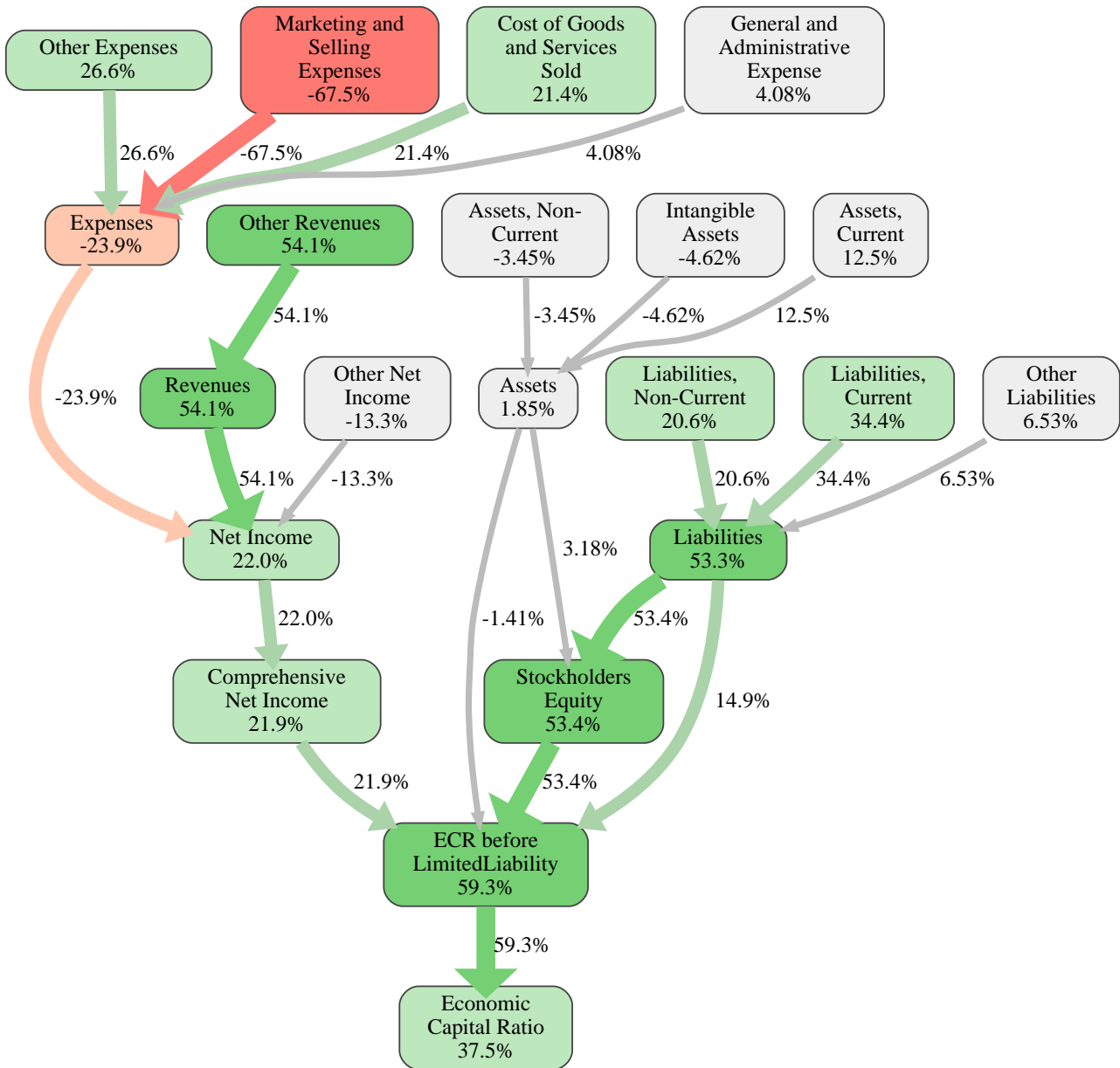




RealRate

ADVERTISING 2013

Market Leader Inc
Rank 8 of 24





ADVERTISING 2013

Market Leader Inc Rank 8 of 24

The relative strengths and weaknesses of Market Leader Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Market Leader Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 54% points. The greatest weakness of Market Leader Inc is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 68% points.

The company's Economic Capital Ratio, given in the ranking table, is 122%, being 38% points above the market average of 84%.

Input Variable	Value in 1000 USD
Assets, Current	24,052
Assets, Non-Current	0
Cost of Goods and Services Sold	0
General and Administrative Expense	7,828
Intangible Assets	1,861
Liabilities, Current	6,670
Liabilities, Non-Current	1,100
Marketing and Selling Expenses	28,989
Other Assets	7,672
Other Compr. Net Income	0
Other Expenses	15,987
Other Liabilities	0
Other Net Income	32
Other Revenues	44,988
Property, Plant and Equipment	5,486

Output Variable	Value in 1000 USD
Assets	39,071
Liabilities	7,770
Expenses	52,804
Revenues	44,988
Stockholders Equity	31,301
Net Income	-7,784
Comprehensive Net Income	-7,784
BaseVar	72,332
ECR before LimitedLiability	62%
Economic Capital Ratio	122%