

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:

Berkshire Hathaway
HomeServices Fox & Roach

Location:

Philadelphia, PA

Brokerage Size:

Offices: ~ 60+ offices
Agents: ~ 4,000+ agents
Annual Sides: ~ 30,000+

Launched Buyside:

March 2016

Buyside Home Valuation Site:

<http://valuations.foxroach.com/>

Seller Leads Generated 3,796

BHHS Fox & Roach implemented Buyside's Home Valuation Site on their brokerage website and also on their individual agent sites. Through both paid advertising and free traffic driven by their agent's promotion of the tool, they generated **90,543 inquiries** from homeowners interested in the value of their home.

Of those inquiries, 34% originated from agents promoting their Home Valuation Sites, resulting in a 24% overall increase in traffic to their brokerage website.

Of the 90,543 inquiries, over **3,796 homeowners** submitted contact information and became a verified seller lead, after just 9 months.

Listings Signed 482

BHHS Fox & Roach agents used Buyside's Buyer Market Analysis on their listing presentations to showcase the number of buyers their brokerage is working with, from virtually any source, who are a perfect match for the property. As a result, BHHS Fox & Roach signed **482 new listings**.

Closings 115

Buyside automatically identifies matching buyers from across the brokerage, allowing listing agents to intelligently pre-market their listings and connect with agents who have a matching buyer. As a result, BHHS Fox & Roach has had **115 additional closings** from Buyside, representing a total of **\$44M in closed transaction volume** after just 9 months.

Learn more:

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