

Powered by Percy

Driving Predictable Listings, At Scale

Learn how one of the top Brokerages leveraged Percy to drive predictable listings to their agents, at scale, and consistently.

The Challenge

The Crye-Leike, REALTORS® team, with branch and franchise offices in Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, Oklahoma, Tennessee and Puerto Rico, wanted to help its agents drive seller leads that converted into commission income, across multiple states and various MLS relationships.

Using Percy's home valuation tool, the Crye-Leike team looked to provide customers value-added information during the home buying and selling processes, building trust and more in-person connections between homeowners and agents.

The Process

- Implement Percy's valuation tools on their brokerage website and individual agent sites.
- Prioritize Percy as the focus for company and agent marketing strategies to draw in potential homeowners, encouraging them to provide their address and contact information.
- Update Crye-Leike homepage to convert 20,000+ daily website visitors into qualified seller leads.
- Execute robust training program to help agents follow up with prospective homeowners in order to build relationships and convert more seller leads.

The Outcome



- **23,596**
Seller Leads
- **2,536**
Listings Signed
- **1,604**
Listings Closed
- **\$560M**
Closed Volume

“We are now closing millions of dollars in listings generated earlier this year via Percy. Needless to say, we are pretty pumped about what Percy has done for us.”

— Steve Brown, President, Residential Sales, Crye-Leike REALTORS®

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