

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 Georgia
Properties

Location:

Headquartered in
Atlanta, GA

Brokerage Size:

Offices: ~ 30 offices
Agents: ~ 1,800 agents

Buyside Home Valuation Site:

<https://bhhs.ga.findbuyers.com>

Timeframe:

Jan 2018 - Dec 2018

**Inquiries &
Seller Leads
Captured**
8,345

Berkshire Hathaway HomeServices Georgia Properties implemented Buyside's Home Valuation Sites on their brokerage websites as well as individual agent websites. The Home Valuation Sites allow homeowners to receive 3 valuation estimates for their home along with insights into the real-time buyer demand for a property like theirs.

By promoting their Home Valuation Sites in both online & offline marketing, BHHS GA has had over **8,345 inquiries** from consumers interested in the value of their home.

Of those **8,345 valuation inquiries, 539 consumers provided their contact information**, becoming a seller lead for BHHS GA agents.

**Listings
Signed**
1,580

BHHS GA has trained their agents to use the Buyer Market Analysis (BMA) report from Buyside on every listing presentation. This simple, custom branded report, helps agents navigate pricing discussions with prospective sellers using real-time buyer data. The report also showcases a list of matching buyers the brokerage is working with who are interested in a similar home.

BHHS GA agents have produced over **7,268 BMAs** - more than any other Buyside client. Agents use the BMA interactively during listing presentations and also distribute them in various online and offline marketing channels. The BMA has played an important role in their well known, MEGA Open House initiative which has generated thousands of new buyer leads and helped secure new listing opportunities.

BHHS GA has now secured over **1,580 new listings** from Buyside, either through lead generation on their Home Valuation Site or by using the BMA on listing presentations.

**Signed Listing
Volume**
\$696M

By utilizing the Buyside platform to generate seller leads and better convert listing appointments, BHHS GA has now signed **1,580 listings** representing **\$696M in volume**. After the listing is signed, the listing agent will automatically get connected to buyers agents across the brokerage who have a matching buyer for the home. By aggregating buyer data from a variety of sources including BHHS GA's brokerage website and CRM, listing portals like Zillow & Trulia, and open house applications like Spacio - Buyside creates the largest possible pool of potential buyers to match listings to. This matching capability helps BHHS GA get their listings sold faster and more efficiently - a win for both the buyer and seller clients they serve.

Learn more:

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