

 Zillow Preferred

Preparing for the Appointment

Best practices for preparing for the initial appointment and appealing to your prospective sellers.




The content in this presentation contains best practices and unless noted, they are not required in order to participate in Zillow Preferred SM. We developed our best practices from Zillow data and interviews with our Zillow Preferred Advisory Board. 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.

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Agenda

- Program Goals
 - Preparing a Listing Packet
 - Tips for Building a Comparative Market Analysis (CMA)
 - Overcome Seller Pricing Objection
 - Winning over the Seller
 - Next Steps
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- Two large, overlapping, rounded blue shapes in the bottom right corner of the slide. The front shape is a bright blue, and the back shape is a darker navy blue.

Team level Zillow Preferred seller connections standards

Performance standards

Performance to Logged Seller Transaction Target

Definition: Every month, your Zillow Preferred team receives a seller transaction target, which serves as your team's monthly sales goal. This metric represents your attainment of your transaction target over the last six (6) months and measures your ability to help sellers successfully sell their home.

Standard: 100% or greater over the last six (6) months.

Showcase Rate

Definition: % of listings for seller connections that receive Zillow Showcase treatment.

Standard: At least 90% of listings for seller connections use Showcase

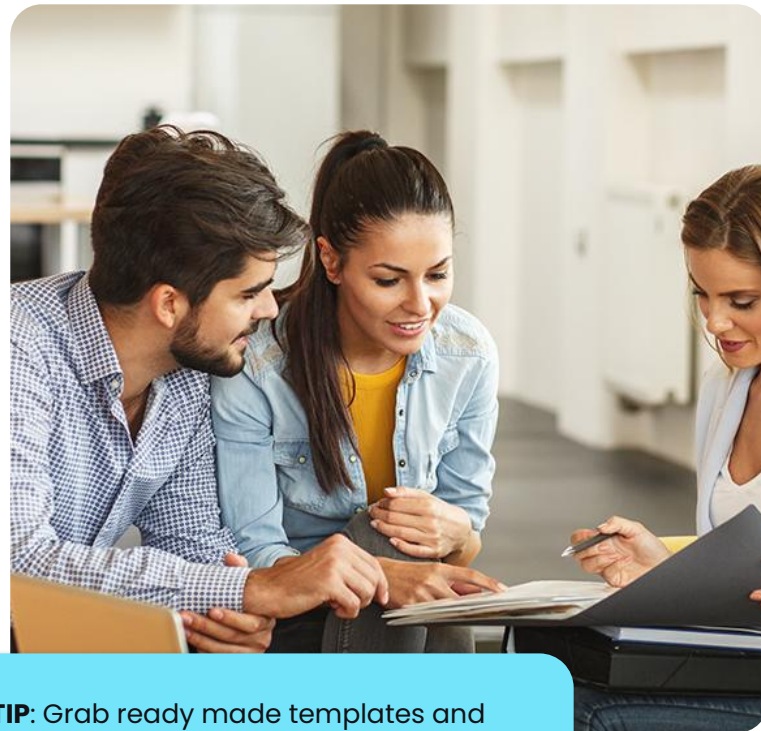
**What are your best
practices
in preparing for the
appointment?**

Listing Appointment Preparation

When it comes to preparing for a listing appointment, successful agents spend **30 minutes to an hour** preparing.

Key elements to focus on during preparation:

1. Creation of a **listing packet**
2. Assembling a **Comparative Market Analysis (CMA)**
3. Prepare to address any **seller objections** that may arise



TIP: Grab ready made templates and marketing materials from the Showcase **[agent resource center](#)** to create your listing packet!

Building a Listing Packet

Each team and agent can personalize the content of their packet. The goal is to make yourself memorable, communicate your value, educate and set expectations.

Here are some best practices on what you can include:

- ❑ **Client Reviews and Testimonials:** showcase past clients' positive thoughts on working with you.
- ❑ **Marketing Materials and Samples:** for sellers to review at their convenience; show examples of what you could provide them including how Showcase help them sell for more and faster
- ❑ **Comparative Market Analysis (CMA):** to demonstrate your level of research, preparedness, and value surrounding pricing strategy.
- ❑ **Net Sheet:** allows you to be transparent by breaking down the costs and fees associated with selling.
- ❑ **Listing Agreement:** secure the listing at the end of the appointment by having the contract ready for the seller to sign.

Tip: Include information about your Zillow Preferred Agent Partnership and Showcase.

Building a Comparative Market Analysis

A Comparative Market Analysis (CMA) can help sellers see your value as a real estate agent.

- **Objective Pricing:** helps to establish an objective and realistic price for the seller's property.
- **Market Insights:** allows sellers to gain insights into the current real estate market and buyer trends.
- **Competitive Positioning:** enables sellers to see how their property stands out or where improvements can be made; allowing them to make strategic decisions.
- **Setting Realistic Expectations:** provides sellers with a realistic understanding of what they can expect in terms of pricing, time on the market, and potential offers.
- **Confidence and Trust:** demonstrates your professionalism, knowledge, and dedication to helping sellers achieve their goals; builds confidence and trust in your abilities as a real estate expert.

Things to Consider When Building a CMA

The seller's timeline to move and time-on-market are some of the biggest factors in how to price the home. Below are some other things to consider:



Public tax records or the MLS to begin to gather information.



Property information - square footage, number of bedrooms/bathrooms, age of home, etc.



Comparable properties that are active in the MLS.



Recent sales over the last 6 months with similar characteristics.



Public building permits are helpful for appraisal and inspection purposes.



Property images/details to further assess through photos, lot size, and descriptions.

Preparing for Seller Pricing Objection

"I want to list my home at a significantly higher price than what you say is the market value."

"I appreciate your enthusiasm for your home's value. However, setting a price significantly above market value can limit buyer interest and prolong the selling process. By pricing it competitively, we can attract more potential buyers. Additionally, with my partnership with Zillow, we can utilize Zillow Showcase to enhance your listing's visibility. We find that these listings often sell faster and for more money, making this approach beneficial for a successful sale."

Winning over the Prospective Seller

Let your personality shine

In addition to the service you provide, your personality and ability to connect with your seller's is what will help you earn their trust and ultimately their business/the listing.

Treat the appointment like a job interview

Make sure you treat the initial appointment like a job interview because that is what it is- show up on time, come prepared, and know your stuff; present yourself as a professional.

Dress for success

As mentioned, this is a job interview. Show up dressed for success to convey a level of professionalism and show them what they can expect in your interactions with other agents and potential buyers.

Avoid bashing the seller's home

Avoid making disparaging remarks about the seller's personal home or style choices. Even if it could use some upgrades, make a positive spin on it, word it carefully and use it as an educational opportunity.



Tip: When discussing pricing, use a spreadsheet to help remove the emotion from the sale and put the focus on the numbers.

Driving Accountability with Your Team

Follow these recommendations to help drive performance and accountability when it comes to preparing for the appointment.

1. Make sure an appointment is set ASAP.
2. Help prepare your agents for the appointment.
3. Check-in after the appointment.



Next Steps

Questions? Reach out to your Zillow Preferred Growth Advisor

1. Review these slides with your team
2. Remind your team of program expectations
3. Connect with your team on helpful reminders for preparing the CMA.
4. Advise your team on listing packet essentials
5. Share tips on appealing to the seller with your team



Additional Resources

Seller Connections Resource Hub

Your guide for Seller Connections success

This resource is designed to support you in connecting with seller leads, winning appointments, and securing listings. Find key links, ready-made content, and access valuable training materials.

[Seller Resource Hub](#)

The screenshot shows the Zillow Seller Connections Resource Hub landing page. At the top, there is a blue header with the Zillow logo and a 'Share' button. Below the header is a large illustration of a house with a person standing next to a sign that says 'For Sale'. The main content area features four tabs: 'Building Seller Team', 'Connecting with Leads', 'Winning the Appointment...', and 'Winning the Listing'. The 'Building Seller Team' tab is selected, and its content is displayed below. The content includes a heading 'Boost your success with seller connections', a paragraph of introductory text, and a video player with the title 'Seller Connections'. Below this is another section titled 'Building your seller team' with a video player titled 'Seller Connections Overview'.

Zillow Share

Seller Connections Resource Hub

Building Seller Team Connecting with Leads Winning the Appointment... Winning the Listing

Boost your success with seller connections

Welcome to the **Seller Connections Resources Hub** for seller connections partners! Here, you'll discover essential tools and resources designed to help you connect with seller leads, secure appointments, and confidently win listings.

Seller Connections

Connect with high-intent sellers to help them sell and get into their next home.

Zillow

Building your seller team

To solidify your foundation, we invite you to revisit the following resources for a comprehensive overview.

Seller Connections Overview

Take your selling game to the next level

Seller Learning Courses

Zillow Academy

Required

- [Introduction to Seller Connections](#)

Additional

- [Strategies for Winning the Appointment](#)
- [Pitching Zillow Showcase to Sellers](#)
- [Showcase: Getting Started](#)

Webinars

- [Seller Best Practices Webinar](#)



Showcase Resources

- [Showcase Getting Started Guide](#)
- [Showcase Playbook for Agents](#)
- [Agent Resource Center](#)
- [Photographer Resource Center](#)
- [Fast Facts About Zillow Showcase](#)
- [Customer Support](#)
 - 1-888-367-4009
 - support@showingtimeplus.com
 - Monday – Friday, 8 am – 10 pm EST
 - Saturday – Sunday, 9 am – 6 pm EST

Getting it Seen is Step One in Getting it Sold

This custom listing display is available to only 10% of listings in your market and can help your home stand out on Zillow through:

- Eye-catching media like high-resolution photography, interactive floor plans, and virtual tours to entice potential buyers.
- Increased visibility on Zillow with prioritized placement in personalized search results, special map callouts and email alerts to Zillow's customer database.
- Interested shoppers can contact your agent directly from your listing.
- Powerful exposure on the one residential website that hosts over 231 million average monthly unique users.*

ACTIVE SHOWCASE LISTINGS ON ZILLOW RECEIVED:
An average of over **76%**

Saves Shares Page Views

Compared to similar nearby non-Showcase listings on Zillow.

10% more likely to go pending in the first 14 days

Sell for **2% more** than similar non-Showcase listings on Zillow.

Logo First, Last Name Agent ID, Company Name (Required) Phone Number Email Address

*Zillow's Market Research Department tracks market trends for over 200 cities and counties. This data is based on Zillow's proprietary MLS listing data. Sample size for each market is 100 listings. Data is based on listings that were active on Zillow from January 2018 - March 2019 (the "Sample"). This data was not used for listings on Zillow that were not active.

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Stand Apart with a Showcase Listing

- Limited number of listings per market
- Eye-catching visuals and innovative design
- Prioritized ranking in buyer searches on Zillow
- Easy contact from interested home shoppers
- Social media videos, flyers, postcards & new property emails sent to buyers

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