

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 Berkshire Hathaway HomeServices (BHHS) AZ/CA/NV team, one of the largest brokerages by sales volume in the United States, wanted new tools to give it a more complete picture of the real estate market.

Using Percy and making an investment in real-time buyer and seller data, the BHHS AZ/CA/NV team aimed to secure its agents and clients a real marketplace advantage.

The Process

- Partnered with Prosperity Mortgage to offer Equity Insights, which shows the homeowner the overall ROI from the purchase and the overall purchasing power.
- Created an opt-in program for their agents to enroll past buyers with one click.
- Imported 40,000 past in-house real estate transactions, with the data used to send clients a Monthly Property Report, ensuring agents stay top of mind.
- Send Percy the recently closed clients; train agents to include the monthly report as a service to help homeowners track their investment over time.

The Outcome



- **16,787**
Seller Leads
- **2,184**
Listings Signed
- **1,134**
Listings Closed
- **\$671M**
Closed Volume

“ Percy is one of the strongest consumer-based tools I’ve ever seen. The Monthly Report & Equity Insights combination puts the agent at the center of the conversation with past buyers to show them what is happening in the marketplace. That’s powerful in a listing presentation and a huge closing tool. ”

— Mark Stark, CEO/Owner, Berkshire Hathaway Home Services, Arizona/California/Nevada Properties

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