

# Real Estate Lead Sources

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## About this Directory

Real estate agents have a lot of choices today for where to buy real estate leads. We created this Directory as a guide for simplifying the process to give you a glance at your major options all in one place.

| Source/Company    | Source of leads   | Do they scrub? | How leads are sold  | Company Background  | Pricing Structure<br><i>(is there a cost/lead, subscription cost, etc.)</i>  | Integrates with ...   |
|-------------------|---|----------------|---|---|--|---|
| <b>BoomTown</b>   | Uses digital advertising to create leads for agents via a WordPress website, custom property websites, social media advertising, and Google ads.  | N/A            | SaaS: The software is packaged and sold to agents on a per-month basis.   | Founded in 2006 and now employing 250 people, BoomTown provides lead management, marketing, and CRM tools for real estate agents and brokers. | Product packages for agents start at \$1,000 per month.  | Facebook, Google Adwords  |
| <b>Brivity</b>    | Agent-generated/agent-driven; integrates with other lead generation products/platforms. Kwklly provides a platform for clients and agents to connect via text message; clients must use agent-provided keyword. | No             | SaaS: Products for team/agent business management are packaged and sold according to which products you would like and how many users will need access to them. | Founded by Keller Williams team lead and top agent Ben Kinney.  | CRM only: \$99.99/month; CRM, IDX, Brivity Valuations, CMA, and text-to-lead product Kwklly are add-ons; prices vary depending on what you want to add and how many users need access. | Zapier integrations — Google Contacts, Zillow, BombBomb, MailChimp and more.  |
| <b>CINC</b>       | Web-based marketing linked to the MLS; website visitors provide contact information in exchange for access to MLS listings.   | No             | SaaS: A CRM, project management platform, and web-based marketing tool integrate with each other to generate and manage leads.                                  | Founded in 2011 and owned and operated by Fidelity National Financial.  | Subscription service; agents pay for the software products.  | Bomb Bomb, IDX, Infusionsoft, Velocity  |
| <b>Facebook</b>   | Agents build targeted social media campaigns that direct audience to take an action (usually clicking on the ad, which redirects to a website).   | No             | Ads are sold individually.  | Facebook is the biggest social media company in the world, with more than one billion users.  | Each ad's price varies depending on the agent's audience and budget.   | Almost everything!  |
| <b>FiveStreet</b> | Agents provide existing lead sources, and FiveStreet provides tools to nurture and manage those leads.  | No             | SaaS: Agents or teams/brokerages pay subscription fees for FiveStreet software.   | FiveStreet was founded in 2012 and provides tools to help agents respond and route leads automatically.                                       | \$25 to \$75/month   | Gmail and Google Apps email; through these platforms, FiveStreet can access Zillow, Trulia, realtor.com and other lead sources. |

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| <b>HomeLight</b>        | Consumer-targeted online and offline marketing. Agents create a profile and collect reviews from consumers. HomeLight gives them insight on agents and connects them through their website. | Yes            | Agents create a profile on the website and are connected with consumers looking to buy or sell in their area.                  | HomeLight has offices in San Francisco, Seattle and Phoenix. The company has a network of agents across the U.S.   | Agents must pay a 25% referral fee upon close.                       | N/A   |
| <b>Homes.com</b>        | Visitors to homes.com: buyers searching for homes and sellers seeking home valuation information.   | Yes            | Leads are categorized and sold by ZIP code.  | Homes.com is a division of Dominion Enterprises and uses its popular real estate listing website to generate leads for agents.   | Depends on the ZIP code requested.                                   | Homes.com offers an API that integrates with many other platforms.                    |
| <b>kvCORE Platform</b>  | Social media and paid search ads generate consumer interest and route leads to agents.  | No             | SaaS: Agents or teams purchase the software on a subscription basis and then use it to create lead campaigns and manage leads. | Formerly known as Kunversion and now owned and operated by Inside Real Estate, kvCORE is a website, lead, and CRM solution aiming to provide an all-in-one experience. | N/A  | More than 30 other tech partners and platforms, including Facebook, Google, and more. |
| <b>Lands of America</b> | Buyers interested in buying rural real estate can access lists of "signature," "premium," and "standard" real estate contacts through the company.  | No             | Sellers, brokerages, or agents pay to appear on the Lands of America lists of real estate contacts.                            | A rural listing service specializing in land for sale (farms, ranches, mountain and waterfront properties, and more).  | \$75 for a standard listing, \$150 for a premium listing.            | N/A   |
| <b>LionDesk</b>         | Agent-provided; LionDesk offers software to nurture and manage leads.   | No             | SaaS: LionDesk sells its software platform (CRM, email marketing, and more) to real estate agents on a subscription basis.     | Founded in 2014 and located in Carlsbad, California, LionDesk focuses on lead nurturing and transaction management.  | \$25 to \$49 per agent per month.                                    | N/A   |
| <b>Market Leader</b>    | Pay-per-click ad campaigns (Google/Bing) and sellers seeking home valuation information on HouseValues.com.   | No             | By ZIP code with a flat fee, which includes a certain number of guaranteed leads per month.                                    | Founded in 1999 and owned by Constellation Web Solutions, Market Leader was previously owned by Zillow Group.  | Flat per-month rate includes a minimum number of leads.              | Dotloop, Zillow, KW eEdge   |

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| <b>Realestate.com</b>       | Visitors to the realestate.com website, which has guides and information for homebuyers.  | Yes            | N/A  | Powered by Zillow, this platform targets millennials, specifically first-time buyers.   | N/A  | N/A   |
| <b>Real Geeks</b>           | Custom IDX lead-generating websites that drive traffic through online marketing campaigns (Facebook, Google, etc).  | No             | SaaS: Agents pay for the website, automated email and marketing tools, and CRM software.   | Founded in 2008 by a real estate agent who developed the tools for his own use before founding Real Geeks.  | \$199/month for up to two agents.  | Facebook, Craigslist, Google Adwords, BombBomb, Trulia, Infusionsoft, Top Producer, and more. |
| <b>Realtor.com / OpCity</b> | Buyers searching for homes and sellers seeking home valuation information on realtor.com.   | Yes            | By ZIP code  | Realtor.com is owned and operated by News Corp, a multinational billion-dollar corporation; it's also affiliated with NAR.  | Agents buy ZIP codes; also piloting a referral-fee based model.  | Facebook, Top Producer, ListHub   |
| <b>ReferralExchange</b>     | ReferralExchange powers a top agent website (topagentsranked.com) and connects consumers with only the best agents for their needs.                                     | Yes            | Not sold individually; leads are distributed to an exclusive network of top agents, based on a number of factors, including price point, property type and location. | Founded in 2004 and based in San Francisco, ReferralExchange is a one-stop shop for agent leads and referrals. Over 140,000 top agents both in the US and Canada. | Hand-picked agent network can receive leads with no upfront fee: 25% to 35% referral fee.                        | N/A   |
| <b>SmartZip</b>             | Marketing tools that use predictive analytics to target homeowners who are most likely to sell in the immediate future.   | Yes            | SaaS: Agents pay for access to the marketing tools that fit their business, either a la carte or as part of a package.   | SmartZip is backed by Intel Capital and uses predictive analytics to surface homeowners who are likely to sell soon.  | Subscription; based on geographic farming areas and sold in groups of homes (typically smaller than a ZIP code). | Contactually, DocuSign, dotloop   |
| <b>Trulia</b>               | Trulia provides agents with contact information for visitors to the trulia.com website, both buyers searching for homes and sellers seeking home valuation information. | Yes            | By ZIP code  | Founded in 2005, Trulia was acquired by Zillow Group in 2014 and uses Zillow's Premier Agent tools to manage lead generation for agents.                          | Varies depending on the ZIP code's popularity and consumer traffic.  | Trulia provides an API that agents and other platforms can use to integrate with its systems. |

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| <b>Ylopo</b>   | Facebook and Instagram ad campaigns drive leads to agent landing pages, powered by Ylopo.                               | No             | SaaS: Agents pay a subscription fee for the ylopo software to create marketing campaigns. | Two entrepreneurs — both formerly from TigerLead —founded Ylopo, which is based in Venice Beach, CA.                                     | Monthly management fee (\$495) plus lead generation and marketing budgets.  | Facebook, Instagram, and a number of CRMs (including Salesforce, Contactually, and more).                                |
| <b>Zapier</b>  | Agent-driven; Zapier provides tools and integrations to manage leads.   | No             | SaaS: Users pay for access to Zapier's tools and software.                                | Zapier was founded in 2011 and focuses on automating tasks from a wide range of other apps and products.                                 | Free option is available; paid options range from \$25 to \$250 per month.  | More than 1,300 different apps and platforms across several industries.  |
| <b>zBuyer</b>  | National marketing campaigns to attract both buyers and sellers.  | Yes            | N/A   | A family-owned and -operated real estate marketing company, the active owners are all Realtors.  | N/A   | N/A  |
| <b>Zillow</b>  | Visitors to Zillow's website (both buyers and sellers) who are searching for homes or seeking valuation information.    | Yes            | By ZIP code   | Zillow operates the most-visited website in the real estate industry and is the flagship company of Zillow Group.                        | Price depends on ZIP code traffic.  | Facebook, Google AdWords, WordPress, and dozens of CRMs and other software tools through Zillow's API and other avenues. |
| <b>Zurple</b>  | Visitors to home search websites for specific geographic target areas, leveraging managed advertising and lead magnets. | No             | Flat rate   | Zurple's suite of products includes tools to analyze leads and surface the buyers who are most likely to take action in the near future. | \$349/agent/month; only available in certain markets.                       | Facebook, Google AdWords, Zillow, TruliaZillow's API and other avenues.  |



## About LIVE

LIVE is a ReferralExchange service that manages third-party leads for agents by filtering, qualifying and live-transferring back interested prospects. LIVE currently manages leads from all of the sources in this directory. [REFERRALEXCHANGE.COM/LIVE](https://REFERRALEXCHANGE.COM/LIVE)

Disclaimer: The Definitive Directory of Real Estate Lead Sources is an unbiased guide that lists major lead sources and facts about them. Information is verified as of May 31, 2019. Some pricing and models may have changed since this date.