

A BOOST BY HOMESPOTTER CASE STUDY

BHHS Brands Speak Out:

Why we're doubling down on digital marketing

While their national brand offers impression-based listing ads from another vendor, many Berkshire Hathaway HomeServices companies are also partnering with Boost by HomeSpotter to run targeted digital campaigns that generate clicks and leads.

Read why BHHS companies are going all-in on branded digital advertising in this compelling new case study.

BERKSHIRE HATHAWAY HomeServices
Utah Properties

BERKSHIRE HATHAWAY HomeServices
Carolinas Realty

BERKSHIRE HATHAWAY HomeServices
Ambassador Real Estate

BERKSHIRE HATHAWAY HomeServices | Michigan Real Estate

BERKSHIRE HATHAWAY HomeServices
Montana Properties

BERKSHIRE HATHAWAY HomeServices
California Properties

BERKSHIRE HATHAWAY HomeServices
Georgia Properties

BERKSHIRE HATHAWAY HomeServices
Drysdale Properties

BERKSHIRE HATHAWAY HomeServices
New England Properties



As we interviewed marketing executives from BHHS companies in the fall of 2020, we found that each firm operates from a unique marketplace and through different challenges. But one key theme was resonant: these companies believe that digital marketing is key to their growth and survival.

And while they agree that high-level brand awareness can be won through impression-based advertising, these companies also stress the importance of using marketing tools that offer demonstrable results and a more strategic partnership.

BHHS brands have found that Boost by HomeSpotter ad campaigns:

- **Drive engagement and clicks**
- **Help win over sellers**
- **Are flexible and customizable**
- **Integrate with existing platforms**
- **Help build broker and agent brands**

In this case study, we'll share — in their own words — why these BHHS companies have chosen to double down on digital advertising, and why they selected Boost by HomeSpotter as their online advertising partner.

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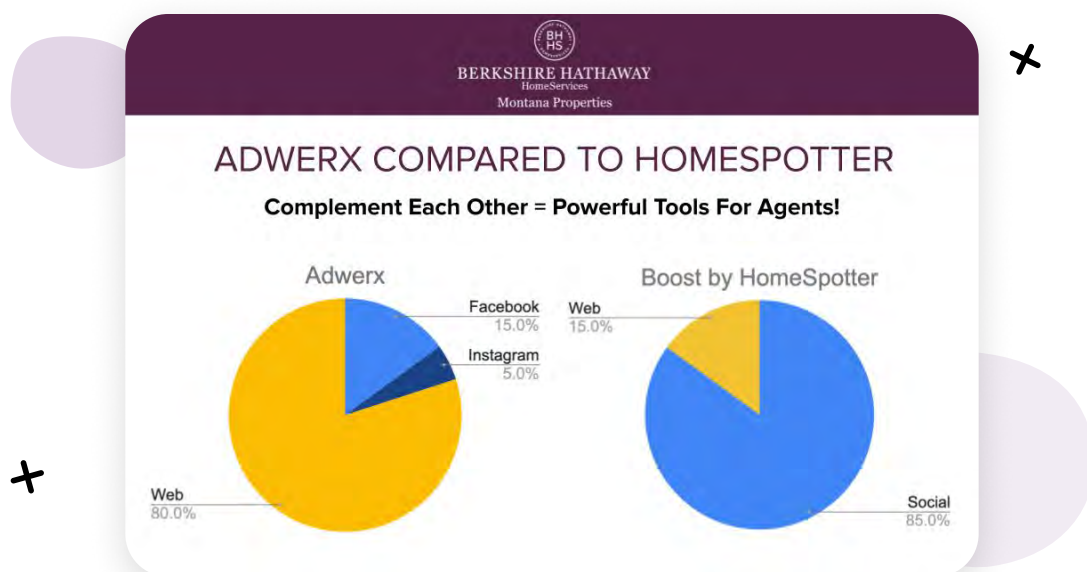
Why BHHS companies are steering clear of standalone tech offerings

Paying for ads with clear ROI

Why Boost by HomeSpotter campaigns complement and differ from Adwerx

Each BHHS company we interviewed has access to complimentary Adwerx listing ads, paid for by their parent company. Yet the marketing directors we interviewed have made the choice to partner with Boost by HomeSpotter to run additional campaigns.

Mary Bentley of BHHS Montana Properties believes her company and agents can get the best online coverage by using both platforms. Here's a diagram she uses to show how the company views the two offerings:



INTERNAL TRAINING MATERIAL COURTESY BHHS MONTANA

Other companies focus on the difference between how the products work.



“We promote Boost as a complement to Adwerx. Adwerx works for agents who want to check the box for online marketing and get their branding out there. And we promote Boost as the smarter option for agents to generate more leads.”

— Katie Redican | Vice President of Operations, BHHS New England Properties

All companies agreed that Boost by HomeSpotter ads are unique in their ability to generate engagement — including reactions, clicks and actionable leads.

“Our Boost ads average about 200 clicks per ad. When we ran the ads for the first time, agents got flooded with email addresses — it was a very, very different experience. They love it.”

— Katie Redican | Vice President of Operations, BHHS New England Properties



“With Adwerx, the listing ads are aimed at getting impressions, so I get quarterly reports of how many people saw the campaigns. With Boost by HomeSpotter, we set up our ads to drive all traffic back to the BHHS Montana site. And when we went live, we saw a spike in our web traffic... which we continue to see, daily.”

— Mary Bentley | Marketing Director, BHHS Montana Properties

Because average just doesn't cut it

Boost by HomeSpotter ad campaigns boast 8x the click-through-rate of the industry average.

SOURCE: HOMESPOTTER INTERNAL DATA, COMPARED TO WORDSTREAM INDUSTRY BENCHMARK REPORT

Incentivizing agents with open house ads

How paid promotions can help companies reach their branding goals

Most BHHS companies believe that open houses are a key component to building up brand awareness and reputation — which can lead to increased market share, and aid recruiting and retention. To motivate agents to host these events, some firms began paying for digital open house ads* on behalf of their agents.

One company, BHHS The Preferred Realty, uses their internal social media team to run open house ads on Facebook.



“Previously, our agents didn't want to run open houses, but it was important for us to have more exposure in the market. We made the decision to pay for digital open house ads as a way to motivate the agents, and it worked immediately.”

— Deb Arrisher | Vice President of Marketing,
BHHS The Preferred Realty

Boost by HomeSpotter ads are highly targeted and most of the spend is focused on social media channels like Facebook and Instagram; this optimization leads to high engagement, clicks and lead generation.

The companies using Boost ads agreed that the promotions have been a resounding success, as agents have seen an immediate payoff.



“Our company-paid digital ad open house campaigns through Boost by Homespotter are working tremendously. Not only do our agents love that they can promise and show a live Facebook ad to their sellers, but we are also benefiting from increased attendance and averaging 200 clicks per campaign.”

— Katie Redican | Vice President of Operations, BHHS
New England Properties

Boost’s open house ads average more than 150 clicks per campaign, and a social click-through-rate of 12%.

SOURCE: HOMESPOTTER INTERNAL DATA

*=- During the COVID-19 pandemic, some companies and agents have shifted to virtual open houses.

Satisfying seller clients

In a fast-paced, low-inventory market... how can listing agents prove their value?

Between today's critically low inventory and fewer networking opportunities due to COVID-19, sellers are harder than ever to find. After winning a listing, agents want to be sure their client is impressed by their selling experience and likely to refer future business.

To help agents demonstrate their value and marketing expertise, Boost can target sellers to make sure they see their own ad; agents can also share a seller's report with online traffic stats at the end of the campaign.



"The seller reporting from Boost is easy to understand and very professional. If there's a client saying, "I'm not getting enough traffic, why hasn't my home sold?" I can immediately send the metrics showing how many people have seen their ad on Facebook, Instagram, or the web and gone on to visit their property's listing page."

— Mary Bentley | Marketing Director, BHHS
Montana Properties

And while most Boost customers appreciate the standard seller report, BHHS Drysdale asked HomeSpotter to integrate Boost ad data into their company's existing seller reports. Through some creative work with APIs, the Boost ad metrics now automatically pull in — leaving agents with fewer tasks to complete on behalf of their sellers.



“For years, we’ve had a seller report that includes stats on all the attention a property is getting after it’s listed. We’ve doubled down on that report during the pandemic because it’s now more important than ever to show clients what we’re doing for them.”

We worked with HomeSpotter to integrate the traffic and eyeballs from Boost ads directly into our seller report, which has been incredibly helpful for proving our value to sellers.”

— Joe Manning | Chief Marketing and Technology Officer,
BHHS Drysdale Properties

Is the market... too strong?

In 2019, the average U.S. seller sold their home for 99% of the listing price and in about three weeks. In this strong sellers' market, how can agents claim their expertise is the key to a strong offer?

SOURCE: NAR 2019 NATIONAL ASSOCIATION OF REALTORS® PROFILE OF HOME BUYERS AND SELLERS

Optimizing internal resources

What companies learned from placing their own Facebook ads

When running broker-paid social media ads, companies have two primary options: To build the ads manually using internal resources, or to hire a vendor to run ads on their behalf. Some BHHS brands have found that the in-house option was far from ideal.



“There were three big issues with running Facebook ads manually: The setup was very time-intensive, the ads didn’t perform that well, and our agents and their clients didn’t know when the ads were running or what they looked like. We knew we could — and should — do better.”

— Kerri Reed | Director of Digital Strategy,
BHHS Carolinas Realty

For these companies, the Boost partnership was a critical shift that allowed their corporate staff to focus on more valuable marketing efforts.



“Having Boost by HomeSpotter has allowed our corporate employees — who act as our Facebook admins — to work on their other job duties, including organic local content, market stats and videos, sponsorships and more.”

— Mary Bentley | Marketing Director, BHHS Montana Properties



“I need partners with expertise in digital advertising. Because anyone can run Facebook ads and make guesses, but that’s not the best use of our resources. We needed something that was as easy as pressing one button, but that offers real results.”

— Joe Manning | Chief Marketing and Technology Officer, BHHS Drysdale Properties

Coming soon: Tech anxiety

Nearly half of all real estate companies have said that keeping up with technology is one of the biggest challenges they face in the next two years.

SOURCE: NAR 2019 NATIONAL ASSOCIATION OF REALTORS® PROFILE OF HOME BUYERS AND SELLERS

Working with the right partner

For BHHS brands, it's all about control, flexibility and brand consistency

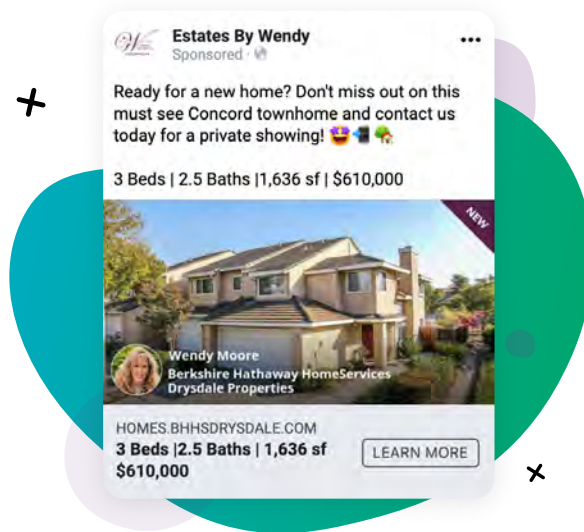
There are many considerations that companies factor in when bringing on new tech partners — from pricing, to integrations to culture and more. For many BHHS brands, Boost by HomeSpotter was the right partner, found at the right time.

In the case of BHHS Montana, the decision was made after a few key discussions at the BHHS Marketing Forum in October 2019.



"I heard some of the companies I admire talking about Boost at the Marketing Forum and it felt like a no-brainer to look into them. Making the decision to partner with Boost by HomeSpotter was easy — it's vetted, budget-friendly and brand-consistent."

— Mary Bentley | Marketing Director, BHHS Montana Properties



BHHS Drysdale took a bit longer, researching several options to see which vendor would offer them both technical control and a creative, flexible partnership.



"I wanted to be able to make requests for how the ad money was spent, like whether it's on social media or digital display ads. I wanted a relationship where I knew that I could work with the group to pitch around new products or offerings that were based around our needs --- rather than other vendors where there's just a static offering and no room for flexibility. HomeSpotter was the only company that could offer me that kind of partnership."

— Joe Manning | Chief Marketing and Technology Officer, BHHS Drysdale Properties

BHHS companies agreed that the support they receive from HomeSpotter is unmatched. Rather than simply logging bugs or requests, Boost by HomeSpotter regularly launches new products and enhancements as a result of ongoing conversations with broker clients.



“A week after the initial COVID-19 shutdown, Boost released a new ad type — and it was based on our direct feedback and discussions with the team. They’re always innovating and changing with the times. Boost has one of the best support teams I’ve ever worked with.”

— Kerri Reed | Director of Digital Strategy,
BHHS Carolinas Realty

**In the past 12 months,
Boost by HomeSpotter
ran ads on behalf of 5,430
agents affiliated with
BHHS companies.**

SOURCE: HOMESPOTTER INTERNAL DATA

Smart, streamlined integrations

Why BHHS companies are steering clear of standalone tech offerings

BHHS companies tend to have an existing, streamlined tech stack — including their own CRM. Rather than adding standalone products that could confuse or misdirect agents, these brands prefer to work with companies offering easy or custom integrations.



"My aim is always to find partners that can work with our existing stack. A lot of tech vendors sell real estate ads for agents, but they can't automate what companies are already doing or integrate with our existing technologies. HomeSpotter was able to fit all of that together — using our existing CRM and our existing campaigns."

— Joe Manning | Chief Marketing and Technology Officer, BHHS Drysdale Properties



"All of the leads from our Boost by HomeSpotter ads are automatically dropped into our CRM. And from there, we automatically send email reports directly to those leads, from the agents, as a follow-up."

— Katie Redican | Vice President of Operations, BHHS New England Properties

HomeSpotter integrates with more than 50 leading CRMs and website platforms, including IDC Global, Reliance Network, Propertybase, Delta Media Group, and more.



Find your local edge

HomeSpotter is a homegrown company, too. We love to partner with BHHS brands because we deeply understand the challenge and opportunity of building smart, flexible technology that can build brands and satisfy tricky stakeholders.



"Boost was the first product I brought on and it's been a slam dunk. I really appreciate everything the HomeSpotter team has done to help us achieve our brokerage's top goals."

— Joe Manning | Chief Marketing and Technology Officer,
BHHS Drysdale Properties



"Some vendors have a great product, but their service is terrible. Others have great service, but they let the product grow stagnant. Boost is rare because they really listen to client feedback, and are constantly making changes to enhance their ads."

— Kerri Reed | Director of Digital Strategy,
BHHS Carolinas Realty

For more information and to schedule a demo visit homespotter.com/boost