

CASE STUDY

# Keyes Profited \$920,000 In 12 Months Using Flipt



## CHALLENGES

“We want to stay ahead of competitors when it comes to home sellers” - says Mike Pappas, President of Keyes. “We want to provide our agents with a high quality, affordable predictive marketing service that helps to build a seller pipeline.”

Keyes tried other services and multiple platforms before Flipt, but were not satisfied with the results. Those services were expensive and didn't bring significant results. When they started using Flipt, Keyes were very specific: “Our goal is to find a solution that helps us increase the number of transactions and decrease our marketing costs.”



The Keyes Company is the **largest independently-owned real estate firm in Florida** and a **Top 25-ranked firm in the entire United States**. Operated since 1926, Keyes' 35+ offices now have 2,500+ talented and dedicated Associates.

Keyes generates **more than \$6 billion in annual revenue** from their real estate service lines.



## WHAT KEYES DID

“We asked for an official demo, participated in a few webinars, and tested Flipt on a couple of accounts. Within a week after Flipt program roll-out, 100 associates had created a paid account at Flipt.

We also assigned a dedicated person to Keyes sponsored account, making 3-7 follow ups with the inquiries coming from Flipt, and qualify them into referrals. These qualified referrals are then distributed among the agents in our office for a commission split.

The most important thing for these homeowners is the responsiveness of the agents. Having a dedicated associate call, text, and email a home valuation report takes a lot of routine work off the agents' desk. Agents love referrals, but they don't have time to call

leads.

The leads we get today will be our listings in a few weeks or a few months in the future, even a year or two from now. This approach, together with

Flipt technology, gives our agents a unique opportunity to win the client

*Agents love referrals, but they don't have time to call leads. We have a dedicated office associate to follow up.*

in a very competitive market where there are 200 real estate sales associates for every homeowner.

Also worth mentioning is the great advantage this referral program gives us when recruiting new real estate agents.

## RESULTS, ROI AND FUTURE PLANS

“After the first month, we had listed one home and the program had paid for itself. After 12 months, as we continued to follow up and nurture these homeowner inquiries, we were seriously impressed with the program ROI. We have generated over 12,000 home seller inquiries, and 30% of the inquiries ended up in a listing.

12,000  
listing leads

We plan to double the number of agents using Flipt (to 200+ people), roll out Flipt to more offices, including the new brokerages we've just acquired.”

Check out your options

*Hurry up! We only allow 5 spots per zip code.*

## HOW FLIPT WORKS

If you had a list of people who are getting married, going to have kids, are about to have an empty nest, or are looking to retire...well, that would be a gold mine. And that's exactly what we do here at Flipt.

Flipt uses social and housing data to identify homeowners at the early stage of their selling decision. We display your ad only to people going through life changing events (empty nesters, retirement, getting married or divorced).



For instance, when someone posts a life event on Facebook — such as getting engaged — he leaves digital clues. Let's say, the post contains a picture with an engagement ring and text including the word “engaged”. This is enough for computers to make a pretty accurate assumption that this person is getting married.

We collect data points from multiple social media platforms to compile a list of people who are likely to be in or approaching a life event. Among them, we identify homeowners, and give you the opportunity to connect and start building a relationship with these future home sellers through our advertising platform.



We take care of the tough, time-consuming part of real estate marketing and allow you to focus on giving your agents a great experience with you brokerage. The result: a bigger commission split.

Watch a **2 minute video**  
why Keyes loves Flipt





**MIKE PAPPAS**  
Broker Owner - Miami, FL

“We have about 100 associates signed up for Flipt — a predictive marketing and lead gen program — receiving about 1000+ listing leads per month from the system.

Our associates advertise for \$100 per zip code, and Flipt runs ads on WSJ, NYT, Facebook and other social media using their algorithms to find the highest potential sellers. They only allow 5 spots per zip code.

Flipt was nominated by NAR Reach as “Top Technology in Real Estate 2016” and are getting a lot of attention from the NAR leadership. They also have agreements with BHGRE, Coldwell and Century21 to offer their program to their associates.

Thought it would be a good advantage offering to your associates... before they go out to the full market.”



Within a few hours of signing up, I had a lead. In my meeting the next morning, I explained the system to my agents, and within an hour, we had purchased all ZIP codes in our town and a few others. There are many places to buy internet leads, but Flipt is by far the best value for the investment. I have recommended it to all of our management team.

- **Tom Whitehouse | District Sales Manager**



I listed a \$2.9M home. It took about 4 months to land my first listing using the Flipt Advertising platform, but that deal will generate around a 1775% ROI! I am very happy with the results.

- **Jimmy Branham | Realtor, Luxury Sales Associate - Keyes Company**



Every single agent in my office has listed one or more homes within 12 months using Flipt Marketing.

- **Nancy Taylor | Managing Broker - Keyes Company**



[Check out your options](#)



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Ask us anything!