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**Bringing BLIS to the Real Estate Industry: Listingbook Introduces ‘Broker Lead Incubation Service’ to Help Brokers Turn Cold Leads into Closed Sales**

*Following Successful Beta Test with Some of the Nation’s Leading Real Estate Firms, Listingbook Will Debut its Innovative Broker Service at the Upcoming National Association of Realtors® Conference*

Greensboro, N.C. – November 1, 2012 – [Listingbook LLC](#) today announced the national launch of its [Broker Lead Incubation Service](#) (BLIS) following a successful beta test with leading real estate brokers from throughout the country.

The new program is the company’s first service to be developed for brokers and leverages Listingbook’s popular and proven client servicing platform currently used nationwide by more than 185,000 real estate agents. [BLIS](#) was designed to help brokers increase their market share by converting cold leads – no matter how old – into hot prospects that becomes closings.

Brokers who participated in the pilot program said the new service was like having an extra team member who excels in resurrecting cold, inactive leads and converting them into active customers and sales.

“With the [Broker Lead Incubation Service](#), we are already seeing leads that we thought were clearly dead, becoming bona fide customers,” said Craig Beggins, CEO/Broker of [Century 21 Beggins Enterprises](#), the largest Century 21 brokerage in Northern and Central Florida. “Listingbook is an essential part of our business – every customer we meet gets put on Listingbook and gets an account. Listingbook gets an assist on probably 35 percent of our 1,800 transactions we close in a given year.”

“Ask any broker what their biggest challenge is with online buyers and sellers and they’ll likely say, ‘We waste a ton of money on advertising to generate leads, of which 98 percent aren’t even close to entering a transaction anytime soon,’” said Randall Kaplan, chief executive officer of Listingbook. “The reality is, just about any website can generate a real estate lead, but a large percentage of brokerages lack the technology that’s backed by a designated employee to help incubate the lead process for weeks, months or longer.

Our new Broker Lead Incubation Service provides this and more, in a very cost-effective manner.”

The Broker Lead Incubation Service enables brokers to:

- Get greater value from their investment in leads who are not yet ready to buy
- Incubate those leads at a very low cost and without the hassle
- Provide agents with warm, bona fide leads
- Keep their brand in front of leads as they incubate
- Enhance the loyalty of leads by giving them the best search experience, making them less inclined to visit third-party websites
- Measure and evaluate lead conversion and your business development ROI

Leading real estate brokers who tested the program gave the program high marks for its ability to breathe new life into, and then help them easily incubate leads that had been dormant.

“The number-one benefit of the Broker Lead Incubation Service is that it gives us the opportunity to take leads that might otherwise be dead, and provides these prospects with information on their terms, staying in touch with them until they are ready to buy -- without our agents spending time on them,” said Laura Paperner, Director of e-Commerce for [Prudential Alliance Realtors](#). With seven offices and 400 agents, Prudential Alliance Realtors is the largest real estate brokerage in the greater St. Louis market.

“Listingbook’s Broker Lead Incubation Service is great because it is like having an extra employee or two working for us, following up with Internet buyers and sellers,” Paperner explained. “The Listingbook technology automatically updates prospects with information on homes for sale, price changes and open houses – and when they are ready for more information they simply contact our Listingbook rep, who in turn contacts us.”

The [Broker Lead Incubation Service](#) will be demonstrated at the Listingbook booth #1781 along with Listingbook A.I., the company’s flagship client servicing platform, at the National Association of Realtors Conference & Expo Nov. 9-12 in Orlando, Fla.

### **About Listingbook**

Listingbook LLC, based in Greensboro, N.C., provides an online technology platform and patented client management system that allows real estate brokers and agents to provide buyers and sellers with the best search experience, including: complete and up-to-the-minute MLS data and public records, while enabling agents to view their client’s search activities and collaborate with them. Designed to complement the Multiple Listing Service, Listingbook gives consumers all the information they want and makes buying or selling a home easier, more efficient and more enjoyable. For more information about Listingbook, call 336-722-3456 or go to [www.Listingbook.com](http://www.Listingbook.com).