

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) Fox & Roach team, representing 5,000+ agents, needed new tools to bring value to the brokerage.

Using Percy solutions, the BHHS Fox & Roach team sought to leverage their buyer data to generate and capture seller leads, win more listings and close more transaction sides in-house.

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 showcase the number of buyers their brokerage is working with, from virtually any source, who are a perfect match for the property.
- Import over 40,000 past transactions, on behalf of their agents, to receive a Monthly Property Report, nurturing leads from repeat seller clients and ensuring agents stayed top of mind.

The Outcome



- **95,970**
Seller Leads
- **7,434**
Listings Signed
- **6,585**
Listings Closed
- **\$3.29B**
Closed Volume

“Data is the new economy in real estate. Percy provides a unique advantage focusing on the buyer side. It has been instrumental in helping us leverage our buyer data in driving value to our brokerage. In fact, the most popular campaign for seller leads has been the "What's your Home Worth" pages from Percy.”

— **Rajeev Sajja, Senior Vice President, Digital Marketing and Innovation, Berkshire Hathaway Home Services, Fox & Roach, REALTORS®**

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