

How Berkshire Hathaway HomeServices Buckhead Office Transformed their listing workflow with List Plus™

Summary

With 113 agents and a high volume of listings across multiple MLSs, the BHHS Buckhead Office dealt with time-consuming, manual listing workflows, until they adopted Ocusell List Plus™

Process Before Ocusell: 43 Minutes

- Paper forms: Agent fills out a paper dual entry form (often incomplete)
- Scattered information: Remarks and photos are emailed separately
- Tedious Photo Management: Admin has to download, re-order, and upload photos
- Constant follow-ups: Admin frequently chase agents for missing or unclear information
- Duplicate Entry: Admin manually enters the listing data into multiple MLSs

Process After Ocusell: 1 Minute

- Smart Form: Agent fills out dynamic digital form in Ocusell
- Built-in Checks: Ocusell flags missing info & prompts agents to fix it
- Instant Alerts: Admin receives real-time notification to review and approve
- Fast Publishing: Admin publishes in under a minute - with minimal issues or delays.

Results

98%

Reduction in admin listing time

7+

Hours saved per week for admin

1

Day Onboarding Time for Agents & Staff

Key Benefits

- Eliminates duplicate data entry efforts between agents & admin
- Reduces listing mistakes by removing the paper dual entry form
- Gives admin the flexibility to publish listings at any time, even after or before work hours which was never possible before



Ocusell puts hours back into staff's week, cutting down on redundant work and mistakes"

-Marjie Curtis

Sales Manager