

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:
Crye-Leike Realtors

Location:
Headquartered in
Memphis, TN.

Brokerage Size:
Offices: ~ 120 offices
Agents: ~ 3,200 agents

Launched Buyside:
October 2016

Buyside Home Valuation Site:
<http://cl.findbuyers.com/>

Timeframe:
16 months

Seller Leads Generated 2,988

Crye-Leike Realtors heavily promoted the use of Buyside's Home Valuation Sites to their agents. As a result, they collectively generated over **20,343 inquiries** from homeowners interested in the value of their home.

Of the 20,343 inquiries, over **2,988 homeowners** submitted contact information and became a verified seller lead.

Listings Signed 2,280

Crye-Leike Realtors also encouraged their agents to use Buyside's Buyer Market Analysis on every listing presentation. The BMA report showcases the number of active buyers the brokerage is working with who are a perfect match for the potential seller's home. Using the BMA helped Crye-Leike Realtors sign over **2,280 new listings**.

Closings 1,568

Of those 2,280 listings, to date, over **1,568 of them have now closed representing \$361M in closed transaction volume**. Many of these listings were matched to a buyer within the Crye-Leike Realtors brokerage. Using Buyside, the listing agent and buyer's agent are notified of a match and can contact each other instantly.

Learn more:
www.getbuyside.com | 855-9-BUYSIDE | sales@getbuyside.com

