

Powered by Percy

Actionable Data to Win Client Business

Helping real estate professionals maximize client acquisition and retention to develop lifetime client relationships.

The Challenge

Long Realty, southern Arizona's #1 brokerage firm, needed intelligent marketing tools.

By mobilizing Percy's data-driven consumer engagement solutions, Long Realty sought to transform their data into actionable insights that would engage homeowners, empower agents, win new business, and ultimately, serve their communities well.

The Process

- Enhance the corporate homepage and agent websites with a customized PercyHome landing page.
- Improve customer service by providing homeowners with automated monthly reports offering home valuation and equity information and real-time marketplace insights, all co-branded with a trusted mortgage loan officer.
- Leverage the collective strengths of Percy and Roof AI to capitalize on opportunities from both sides of the real estate transaction.



The Outcome

- **10,557**
Seller Leads
- **1,448**
Listings Signed
- **1,272**
Listings Closed
- **\$632M**
Closed Volume

“ Showing homeowners multiple home values provides agents with an opportunity to build rapport with clients and lead the home value discussion with educated, actionable data to win their business. ”

— Kevin Kaplan, Chief Operating Officer Long Realty Company

[Learn More](#)