CASE STUDY: Reviving Stagnant Listings with AI-Driven Visuals & High Intent Traffic

The Problem

A leading real estate team had a few listings sitting on market for **more than 55 days**. **Showings had slowed** to less than one every twelve days. **Engagement was minimal** and sellers were losing confidence. The team needed a fast way to re-energize buyer interest without waiting on new photography, expensive staging, or costly portal boosts.

The Bounti Solution

Bounti transformed the listings' visual story using **AI-enhanced photography**—brightened rooms, cleaner visuals, and multiple staging styles to showcase potential. By adding these enhanced galleries directly to the team's local listing site, this helped to convert **high-intent traffic,** buyers who were more engaged and more likely to schedule showings, and **avoided the typical 40% referral fee** charged by major platforms.

The Results

The listings saw an immediate turnaround. After weeks of averaging just one showing every twelve days, activity jumped to **five showings in a single week**. Buyers engaged far more deeply with the upgraded visuals—viewing them **five times more often** than the originals—and 60% of all showings occurred after introducing Bounti. And most importantly, the team generated this surge and regained seller confidence **without sacrificing 40% of their commission** to portal marketing fees.

Stat Highlights

- **700% increase** in showings
- **8.5× faster** showing activity
- **5× higher** image engagement
- **60% of total showings** occurred post-Bounti
- **Listings revived** after 55+ days
- **Saved up to 40% of commission** by avoiding referral fees

Testimonial

"Some listings had completely stalled — no movement, no traction. We decided to test out Bounti, and it was like flipping a switch. We saw more showings in a week than in the previous two months. Bounti absolutely revived these listings. We're never handing money over to Zillow again." — Jeff Stewart, Operating Partner at Keller Williams