ToolGPA

NOVEMBER 2026

Market Leader

The Insider's Guide

Real estate CRM, websites and exclusive lead packages for agents

Every plan, grade, refund rule and rival among CRM tools, read from Market Leader's own pages.

Made by Constellation1 Inc. · checked Nov 13, 2026 · toolgpa.com

1.8
GPA



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ToolGPA put this guide together from Market Leader's own pages, its app-store listings and our grades. Every fact in it is on Market Leader's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 16 of the 116 other CRM tools we grade

Market Leader sells real estate agents a CRM with automated lead nurture and marketing campaigns, a drag-and-drop website with MLS listings, and separate done-for-you lead generation packages. A Teams edition adds a shared contact database and lead routing for small teams.

> "
>
> **A website, lead routing and campaigns need setting up.**
>
> From our grade for ease of use

To get you started, here are **8 things to know about Market Leader**, taken from its own pages and our grades.

1 **Best for a real estate CRM and website for agents**

Market Leader sells a real estate CRM with a website, marketing tools and optional lead packages.

2 **Paid plans start at $329 a month**

As its pricing page puts it: $329 per month for up to 10 team members.

3 **It runs on Web**

Web.

4 **Real estate CRM**

Contact records with reminders and daily to-dos, advanced filters and groups, and lead conversion action plans, with 40+ lead sources such as Zillow and Realtor.com feeding it.

5 **Automated lead engagement**

New leads get listing alerts and automated welcome emails and texts; the Teams edition lists an 18-step drip campaign.

6 **Lead intel**

Tracks which contacts visited the agent's website and which properties they viewed or saved, to show who to contact first.

7 **A 1.8 GPA, above 16 of 116**

That is against the other CRM tools we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

To replace Market Leader you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

Market Leader at a glance

PRICING Paid, from $329 per month for up to 10 team members	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Constellation1 Inc., since 1999	CATEGORY CRM Software
OUR GRADE 1.8 GPA, weak	

The report card

Best for a real estate CRM and website for agents

Market Leader sells a real estate CRM with a website, marketing tools and optional lead packages. Teams is $329 a month for up to 10 members, but the single-agent plan has no published price and the lead products are priced separately.

TOOLGPA REPORT CARD	Market Leader	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	$329 a month for up to 10 team members, about $33 a head, which is near the category middle of $29. Professional for one agent has no published price.
Free plan and trial	F	No free plan and no trial on record, so the first step is a demo or a quote.
Features	C	CRM, automated lead engagement, lead intel, a marketing center and websites with MLS listings. Lead generation is a separate product, and larger teams are not priced.
Ease of use	C	No store rating on record. A website, lead routing and campaigns need setting up.
Platforms and integrations	B	Web with Zillow, Trulia and Realtor.com links. A mobile app is mentioned, but its platforms are not named.

Grade point average Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Market Leader is for

- ✓ Fits if you lead a small real estate team and want a shared CRM and website
- ✓ Works for agents who want Zillow and Realtor.com leads in one system

Who it is not for

- ✗ Skip it if you are a solo agent who wants a price, as Professional is quoted on a call
- ✗ Pricey if your team is over 10, since the page does not say what more people cost
- ✗ Watch out: lead generation packages are sold apart from the Teams price
- ✗ Watch out: the phone platforms for its mobile app are not named

Good to know

Good for

- ✓ Individual agents who want a CRM, website and nurture campaigns from one vendor
- ✓ Small real estate teams that need shared contacts and lead routing
- ✓ Agents who also want to buy exclusive leads delivered into the CRM

Worth knowing

- ⓘ Professional has no published price: the vendor says it quotes pricing after a consultation.
- ⓘ The lead generation products are separate offerings with their own pricing, not part of the Teams price.
- ⓘ The vendor lists a mobile app but its pages do not say which phone platforms it supports.
- ⓘ The Teams page prices up to 10 members at $329 and does not say what a larger team pays.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$329

A month to start

Market Leader is a paid product, starting at $329 per month for up to 10 team members.

> **Professional for one agent has no published price.**
>
> From our grade for value for money

MARKET LEADER PROFESSIONAL

Custom

CRM, website, marketing center and lead nurture for one agent. The vendor quotes the price after a consultation.

MARKET LEADER TEAMS

$329

per month for up to 10 team members

Shared contacts and tasks, lead routing, shared marketing library, website and mobile CRM app, with per-agent reporting.

Read from marketleader.com on Nov 13, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Real estate CRM, websites and exclusive lead packages for agents. Here is what it does, as its own site describes it, and what it covers: sales pipeline, marketing automation, workflow automation, email campaigns.

> **CRM, automated lead engagement, lead intel, a marketing center and websites with MLS listings.**
>
> From our grade for features

Real estate CRM

Contact records with reminders and daily to-dos, advanced filters and groups, and lead conversion action plans, with 40+ lead sources such as Zillow and Realtor.com feeding it.

Automated lead engagement

New leads get listing alerts and automated welcome emails and texts; the Teams edition lists an 18-step drip campaign.

Lead intel

Tracks which contacts visited the agent's website and which properties they viewed or saved, to show who to contact first.

Marketing center

A library of 1,500+ customizable print and email campaign templates and long-term drip campaigns for a whole contact database.

Websites with MLS listings

A drag-and-drop website builder with lead capture forms for showings and home valuations, connected to the agent's MLS.

Lead generation packages

Leads Direct (search-ad leads), HouseValues (seller leads) and Network Boost (Facebook and Instagram leads), each sold with a monthly lead commitment.

Where it runs

Web

What it works with

Zillow · Trulia · Realtor.com

Market Leader is made by Constellation1 Inc., and has been around since 1999.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

16/116

Other CRM tools it is graded above

Market Leader's GPA of 1.8 is higher than 16 of the 116 other CRM tools we grade, and level with 20.

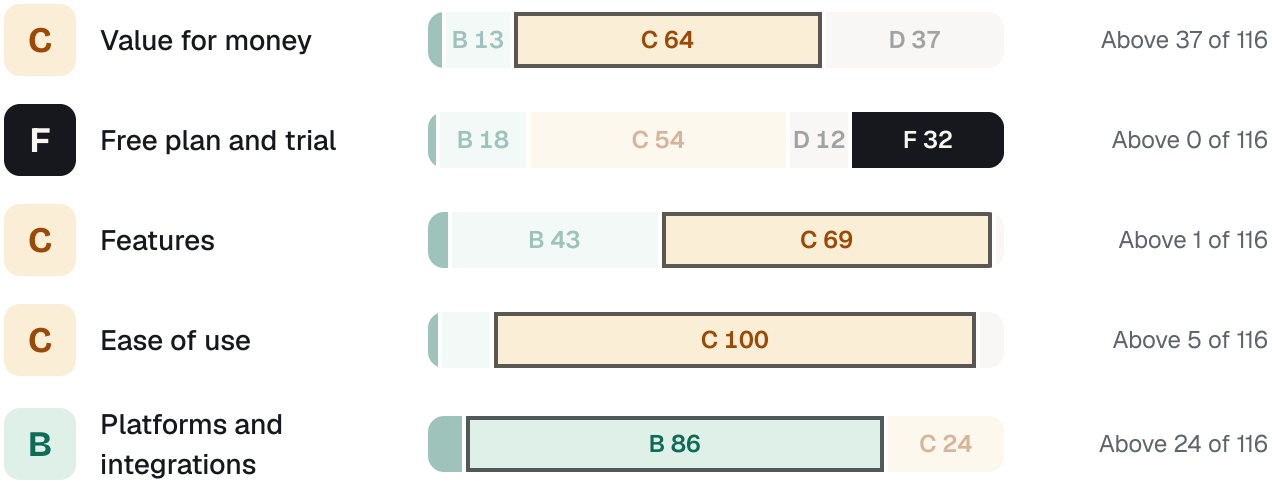
It stands best on platforms and integrations (B, above 24 of 116) and worst on free plan and trial (F, above 0).

Its paid plans start at $329 a month, against a middle price of $29 for the category: 91 of the 93 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 45 tools score higher and cost less.

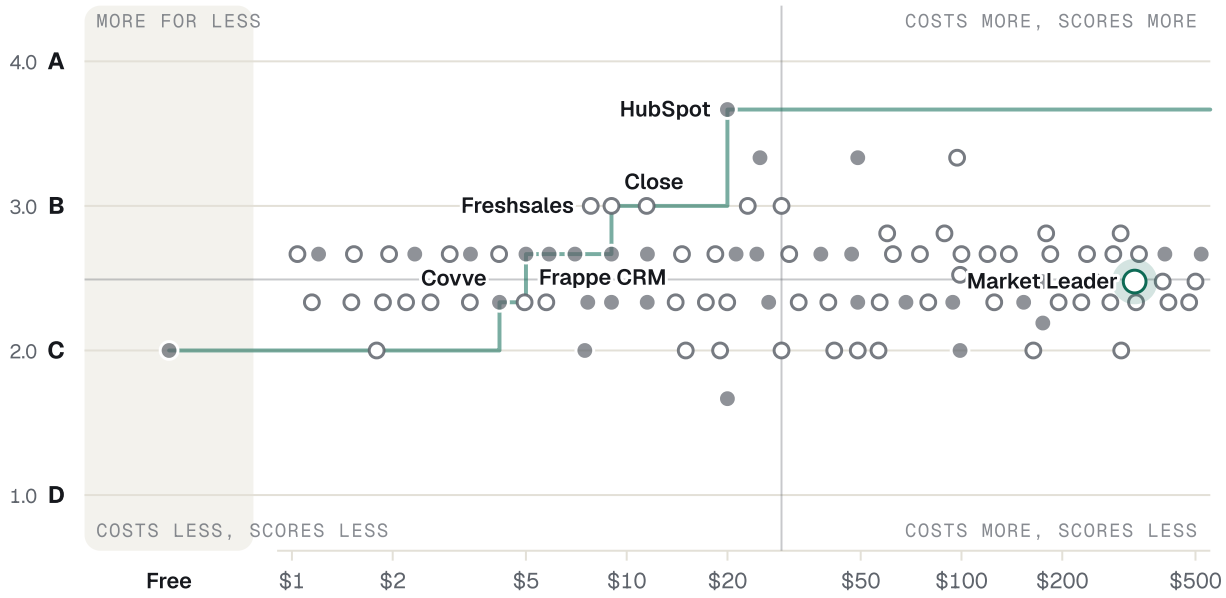
Each grade against the category

Every bar is all 117 CRM tools we grade, cut by the letter each got. Market Leader's own letter is outlined.



Price against what you get

Each dot is one of 95 CRM tools. Further left costs less; higher up scores better on features, ease of use and platforms. Market Leader is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Market Leader you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 80 of the 116 other CRM tools grade higher. It costs $3,948 a year.

What you could make

- Sales pipeline: an app builder makes this well.

What you could not

- Email sent in volume that still reaches the inbox.

- Newsletters sent to thousands of people that still reach the inbox.
- Connections to other products, each kept working as those products change.

What this rests on. Market Leader's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Follow Up Boss, Lofty, Top Producer, Real Geeks and BoldTrail (kvCORE)

The 5 tools Market Leader is most often weighed against, with where each one differs from it.

2.0 GPA

Follow Up Boss

Free trial · from $58/mo

Real estate CRM that routes and follows up on incoming leads.

- Market Leader also covers marketing automation and email campaigns.
- Follow Up Boss also covers shared inbox and reports.

Market Leader and Follow Up Boss compared in full

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Lofty

Paid

Real estate CRM with IDX websites, AI agents and lead generation.

- Market Leader also covers workflow automation.
- Lofty also covers AI agents, reports and sMS marketing.

Market Leader and Lofty compared in full

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Top Producer

From $179/mo

Real estate CRM with MLS reports, workflows and optional lead gen.

- Market Leader also covers marketing automation.
- Top Producer also covers tasks, reports and sMS marketing.

Market Leader and Top Producer compared in full



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Real Geeks

From $399/mo

Real estate platform with an IDX website, CRM and lead packages.

- Market Leader also covers workflow automation.
- Real Geeks also covers sMS marketing and call tracking.

Market Leader and Real Geeks compared in full



1.6
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BoldTrail (kvCORE)

Paid

Real estate platform with a Smart CRM, IDX websites and lead tools.

- Market Leader also covers email campaigns.
- BoldTrail (kvCORE) also covers dashboards.

Market Leader and BoldTrail (kvCORE) compared in full

Quick answers

The questions people ask about it, each answered in a line or two

12

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Market Leader free?

No. Market Leader is a paid product, starting at $329 per month for up to 10 team members.

How much does Market Leader cost?

Market Leader lists 2 plans. Market Leader Professional: custom pricing.

What platforms does Market Leader work on?

Market Leader is available on Web.

Does Market Leader have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Market Leader is listed for Web.

Does Market Leader have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Market Leader is listed for Web.

Is Market Leader open source?

Market Leader is not described as open source on its own site, as read on Nov 13, 2026.

What does Market Leader integrate with?

Market Leader's listing names Zillow, Trulia and Realtor.com. A listing names up to eight integrations, so it may connect to more.

Who makes Market Leader?

Market Leader is made by Constellation1 Inc. It dates from 1999.

What are the alternatives to Market Leader?

The closest alternatives to Market Leader in our directory are Follow Up Boss, Lofty, Top Producer, Real Geeks and BoldTrail (kvCORE).

How does Market Leader compare with other CRM tools?

Market Leader's GPA of 1.8 is higher than 16 of the 116 other CRM tools we grade, and level with 20.

Is Market Leader good value for money?

ToolGPA grades Market Leader C for value for money. Its paid plans start at $329 a month, against a middle price of $29 for the category: 91 of the 93 others that charge start lower.

Could I make my own version of Market Leader?

To replace Market Leader you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Market Leader's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Market Leader's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Constellation1 Inc. Prices change, so check marketleader.com before you buy.

marketleader.com/products/teams/
marketleader.com/products/professional-for-agen…
marketleader.com/solutions/crm/
marketleader.com/company/about/
marketleader.com
marketleader.com/products/real-estate-leads/
marketleader.com/solutions/mobile-app/

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Market Leader, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/market-leader

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Market Leader: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/market-leader
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Know someone choosing between CRM tools?

Send them this guide:
toolgpa.com/tools/market-leader/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after Market Leader, each with an Insider's Guide of its own.

CRM Software Insider's Guide

Every one of the 117 CRM tools we grade, compared

HubSpot Insider's Guide

Free CRM at the center of a marketing, sales and service suite

3.2 GPA

Frappe CRM Insider's Guide

Open-source CRM with unlimited users, billed by hosting

3.0 GPA

Givebutter Insider's Guide

Free fundraising platform with a built-in nonprofit CRM

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Market Leader's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Market Leader is a trademark of its owner, and this guide is not made, paid for or approved by Constellation1 Inc. Prices and plans change: check marketleader.com before you buy.