

More Than One in Five Leads from HouseValues Enters Into a Transaction

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RISMEDIA, Sept. 14, 2005 — HouseValues Inc. (NASDAQ: SOLD), a leading marketing partner for real estate and mortgage professionals, today announced independent research citing that more than one of every five leads enters into a purchase and/or sale transaction.

Twenty-two percent of consumers that submitted requests to HouseValues.com and JustListed.com entered into at least one transaction. Transactions were measured as a home purchased or home sold, and often both, within the first 12 months after the date of their requests, according to a study by Real IQ, an independent national market research firm.

"These findings reinforce the quality of our leads and emphasize the importance of a comprehensive marketing solution to convert leads into sales and commissions," said Ian Morris, CEO of HouseValues. "HouseValues is helping thousands of real estate professionals capture, cultivate, and convert leads into closed transactions and will continue to provide customers with the tools and services they need to successfully grow their businesses."

Stephen Bedikian, a partner at Real IQ, said, "This study demonstrates that the Internet can be a highly efficient business development channel when agents are provided with the tools they need to build and manage relationships with consumers throughout their lifecycle."

"HouseValues has done more to impact the success of my business than anything else," said Joel Persinger with RE/MAX Heritage Homes. "The innovative customer relationship management tools and personalized coaching services from HouseValues help me cultivate each lead into relationships that culminate in closed transactions." HouseValues guarantees lead quality and quantity with each of its approximately 14,000 subscribers. All leads are provided to subscribers on an exclusive basis by subscription, based on the number and types of leads (buyers and sellers) requested. Every lead is also backed by the HouseValues Contact Information Guarantee, which allows subscribers to return and replace any lead that does not include valid contact information.

The RealIQ study was conducted on a random sample of nearly 100,000 leads generated on HouseValues.com and JustListed.com from January 2004 to March 2004. RealIQ provides market research and consulting services to companies in the real estate, mortgage, and automotive industries.

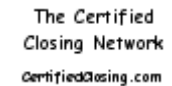
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