

## Realtor.com Lead Generation Systems

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Here is a good article from Realtor.com that talks about lead generation systems:

<http://www.realtor.com/advice/4-secrets-to-success-how-to-manage-high-volume-leads/?cid=EML301472>

Basically it comes down to:

- collect the leads (tigerleads/pay-for-leads-via-realtor.com)
- respond fast (fivestreet).
- track the communication (yesware).
- pull in accurate info from other public sources (rapportive).
- distribute the leads to others and cherry pick the good leads (good-old-greedy-capitalism).

Welcome to the new world of real estate.