

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 Arizona/Nevada/
California Properties

Location:

Headquartered in
Las Vegas, NV

Brokerage Size:

Offices: ~ 27 offices
Agents: ~ 2,800 agents
Annual Sides: ~ 11,300+

Launched Buyside:

March 2017

Buyside Home Valuation Site:

<http://bhhsnv.findbuyers.com/>
<http://bhhsaz.findbuyers.com/>
<http://bhhsca.property.findbuyers.com/>

**Seller Leads
Generated
1,862**

BHHS AZ/NV/CA implemented Buyside's Home Valuation Sites on their brokerage websites and also on their individual agent sites. As a result, they collectively generated over **9,403 inquiries** from homeowners interested in the value of their home.

Of the 9,403 address inquiries, over **1,862 homeowners** submitted contact information and became a verified seller lead.

**Listings
Signed
1,019**

BHHS AZ/NV/CA heavily encouraged their agents to use Buyside's Buyer Market Analysis on every listing presentation. The report showcases the number of buyers the brokerage is working with, from virtually any source, who are a perfect match for the property. BHHS AZ/NV/CA agents used the Buyer Market Analysis tool heavily to win over potential sellers and as a result signed over **1,019 new listings**.

**Closings
649**

Buyside automatically identifies matching buyers from across the brokerage, allowing listing agents to intelligently pre-market their listings, specifically to agents who have a match. Using Buyside to increase the number of transaction sides closed in house, BHHS AZ/NV/CA has had **649 closings** in just 10 months, representing **\$257M in closed transaction volume**.

Learn more:

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