

Connections in Follow Up Boss

May 2026

Legal Disclaimer

The content in this presentation are best practices and unless noted, are not required in order to participate in Zillow programs. We developed our best practices from Zillow data and interviews with our Zillow Agent Advisory Boards. Nothing in this presentation is intended to be legal advice.

For specific questions about any duties or obligations arising out of a real estate transaction, check your local and state licensing laws and regulations.

The content in this presentation is the confidential information of Zillow, Inc. and/or its affiliates and no part of this presentation may be reproduced, distributed, or transmitted in any form or by any means without the prior written permission of Zillow, Inc. All data for uncited sources in this presentation has been sourced from Zillow data. Some images used in this presentation are simulated and not direct screengrabs.

Copyright 2026 by Zillow, Inc. and/or its affiliates. All rights reserved.

Table of contents

- 1 [Overview](#)
- 2 [Agent Experience](#)
- 3 [Buyer Experience](#)
- 4 [Technical Requirements](#)
- 5 [FAQs & Resources](#)

CONNECTIONS IN FOLLOW UP BOSS

Overview



How Zillow is evolving connections

As Zillow doubles down on helping buyers find and win their next home through an integrated experience, we're building the tools you need to better support that journey — and Follow Up Boss is where that's happening.

That's why you'll see more of your Zillow connections delivered in Follow Up Boss this year, where you already manage your pipeline and client relationships.



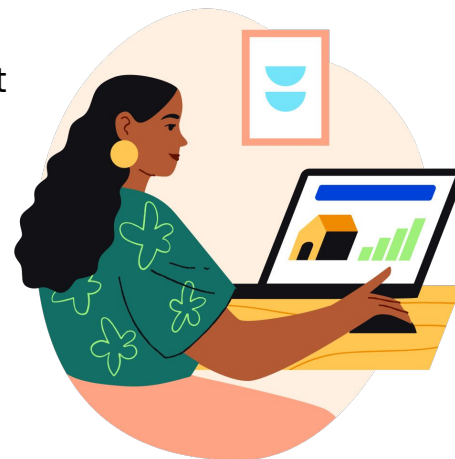
What's launching

Zillow is evolving how you receive and manage connections — bringing them directly into Follow Up Boss so you can respond faster, reduce interruptions, and manage your workflow in one place.

Here's what's new:

- Connections arrive via push notification and SMS
- Claim and manage connections directly in Follow Up Boss
- Connect with buyers on their terms — whether that's right away, at a scheduled time, or via text

This experience applies to property-related connections, such as Contact Agent, Standard Tour, and Real-Time Touring.



What this means for you



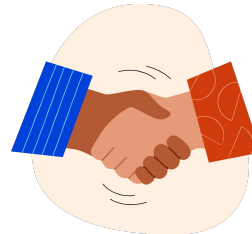
Work every opportunity from one system

Handle new connections, messages, notes, and follow-ups directly in Follow Up Boss instead of juggling multiple tools, so nothing slips through the cracks.



Turn a cold connection into a warm conversation

Knowing your buyer before you engage is what separates a strong first impression from a forgettable one — and it's what Follow Up Boss makes possible every time you claim a connection.



Start every connection with credibility

Make a strong first impression before you even say a word — Zillow sends buyers a personalized introduction highlighting your ratings and experience, so you show up credible from the very first touchpoint



CONNECTIONS IN FOLLOW UP BOSS

Agent Experience

What to expect next

You're already receiving Real-Time Touring connections in Follow Up Boss. With this launch, Zillow will start delivering two additional types of connections in Follow Up Boss:

- Buyers who request to be contacted via message
- Buyers who schedule a specific time for a call

NOTE: Message-first and scheduled calls do not apply to Real-Time Touring connections.



What to expect next

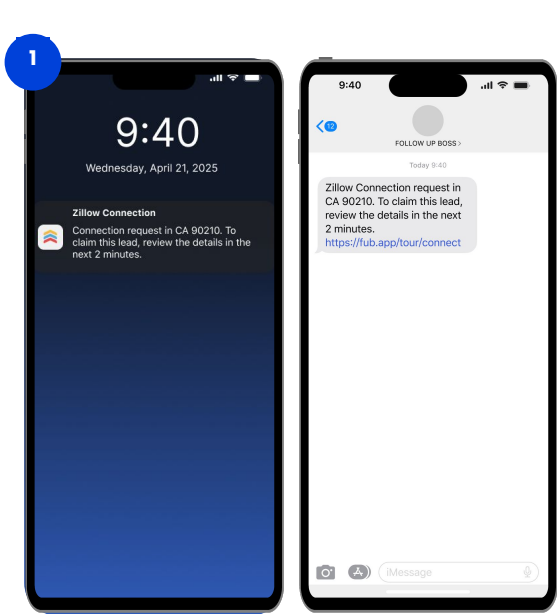
You are already receiving some of your connections in Follow Up Boss*. With this launch, Zillow will start delivering a new type of Zillow connections in Follow Up Boss — buyers who scheduled a specific time for a call.

NOTE: Message-first and scheduled calls do not apply to Real-Time Touring connections.

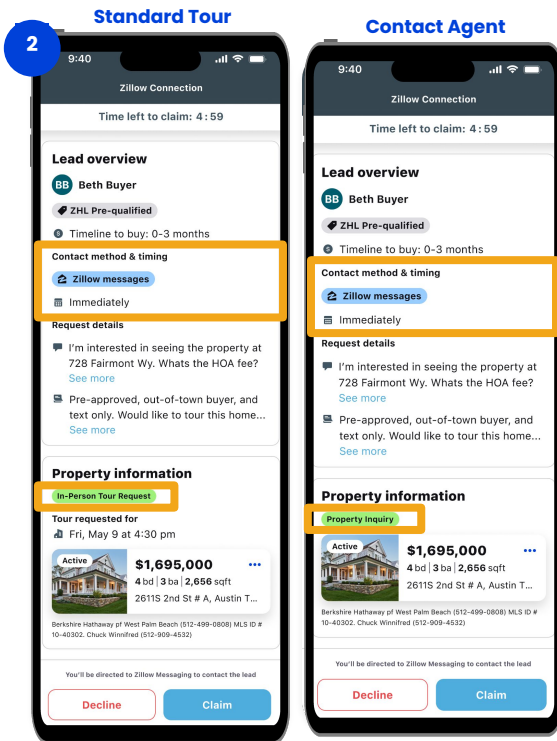


How you'll receive **Contact Agent & Standard Tour** connections

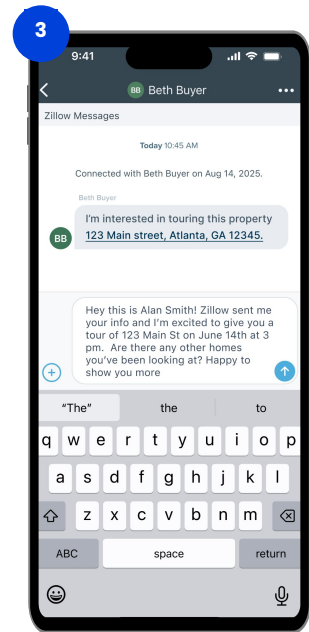
MESSAGE-FIRST



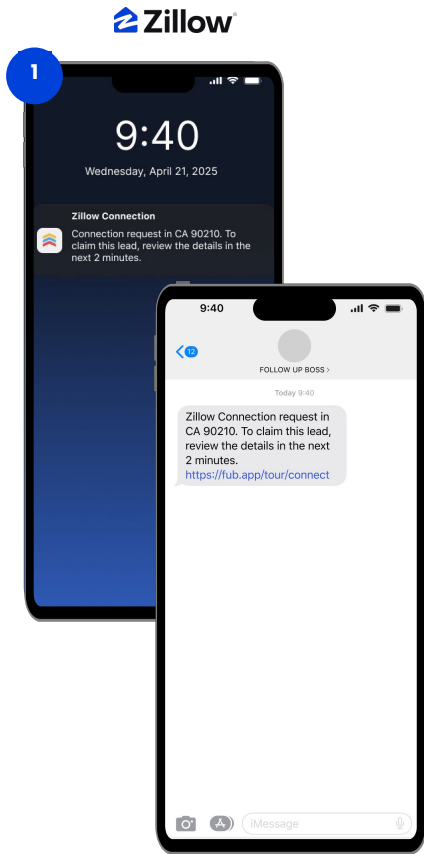
You will receive Contact Agent & Standard Tour connections as **FUB mobile push notification and SMS**. You have **2 minutes** to open.



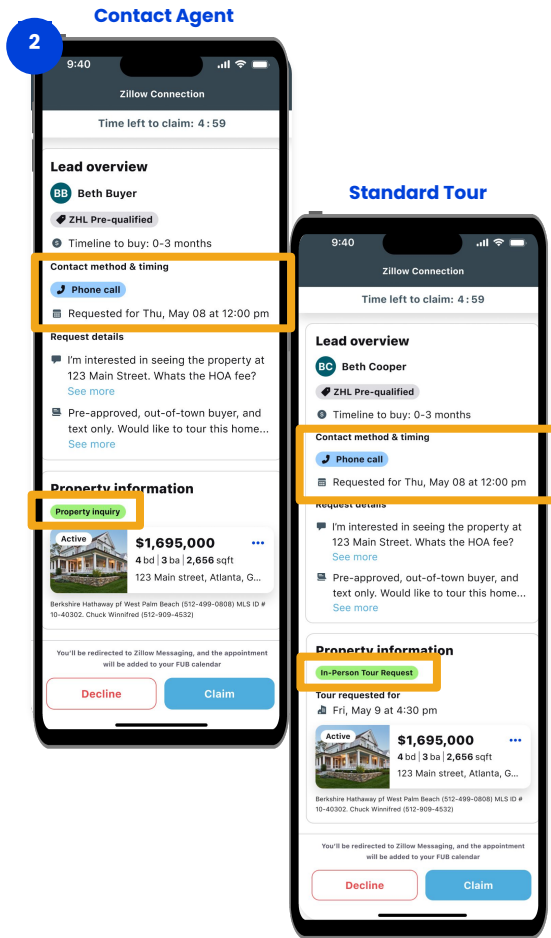
You have **5 minutes** (as you do today) to claim the lead.



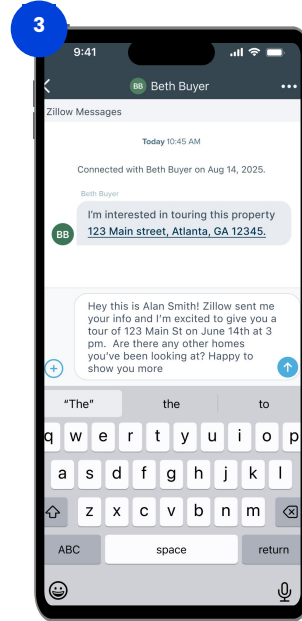
Once claimed, you will start communicating with the buyer using Zillow Messages.



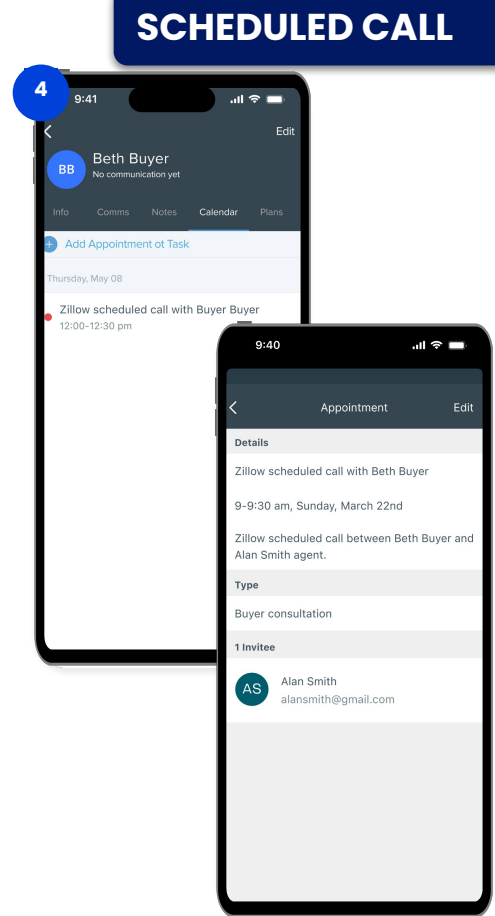
You will receive Contact Agent & Standard Tour connections as **FUB mobile push notification and SMS**. You have **2 minutes** to open.



You have **5 minutes** (as you do today) to claim the lead.

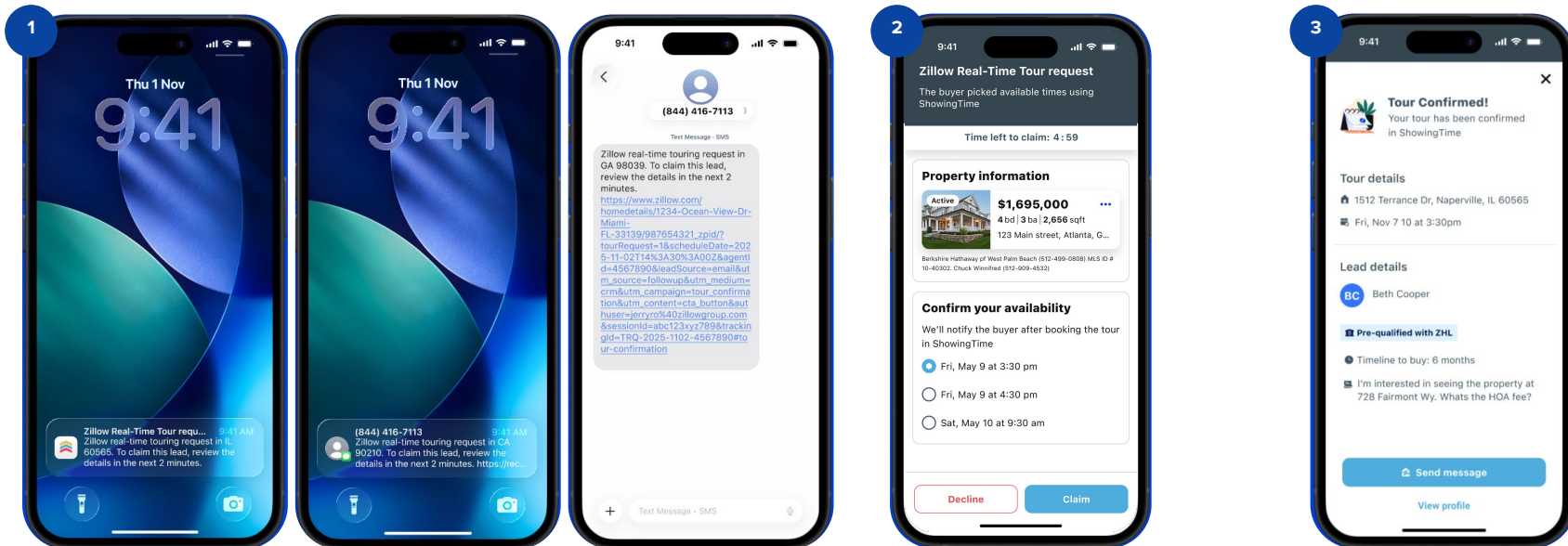


Once claimed, you will start communicating with the buyer using Zillow Messages.



The appointment will be automatically added to your FUB calendar.

How you'll receive Real-Time Touring connections



You'll receive Real-Time Touring connections as FUB mobile push notification and SMS. You will have 2 minutes to open the SMS or push notification.

You have 5 minutes (as you do today) to select a time and confirm the tour to claim the lead.

Once confirmed, you'll get a confirmation message* with additional details, and a way to send a Zillow Message or view the contact profile page.

EXISTING EXPERIENCE

Best practices for starting conversations with **Standard Tour** connections

We encourage prompt responses to initial messages to increase buyer engagement. Here are examples:

MESSAGE-FIRST

“Hey it’s Alan with Bold Realty! Zillow sent me your info, and I’ve got your request to tour 114 NE Pine at 3pm tomorrow, I’ll check with the listing agent and confirm with you as soon as I hear back. In the meantime, let me know if you have any questions.”

SCHEDULED CALL

“Hey, it’s Alan with Bold Realty! Zillow sent me your info — I’ve got your tour request for 114 NE Pine and I’m looking forward to our call at 2pm on Saturday. I’ll confirm availability with the listing agent before then so we’re ready to go. Feel free to message me in the meantime if anything comes up!”

Best practices for starting conversations with **Contact Agent** connections

We encourage prompt responses to initial messages to increase buyer engagement. Here are examples:

MESSAGE-FIRST

“Hey, it’s Alan with Bold Realty! Zillow sent me your info — I saw you’re interested in 114 NE Pine. Are you looking to get a feel for the property first, or would you like to set up a tour? Either way, happy to help — just let me know where you’re at in your search!”

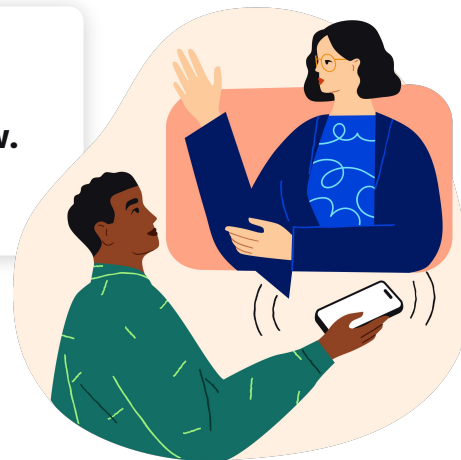
SCHEDULED CALL

“Hey, it’s Alan with Bold Realty! Zillow sent me your info — I saw you’re interested in 114 NE Pine. Looking forward to our call at 2pm on Saturday! Before then, feel free to message me with any questions about the property. And if you’d like to tour it, I can look into availability so we have options ready for our call.”

Best practices for starting conversations with **Real-Time Touring** connections

We encourage prompt responses to initial messages to increase buyer engagement. Here's an example:

"Hey it's Alan with Bold Realty! Zillow sent me your info, and I'm excited to give you a tour of 114 NE Pine at 3 pm tomorrow. Just to confirm, does this time still work for you?"



In Follow Up Boss, team leads or admins can set up a team-wide introduction message to automatically send for Real-Time Touring connections.

[Help Article](#)

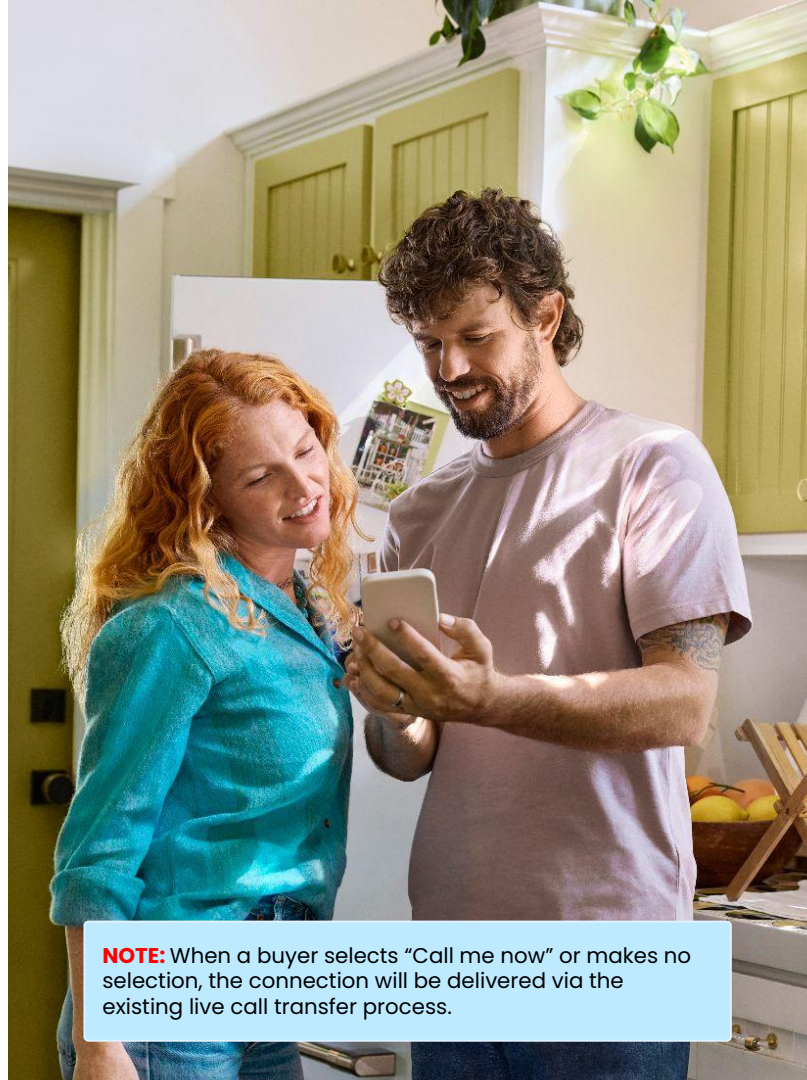
CONNECTIONS IN FOLLOW UP BOSS

Buyer Experience

Ways buyers can connect with you on Zillow

When buyers click **Contact Agent** or **Request a Tour** on Zillow, they can choose how they want to be contacted:

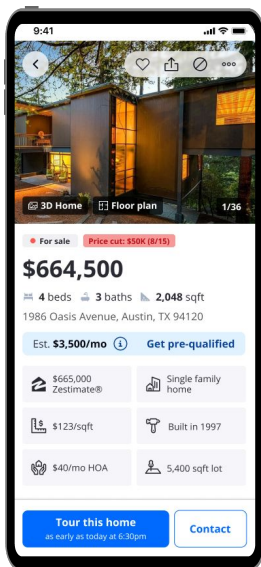
- **Call me now:** Buyer wants to be contacted by an agent now
- **Schedule a call:** Buyer schedules the time they'd like to be contacted with an agent.
- **Text me:** Buyer wants to be contacted by the agent via text or message, instead of a phone call.
- **No selection:** When the buyer doesn't select any option, it defaults to a phone call.



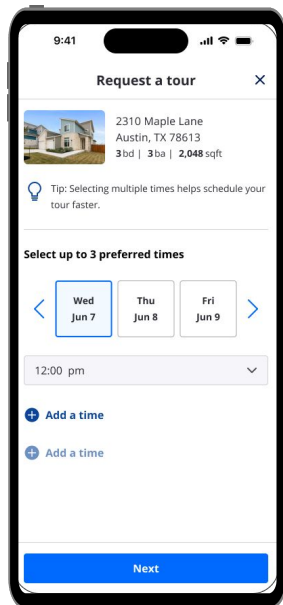
NOTE: When a buyer selects "Call me now" or makes no selection, the connection will be delivered via the existing live call transfer process.

How Standard Tour buyers get in touch with you

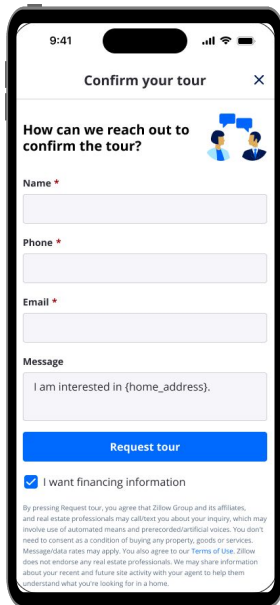
Buyer requests a tour



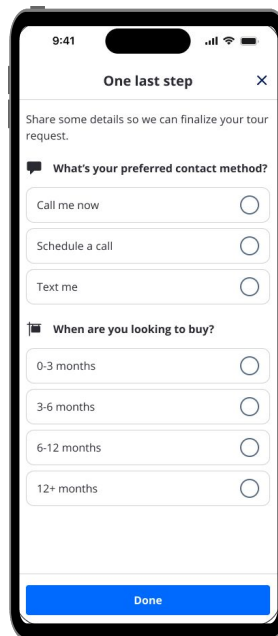
Buyer selects the time they'd like to tour the property



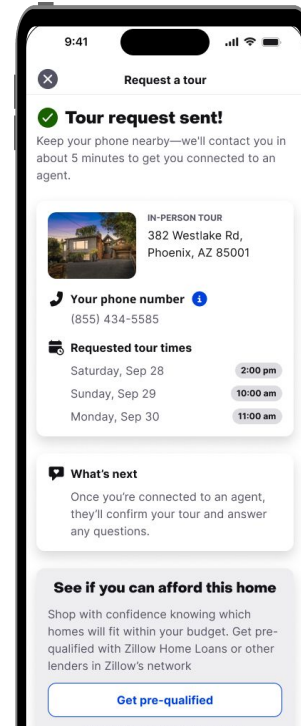
Buyer enters their contact information and a message



Buyer has options on how they want to be contacted and timeline to buy

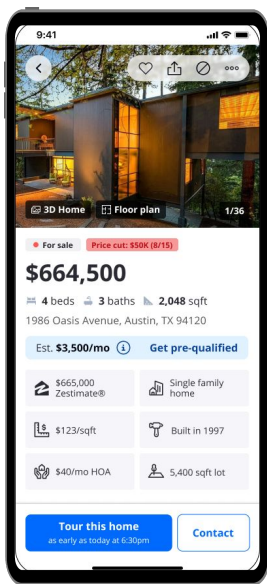


If buyer selects Call or Text me, they see a tour request confirmation

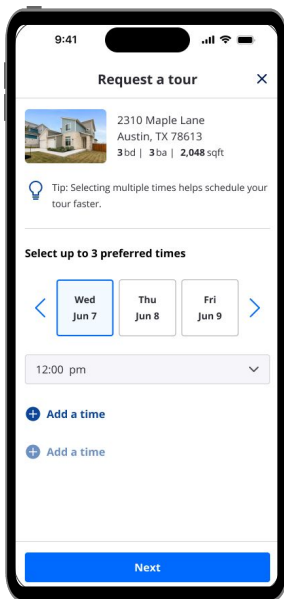


How Standard Tour buyers get in touch with you

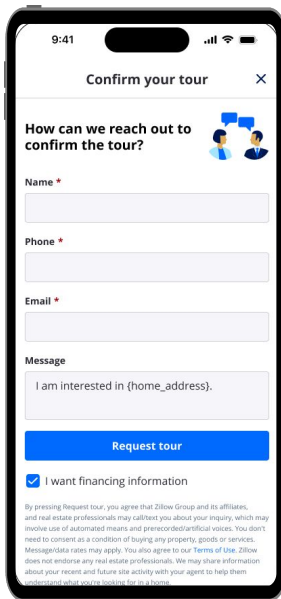
Buyer requests a tour



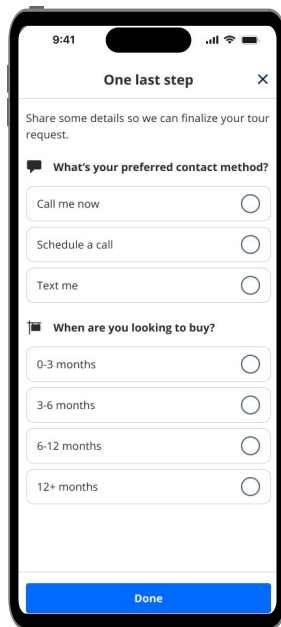
Buyer selects the time they'd like to tour the property



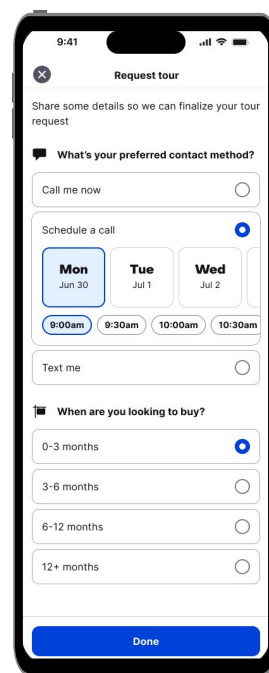
Buyer enters their contact information and a message



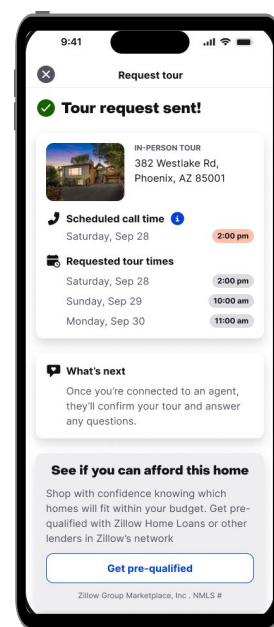
Buyer has options on how they want to be contacted and timeline to buy



If buyer selects to schedule a call, they can enter the day & time

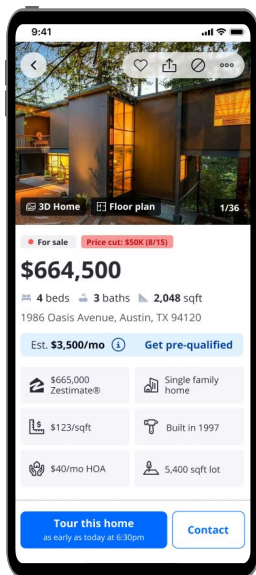


Buyer sees a request confirmation and call scheduled

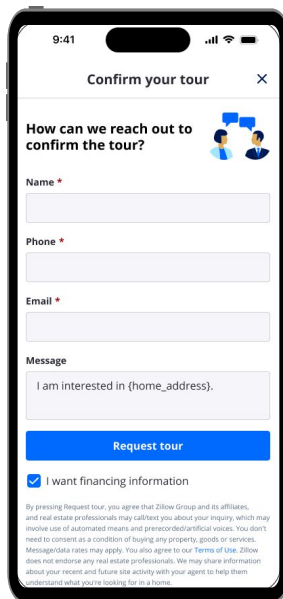


How **Contact Agent** buyers get in touch with you

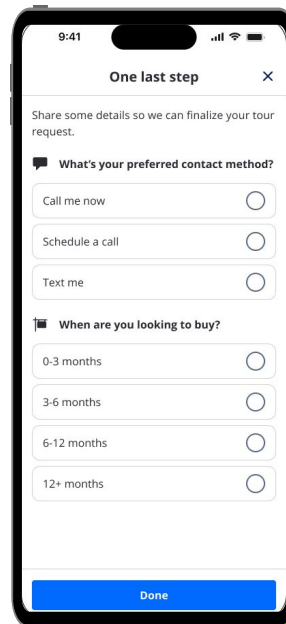
Buyer clicks on Contact Agent



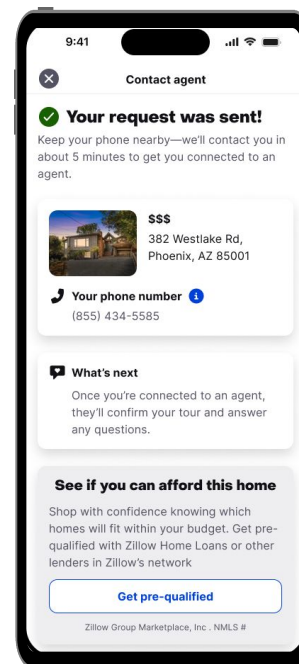
Buyer enters their contact information and a message



Buyer has options on how they want to be contacted and timeline to buy

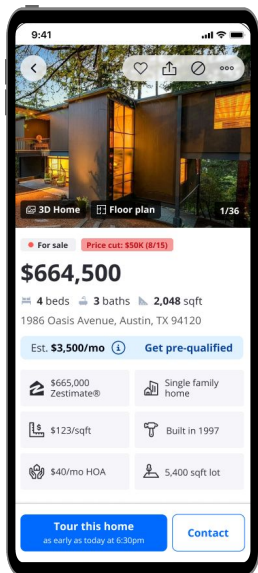


If buyer selects Call or Text me, they see a confirmation screen

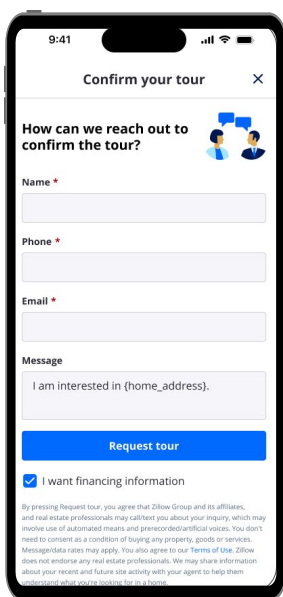


How **Contact Agent** buyers get in touch with you

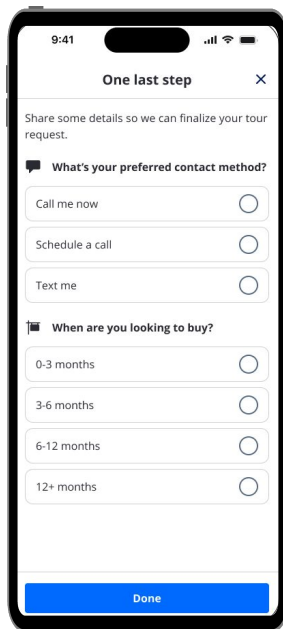
Buyer clicks on Contact Agent



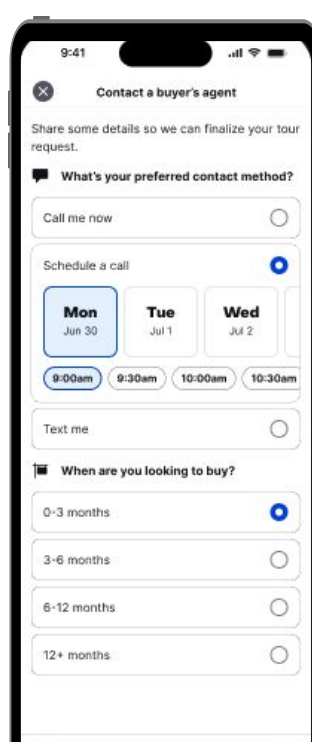
Buyer enters their contact information and a message



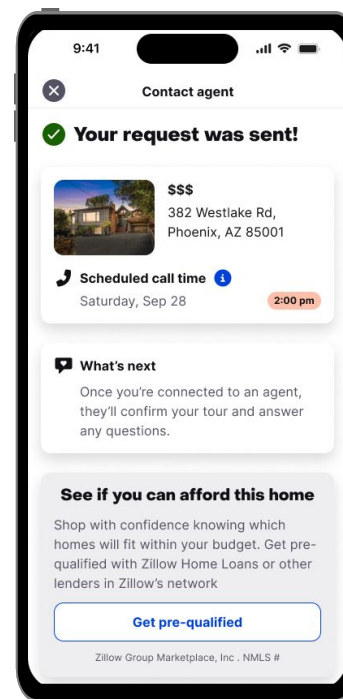
Buyer has options on how they want to be contacted and timeline to buy



If buyer selects to schedule a call, they can enter the day & time



Buyer will see a request confirmation and call scheduled

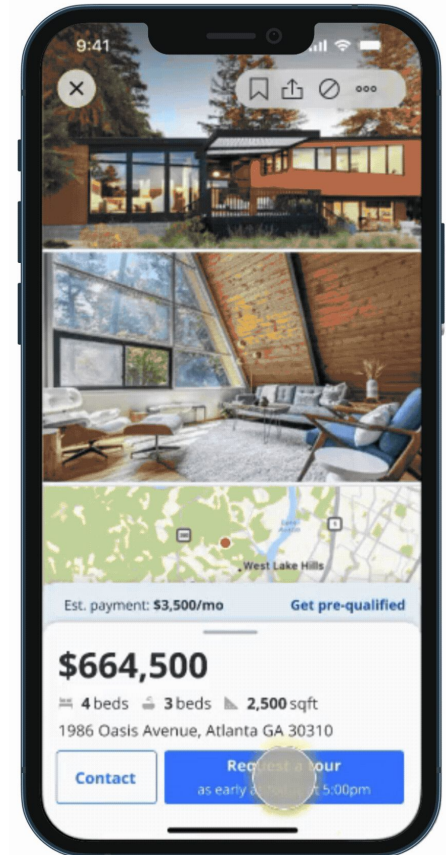


How **Real-Time Touring** buyers will get in touch with you

EXISTING EXPERIENCE

- 1 Buyers can request a tour instantly on eligible listings
- 2 Available times are powered by ShowingTime
- 3 Buyers select a time that works for them and submit their request
- 4 Once confirmed, they're connected with you to move forward

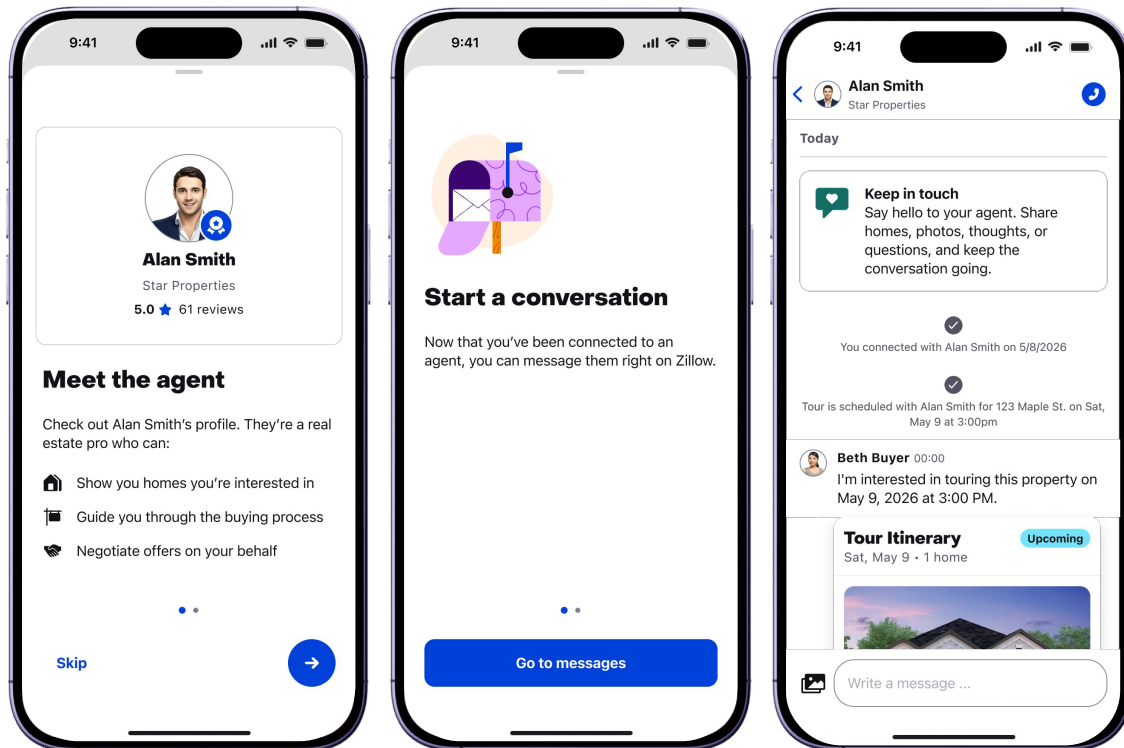
NOTE: Message-first and scheduled calls do not apply to Real-Time Touring connections.



Spotlighting agents in Zillow Messages

Buyers are greeted by an introduction card highlighting your profile, reviews, and the key role you play in guiding them through the home buying journey.

They'll also see a reminder to use Zillow Messages to easily connect with you along the way.



CONNECTIONS IN FOLLOW UP BOSS

Technical Requirements

Technical requirements

- Ensure you are logged into the FUB mobile app
- Team leads must [enable two-way integration](#)
- Confirm you've [linked your Zillow and FUB accounts](#)
- Verify you have the latest FUB mobile app version (v6.05.0400 or newer) - *we suggest having your automatic app updates turned on to ensure get the newest version automatically*
- Enable FUB mobile app [push notifications](#): These have a dedicated alert sound so they are easier to notice so you can respond quickly to new connections and buyer replies. To set up, follow these steps:
 - **iOS Users:** Ensure your phone is not on silent to hear the alert.
 - **Android Users:** The alert will sound even if your phone is on silent.
- To have access to the time-sensitive push notifications feature, ensure your phone's operating system is on these versions or above: iOS 15+ or Android Android 13+ (API level 33)

Those who do not meet the above technical requirements will not be eligible to receive connections in Follow Up Boss and will continue to receive property-related connections via the current experience (a live call in the PA app).

CONNECTIONS IN FOLLOW UP BOSS

Frequently Asked Questions & Agent Resources

Frequently Asked Questions

How will I know when a new connection arrives?

You'll receive a push notification and SMS alert from Follow Up Boss when a new connection comes in. We've added persistent push notifications that mimic a phone call with a dedicated alert sound and vibrations for connection delivery so they are easier to notice.

What should my first message to the buyer look like?

Start by introducing yourself and confirming their request. Responding quickly helps maintain engagement and move the conversation forward. We provided a great example message earlier in this deck.

Will this impact my pickup rate?

Connections delivered through Follow Up Boss won't count toward your pick-up rate—only live connections are included in this performance metric. Because of this shift, you will receive fewer live calls over time, which means each one carries more weight. Be sure to stay responsive to make the most of every connection.

Will connections be sent to agents via FUB push notifications and SMS outside operating hours?

No. Operating hours are from 8 AM to 9 PM local time. If a connection is submitted outside of operating hours, it will be delivered to the agent the following morning.

If you are delivering connections in FUB, is the Premier Agent app going away?

Today, agents who are not in FUB or who do not meet the requirements to receive these connections in FUB will continue to receive them in the PA app. Zillow is focused on ensuring agents have the best tools to support buyers throughout an integrated home-buying experience. Zillow is building those tools inside FUB — where you already manage your pipeline — so it's a natural home for your Zillow connections too. You'll see more of that come to life throughout this year, and we'll have more to share about what's ahead as we get closer.

Agent Resources

| Resource | Link |
|--|----------------------|
| Demo Video: Connections in Follow Up Boss | COMING SOON! |
| Help Article: Enabling Two-way Integration | Here |
| Help Article: Linking Agent FUB and Zillow Accounts | Here |
| Help Article: Enabling FUB Push Notifications | Here |
| Help Article: Connections in FUB | Here |
| Help Article: Automated Intro Message for Real-Time Touring Connections | Here |



CONNECTIONS IN FOLLOW UP BOSS

Thank you!