

# Broker Case Study

*How Buyside has helped top brokerage firms leverage their buyer data to generate and capture seller leads, win more listings and close more transaction sides in house.*

## AT A GLANCE

**Brokerage Firm:**  
Crye-Leike Realtors

**Location:**  
Headquartered in  
Memphis, TN.

**Brokerage Size:**  
Offices: ~ 120 offices  
Agents: ~ 3,200 agents

**Launched Buyside:**  
October 2016

**Buyside Home Valuation Site:**  
<http://cl.findbuyers.com/>

## Seller Leads Generated 2,800

Crye-Leike Realtors heavily promoted the use of Buyside's Home Valuation Sites to their agents. As a result, they collectively generated over **16,000 inquiries** from homeowners interested in the value of their home.

Of the 16,000 inquiries, over **2,800 homeowners** submitted contact information and became a verified seller lead.

## Listings Signed 1,132

Crye-Leike Realtors also encouraged their agents to use Buyside's Buyer Market Analysis on every listing presentation. The BMA report showcases the number of active buyers the brokerage is working with who are a perfect match for the potential seller's home. Using the BMA helped Crye-Leike Realtors sign over **1,132 new listings**.

## Closings 961

Of those 1,132 listings, to date, over **961 of them have now closed representing \$226M in closed transaction volume**. Many of these listings were matched to a buyer within the Crye-Leike Realtors brokerage. Using Buyside, the listing agent and buyer's agent are notified of a match and can contact each other instantly.

**Learn more:**  
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