

Study Finds RealtyTracker Converts Leads, Improves Profit Margins For Agents

The study examined more than 50,000 RealtyTracker leads submitted by consumers during a 10-month period in 2005, and found that not only are RealtyTracker's leads being converted to sales at a remarkable rate, but the sales prices are significantly higher the national average. In addition, nearly one in five RealtyTracker leads resulted in a transaction during the period studied; leads originating in the latter half of the year are still in progress and may result in additional transactions.

LOS ANGELES, CA (PRWEB) January 9, 2006 -- Today's real estate agents can improve their sales and up their bottom line by turning to the Internet and reaping the benefits of forward-thinking companies such as RealtyTracker, according to a recent independent study conducted by Real IQ.

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The average sales price for homes in the study was \$318,000, a full \$100,000 over the national average price for existing home sales. In addition, nearly one in five RealtyTracker leads resulted in a transaction during the period studied; leads originating in the latter half of the year are still in progress and may result in additional transactions.

“Clearly the future of real estate marketing is with a service like RealtyTracker that can vastly improve absorption by pinpointing quality leads, helping REALTORS convert those leads to sales in a timely fashion, and increasing their profit margins by securing higher-priced properties and better-qualified clients,” said Sean Whiteley, CEO of RealtyTracker.

“By using a company such as ours, real estate agents gain access to an extremely desirable consumer base and a proven system that effectively puts an end to the days of endless door-knocking or overspending on items such as magnets and pens,” he added. “Conversely, homebuyers can avoid the time-consuming hassle of driving from one open house to another in search of a reputable real estate agent by partnering with us.”

Of the leads in the study that were identified as resulting in property transactions, nearly 50% did so within the first three months after being submitted, proving that RealtyTracker's leads are quickly translating to sales. The Real IQ study compared the name and address provided by the consumer to the information listed in publicly available county records data for subsequent property transactions. Consumers buying or selling do not necessarily complete their transaction using a real estate agent in the RealtyTracker network.

“We provide all the tools to real estate agents, and once they contact our pre-qualified leads, they are experiencing firsthand how much more successful they can be,” said Whiteley. “Our goal is to continue to show REALTORS how they can grow their business by utilizing our systems and moving traditional real estate to the Internet. Our future is tied to our customers' success.”

RealtyTracker generates over 10,000 leads each month and boasts 4,100 active paying customers. The company's major competitors include: Realtor.com, HomeGain, HouseValues, Reply.com, and RealEstate.com.



For real estate professionals, RealtyTracker strives to provide fresh, self-generated leads easier and more affordably than customers could find on their own. For consumers, RealtyTracker provides free, confidential access to its nationwide list of real estate professionals.

For more information about RealtyTracker, call (866) 936-3066 or visit RealtyTracker.com.

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Contact Information

Jeane Tumbaga

REALTYTRACKER LLC

<http://www.realtytracker.com>

323-936-9900