

Broker Case Study

How Buyside has helped top brokerage firms leverage their buyer data to generate and capture seller leads, win more listings and close more transaction sides in house.

AT A GLANCE

Brokerage Firm:

Daniel Gale Sotheby's
International Realty

Location:

Cold Spring Harbor, NY

Brokerage Size:

Offices: ~ 28 offices
Agents: ~ 900 agents
Annual Sides: ~ 3,000+

Launched Buyside:

March 2017

Buyside Home Valuation Site:

<http://sellyourhome.danielgale.com/>

Seller Leads Generated 258

Daniel Gale Sotheby's implemented Buyside's Home Valuation Site on their brokerage website and also on their individual agent sites. They've since generated **2,384 inquiries** from homeowners interested in the value of their home.

Of the 2,384 inquiries, over **258 homeowners** submitted contact information and became a verified seller lead.

Listings Signed 171

Daniel Gale Sotheby's strongly encouraged their agents to use Buyside's Buyer Market Analysis on every listing presentation to showcase the number of buyers their brokerage is working with, from virtually any source, who are a perfect match for the property.

In a study conducted by Daniel Gale Sotheby's, they found their agents had a 70% success rate on traditional listing presentations. When using the Buyer Market Analysis from Buyside, their success rate on listing presentations climbed to over 90%.

After seeing a **20% increase in effectiveness** on listing presentations, Daniel Gale Sotheby's agents have utilized the Buyer Market Analysis over 909 times, on seller leads from all sources, resulting in **171 new listings signed**.

Closings 89

Buyside automatically identifies matching buyers from across the brokerage, allowing listing agents to intelligently pre-market their listings. Daniel Gale Sotheby's agents leveraged this capability particularly with their Coming Soon Listings and Quiet Exclusives to identify specific agents who have a matching buyer. As a result, Daniel Gale Sotheby's has had **89 closings** from Buyside, at an average sale price of \$943,573, representing a total of **\$84M in closed transaction volume**.

Learn more:

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