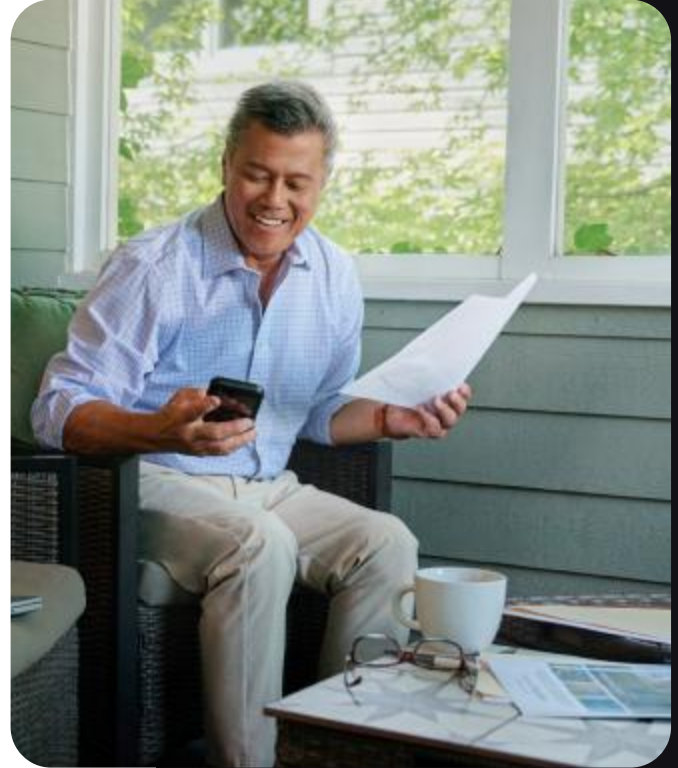




✓ Zillow Preferred

# Seller Connections Team Accountability and Agent Capacity

Tips for working with your team on accountability and managing agent capacity.




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
  - Understanding Agent Motivation
  - Building a Team Culture
  - Agent Accountability
  - Structuring Impactful 1:1's
  - Appreciation & Gratitude
  - Routing Rules & Agent Capacity Reminders
  - 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

**What are you currently  
doing  
to hold your team  
accountable?**

# Understanding Agent Motivation

## Intrinsic Motivation

- Internal motivation- comes from within and is primarily psychological
- Performing the job itself gives a sense of satisfaction or accomplishment
- **Example:** The joy felt by buyers' agents when their customers find their dream home.

## Extrinsic Motivation

- External motivation - tangible, external reward or outcome
- Tangible rewards typically from an outside source
- **Example:** Praise, promotions, raises, bonus or other material rewards like vacations.

**These motivators are not mutually exclusive;** when paired together they create holistic outcomes. Agents appreciate a leader who shows an interest in their goals and understands what drives them to achieve said goals.

# Building a Team Culture

Team culture enables team leads to align towards a shared goal and ensure agents are the most productive.

## Real Estate Teams with Successful Team Culture:

- **Establish a Mission Statement** by distinguishing what the team does and how they do it.
- **Outline a Team Vision** that vividly describes the most desired future state.
- **Define Working Norms** about how the team will work together and function overall.



# Agent Accountability

Set clear, realistic performance expectations to align on goals and how to achieve them.

Below are some best practices for Agent Accountability:

- **Model a Culture of Feedback:** regularly share feedback on calls or performance.
- **Be Transparent:** ensure your team knows what is expected of them and where they stand each month.
- **Communicate:** have regularly scheduled team meetings, check-ins, and 1:1's with each team member.
- **Establish an Accountability Agreement:** have each team member sign an agreement on program performance expectations.
- **Invest in your team:** coach each individual on their areas of opportunity; adapt your approach to fit their unique needs.

# Appreciation & Gratitude

Appreciation is a great tool for agent engagement, motivation and retention. It can help strengthen relationships and build a strong culture.

Here are some ideas on how to express appreciation and gratitude with your team:

- **Create Meaningful Rewards Systems:** set up incentives for team performance to help drive the team.
- **Publicly Recognize Team Members:** share team members' big wins and exciting accomplishments with the whole team.
- **Check-in with the Team Regularly:** confirm they understand what is expected of them and how they can achieve those goals.
- **Provide Balanced Feedback:** giving constructive feedback is important, but do not forget to balance it out with praise.
- **Pay Attention to Special Moments:** celebrate the big moments and milestones in people's lives to show you care.

# Structuring Impactful 1:1's

One-on-one meetings are a crucial component of a successful ongoing feedback model. They give team leads and agents uninterrupted time to discuss performance, remove blockers and calibrate goals. boost morale.



**Schedule Weekly 1:1 Meetings:** check on the status of the agent's pipeline and progress towards closings.



**Set an Agenda:** encourage your agent to review metrics/notes from previous meetings and identify opportunities.



**Focus on Funnel Metrics:** review their performance towards program expectations, as well as Showcase listing adherence.



**Provide Thoughtful Feedback:** and deliver it constructively.



**Tailor your Coaching and Feedback:** to fit each person's unique motivations, goals, strengths and weaknesses.



**Share Praise:** 1:1's are a great opportunity to celebrate wins and boost morale.

# Routing Rules & Agent Capacity Reminders

Below are a few best practices for managing agent capacity and lead routing in the seller connections program.

1. Limit agents to no more than 15 connections per month.
2. Make sure you have a minimum of 2 agents per zip code.
3. If needed, consider adding additional team members to hit these expectations.



# Adding Agents to Seller Connections

When adding to your agent roster, consider these questions successful teams in the program ask before adding an agent to the program.



**Does the agent have listing expertise in program zips?**



**Is the agent full-time?**



**Have they successfully closed several listings?**



**Do they embody a customer first mindset?**



**Do they embody a growth mindset?**



**Are they willing to adapt to new technologies?**

# Next Steps

**Questions?** Reach out to your Zillow Preferred Growth Advisor

1. Identify your teams motivators
2. Evaluate your team culture and any areas of opportunity
3. Set recurring 1:1's
4. Implement accountability measures and gratitude best practices
5. Remind your team of program expectations



# **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](#)

[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.

### 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](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 (Optional) Phone Number (Optional) Email Address (Optional)

\*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.

First, Last Name  
10744 SE 3rd St,  
Bellevue, Washington  
98006

1070012345612345678912345678901

Contact Me Today:

Sally Reeds  
get.reeds@zillow.com  
+1 206 000 0000  
sallyr@zillow.com  
sallyr@zillow.com

**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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