

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

ReeceNichols Real Estate, the largest real estate company in Kansas and Missouri with over 2900 agents, wanted a next-level analytical tool that would help them provide better service for their clients in low inventory markets.

With Percy, ReeceNichols aimed to create more buying and selling opportunities for clients on both sides of the transaction.

The Process

- Leverage BuyerMatch to aggregate and analyze buyer data from virtually any source, creating a two-way matching network that enables the pre-marketing of listings to buyer matches within the ReeceNichols collective network and from outside resources.
- Integrate Percy's Home Valuation System on company and agent websites to capture seller leads and implement a robust internal training program, leading to an average of 13,082 valuation attempts per year and improving their seller conversion rate by 30 percent.
- Boost seller listings, and ultimately sales, with more compelling listing presentations that include a custom branded report detailing real time buyer data and showcasing buyer profiles matching the seller's property with buyer profiles.

The Outcome



- **39,246**
Seller Leads
- **2,202**
Listings Signed
- **2,018**
Listings Closed
- **\$508M**
Closed Volume

“Percy creates opportunities for the agents to match buyers and sellers from our brokerage's database. That creates an advantage in the market to sell homes more quickly and find buyers homes more quickly, especially in our low-inventory market.”

— **Katie Stephans, Senior Director of Business Transformation, HomeServices of America, formerly Vice President of IT, ReeceNichols Real Estate**

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