

 Zillow Preferred

# Best Practices to Win the Listing

Tips and tools for wowing sellers and securing more listing agreements.




The content in this presentation contains best practices and unless noted, they are not required in order to participate in Zillow Preferred <sup>SM</sup> 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 for a Listing Appointment Refresher
  - Conducting the Appointment
  - Appointment Follow-up
  - Team Accountability
  - Next Steps
- 
- Two large, overlapping blue shapes in the bottom right corner of the slide. The front shape is a bright blue house-like polygon, and the back shape is a darker blue, larger house-like polygon.

## 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

# Seller Performance Guidelines for Success

## Guidelines for Success

### Attempted Contact

Program Standard: 100% of inbox seller connections for the last one-month period, including an additional month of buffer.

Definition: The % of inbox seller connections that your team attempts to contact and accurately indicated these attempts in the Premier Agent app. Live transfers will automatically count as successful attempted contact.

### Spoke With Rate

Program Standard: 55% of inbox seller connections for the last one-month period, including an additional month of buffer to allow for leads to mature.

Definition: The % of inbox seller connections the team successfully gets in contact with and accurately indicated via Premier Agent app contact status update. Live transfers will automatically count as successfully spoke with customer.

### Answer Rate

Program Standard: 75% of live transfer call attempts for a one-month period, including an additional month of buffer.

Definition: The % of live transfer calls attempted by Zillow answered by the team.

### Appointment Set Rate

Program Standard: 30% of inbox and live transfer seller connections for the last one-month period, including an additional month of buffer to allow for leads to mature.

Definition: The % of inbox and live transfer seller connections that the team successfully schedules a listing appointment with and accurately indicated via Premier Agent app contact status update.

### Signed Listing Agreement

Program Best Practice: 7% of inbox and live transfer seller connections over the last six-month period to allow for leads to mature.

Definition: The % of inbox and live transfer seller connections received that the team successfully converts to a signed listing agreement and accurately indicated via Premier Agent app contact status update.

# **What are the best practices for getting listing agreements signed?**

## Preparing for a Listing Appointment

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

### Key elements to focus on during preparation:

1. Book the appointment between **10 AM - 4PM**
2. Creation of a **listing packet** - include Zillow Showcase branded materials
3. Assembling a **Comparative Market Analysis (CMA)**
4. Prepare to address any **seller objections** that may arise

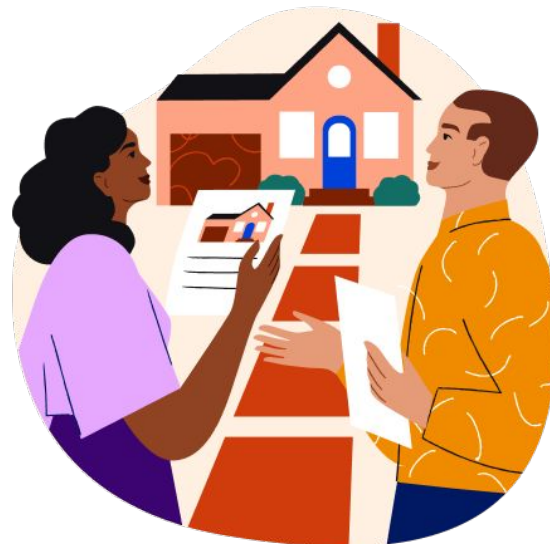
**Pro Tip:** Leverage the [Seller Resource Hub](#) or [Showcase Agent Resource Center](#) for ready made materials



## Conducting the Appointment

During the appointment, keep these tips in mind to help win over the prospective seller and get closer to a signed listing agreement.

- ❑ Dress for success – treat it like a job interview; be confident
- ❑ Keep the meeting to 40 minutes or less – respect their time and be efficient
- ❑ Listen to the seller – focus on earning trust, uncover their why and keep that at the forefront of the conversation
- ❑ Highlight your brand – and how you can provide them top dollar for their home and hassle free experience
- ❑ Share an example of a Showcase listing – and how you can Showcase their home, and get more eyes on their listing
- ❑ Avoid bashing the home – even if the home needs repairs, do it tactfully
- ❑ Don't go into the CMA too early – validate what the seller feels their home is worth, but solify you are the expert when it comes to pricing



## Ask the Right Questions

A key component of the listing appointment is building trust, getting to know the seller and uncovering their why.

Here are some questions you can ask :

- What does a win look like for you?
- How can I make this process simpler for you?
- What does your ideal selling process look like?
- If you have sold a home previously, what was your experience like?
- If you are new to selling a home, what are you expecting from the transaction?



## After the Appointment

### Ask for their business

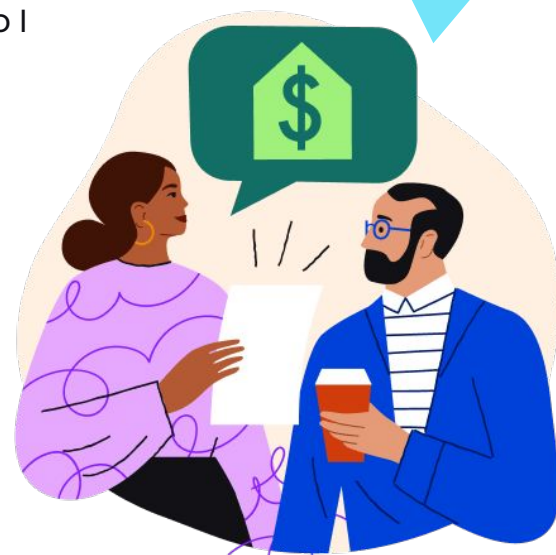
- Be assumptive and get the documents signed at the appointment
  - Example: "If you are good with that, lets sign the paperwork so I can help sell your home!"
- Be clear and specific on the timelines and next steps

### Leave behind marketing materials and other helpful resources

- Allow the seller to review them at their leisure and show the value you provide as a listing agent
- Showcase your brand and unique value you bring - brand is important to sellers
- Include strong reviews and testimonials from past clients

***"If you leave without the agreement signed, set the next appointment with that being the goal."***

- AAB member, Levi Rodgers,  
Levi Rodgers Real Estate Group



## Implement Gratitude Calls

After a listing appointment, thank the seller for letting your agent come to their home.

### Elements of the call:

- These calls can vary in time depending on the seller, some last only a few minutes, others can be longer.
- Let the seller know that the agent mentioned they had a beautiful home and that they would love a chance to represent them (if an agreement is not already signed).
- Clarify and confirm understanding of the selling process by asking the seller what questions they have.

***“As a business owner, there is nothing more important than that follow up phone call.”***

*- Stephen Cooley, Stephen Cooley Real Estate*

## Drive Accountability with Your Team

Help drive performance and accountability when it comes to securing listing agreements.

1. Have your agents send their **listing presentation ahead** of time for you to review and give feedback.
2. Create a **buddy system** pairing seasoned and new listing agents.
3. **Check-in after the appointment** and ask if they got the agreement signed.
4. Develop a **performance plan** to evaluate participation.



## 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 before and after listing appointments
4. Set a buddy system for new and seasoned agents
5. Start making gratitude calls to your potential sellers



# **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 the content below it reads: '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.' Below this text is a video player with the title 'Seller Connections' and a subtitle 'Connect with high-intent sellers to help them sell and get into their next home.' The video player shows a woman and a man talking on a porch. Below the video player is a blue section titled 'Building your seller team' with the text: 'To solidify your foundation, we invite you to revisit the following resources for a comprehensive overview.' Below this text is another video player with the title 'Seller Connections Overview' and a subtitle 'Connect with high-intent sellers to help them sell and get into their next home.' The video player shows a woman smiling while talking on a phone.

# 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](mailto: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 (Link to Website) (Link to Profile)

\*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. Source: Zillow's Market Research Department. © 2018 Zillow. All rights reserved. Zillow, the Zillow logo and Zillow are trademarks of Zillow, Inc. All other trademarks are the property of their respective owners.

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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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