to see!

	Google Keep your Market Leader system and Google Contacts in sync. Save time on data entry with one or two-way sync.	Connect
	Office 365 Keep your Market Leader system and Office 365 Contacts in sync. Save time on data entry with one or two-way sync.	Connect
	dotloop Connect your contacts to loops and get updates on your transaction status right from the contact details page.	Connect
	Zillow Tech Connect Sync your Zillow and Trulia leads into your CRM with Zillow Tech Connect.	How to Connect
	Constellation Web Solutions Insert all your contacts from your Constellation custom website directly into your Market Leader system.	Contact us
	Custom API Have your own website that you want to connect using our API's? Contact us about getting set up.	Contact us
	Diverse Solutions Deliver your Diverse leads directly into your Market Leader system.	How to Connect

Those campaigns are chosen in the Marketing Center, and there are many of them – ranging from recruiting to long-term buyer. Home tips. Investors. Branding. Whatever content theme and message tactic you want to send to the contact, it's likely provided by a Market Leader campaign template.

My Campaigns lets you toggle them on or off, and see how many groups belong to each. The Next Campaign column lets users choose to which campaign [a lead will graduate](#) as they mature through the sales cycle.

This is all you need when building sales outreach automations: Where's my lead now, and what should I do with them next?

My Campaigns

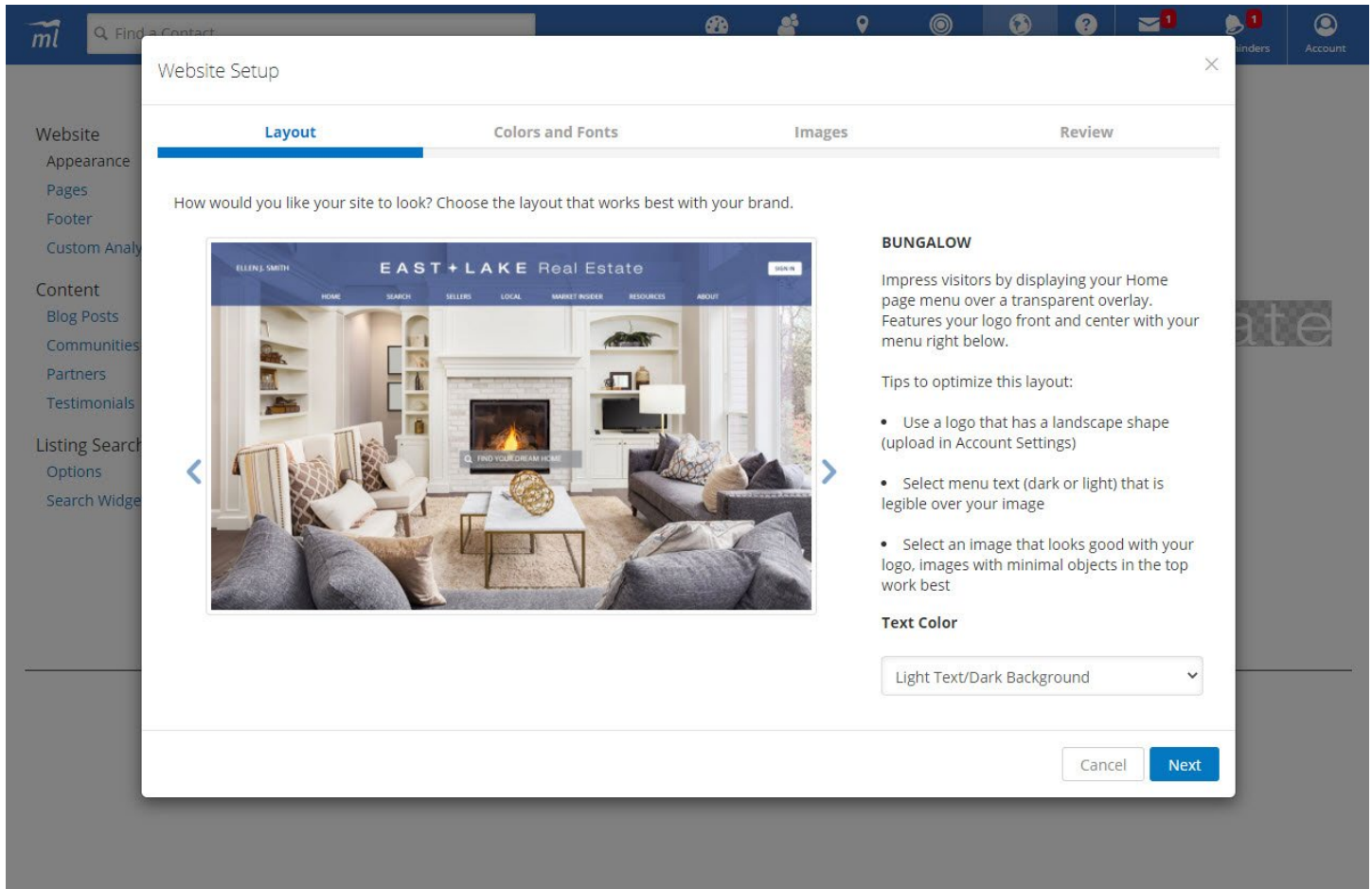
Add New Campaign

Show: Any Status Any Schedule Any Type Multi-Channel Email Only Print Only Action Plans

Status	Campaign	Contacts	Groups	Steps	Next Campaign	
Active <input checked="" type="checkbox"/>	Seller Gorilla Marketing (Email) Interval Campaign	10	1 Group	8 0 0	Long Term Seller (Email)	Performance Duplicate
Active <input checked="" type="checkbox"/>	Long Term Seller (Email) Interval Campaign	4	0 Groups	17 0 4	Seller Gorilla Marketin...	Performance Duplicate
Active <input checked="" type="checkbox"/>	Long Term Buyer (Email) Interval Campaign	0	0 Groups	14 0 4	- none selected -	Performance Duplicate
Active <input checked="" type="checkbox"/>	Buyer Gorilla Marketing Interval Campaign	24	1 Group	8 0 0	Long Term Buyer (Em...)	Performance Duplicate
Active	Monthly Newsletter Monthly Newsletter Campaign	4	0 Groups	54 0 0		Performance

The Marketing Center also provides all kinds of print collateral designs, newsletters [and video content](#).

Users can build a web presence at the Professional and Teams account levels. I was told in our demo that the company – and customers – weren’t psyched on the bland templates it once offered. They’ve since revamped the website offers for the better.



There are three templates offered (Tudor, Villa, Bungalow) and each can be intricately customized with Light and Dark modes, color schemes with accent colors, and scrolling hero imagery.

The content management system really shines. Child pages are easily pulled under parent pages, titles quickly edited, and widgets snapped into place. There are widgets for property search, agent profiles, and communities served, among others.

I can't fathom a dedicated agent or marketing assistant having any trouble getting an IDX-enabled site up and running. They look good.

- Website
 - Appearance
 - Pages
 - Footer
 - Custom Analytics
- Content
 - Blog Posts
 - Communities Served
 - Partners
 - Testimonials
- Listing Search
 - Options
 - Search Widget

Pages and Menus

Customize the structure of the header tabs on your website by adding, renaming, and moving pages, and creating menus that contain additional sub-pages. [Learn how](#)

+ Add

Home	Page ▾
Your Home Value	Page ▾
Find Your Dream Home	Page ▾
Home Buying 101	Page ▾
Market Insider	Page ▾
Communities	Page ▾
Resources	Menu Item ▾
Blog	Page (Not Published) ▾
Finance	Page (Not Published) ▾
Partners	Page (Not Published) ▾
Finance Info	Page ▾
Careers	Page ▾
About Ellen	Page ▾

Some menu organization tips

- To adjust the location of an item, touch or click it then drag it to your preferred placement.
- Add a sub-page under a menu by dragging and indenting it under the menu header.
- Try to limit your website header tabs to 8-10, as too many headers can cause wrapping on smaller screens.
- The maximum character limit for your header tabs is 20, however shorter is better for viewing on tablets and mobile devices.
- The home, search, about, sell, and communities pages cannot be unpublished or deleted.

A summation? There's a lot of good in this CRM that's been largely absent from industry conversations. At least ones I'm privy to on the topic. That shouldn't be the case, especially with its emphasis on teams, now an influential industry movement.

Market Leader has a modern, non-distracting user experience throughout, smart features and a keen eye for making complex sales efforts technologically easy.

Craig C. Rowe started in commercial real estate at the dawn of the dot-com boom, helping an array of commercial real estate companies fortify their online presence and analyze internal software decisions. He now helps agents with technology decisions and marketing through reviewing software and tech for Inman.