

Powered by Percy

Driving Data to Add Value for Customers

Helping top brokerage firms leverage buyer data to generate and capture seller leads, win more listings and close more transaction sides in-house.

The Challenge

The Hunt Real Estate ERA team, representing over 1,300 agents in 40+ offices across Western and Upstate NY, wanted to ensure its agents remained industry leaders and a step ahead of others in serving clients.

Partnering with Percy, the Hunt team aimed to give home sellers more real-time data about their property and bring together multiple data sources to connect them with prospective buyers.

The Process

- Implement Percy's Home Valuation Site on their brokerage website and individual agent sites.
- Include Percy's Buyer Market Analysis in agent listing presentations to demonstrate the number of buyers that their brokerage is working with who are looking for homes similar to theirs - making it clear there is high demand for their property.
- Leverage modern marketing strategies to convert leads to listings at around 10%; focused training efforts to help agents follow up, both quickly and often, using Percy's Market Insights.



The Outcome

First 90 Days:

- **500+**
Seller Leads
- **Nearly 150**
Listings Signed
- **50+**
Listings Closed
- **\$10M**
Closed Volume

Past 3 Years:

- **18,984**
Seller Leads
- **1,947**
Listings Signed
- **1,830**
Listings Closed
- **\$508M**
Closed Volume

“ I would defy any system to show me better data in terms of bottom line results. ”

— Peter F. Hunt, Chairman & CEO, Hunt Real Estate Corporation

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