

 Zillow Preferred

Seller Connections Overview

Get set-up to receive high-intent seller connections



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.

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.

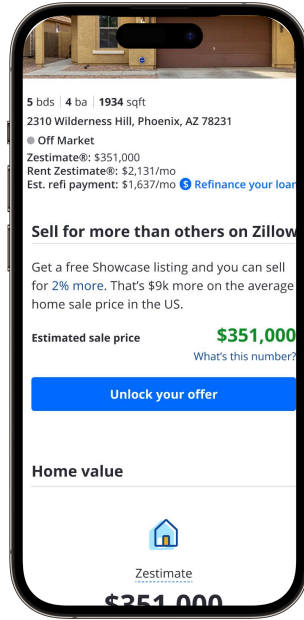
Copyright 2026 by Zillow, Inc. and/or its affiliates. All rights reserved.



Seller Experience

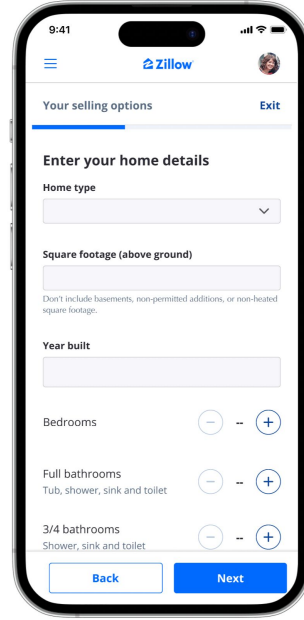
The Seller Experience: Showcase

In markets that center around the value of Showcase



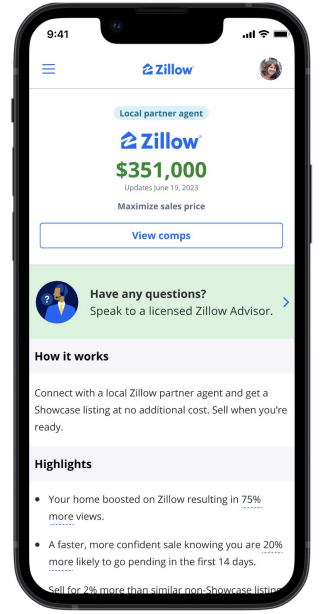
01.

We present sellers with the option to sell for more with Showcase



→ 02.

The seller answers questions about their home

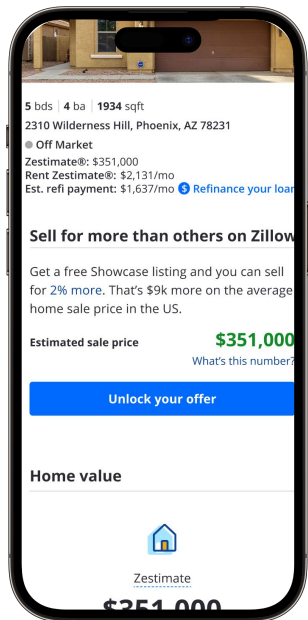


→ 03.

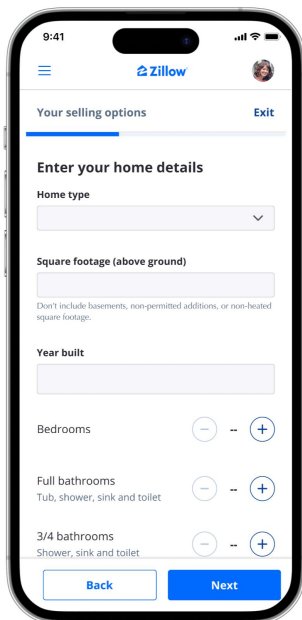
We present the seller with an estimated market value and the option to connect with a local partner agent

The Seller Journey (Extended)

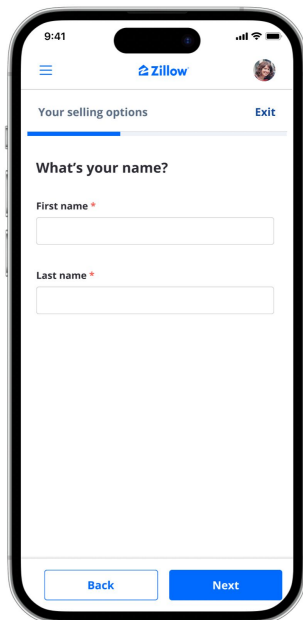
Clicks on "Unlock your offer"



Answers questions about home



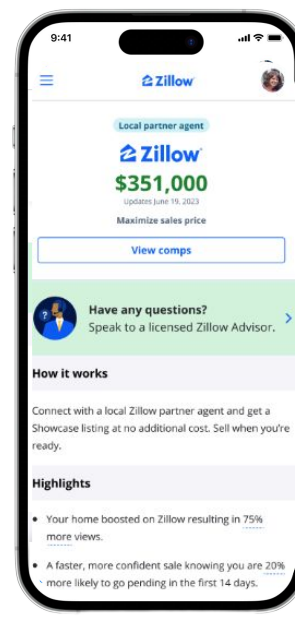
Submits contact information



Reviews Affiliated Business Arrangement Disclosure (ABAD)

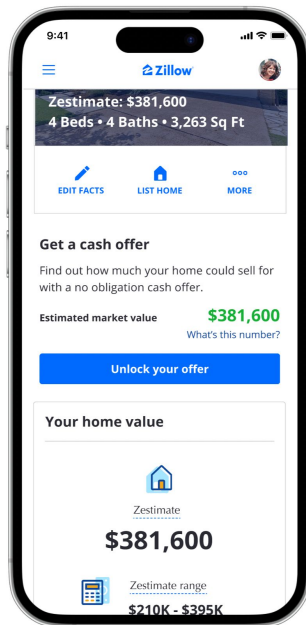


Reviews seller options in dashboard via a Zillow Preferred Agent partner



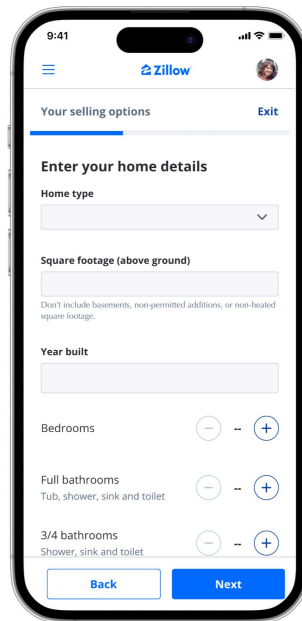
The Seller Experience: Opendoor

In markets that also feature Opendoor



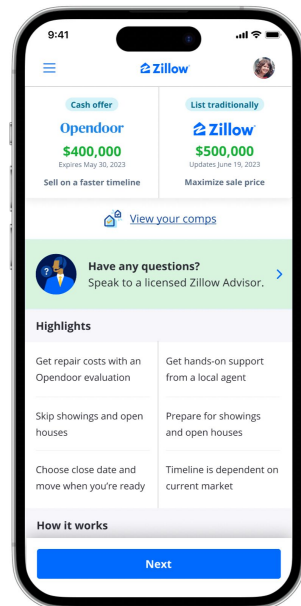
01.

We present sellers with the option to receive a cash offer



→ 02.

The seller answers questions about their home

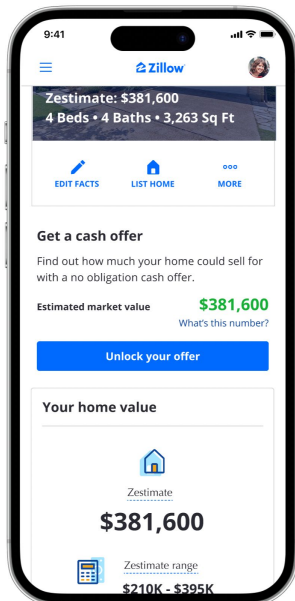


→ 03.

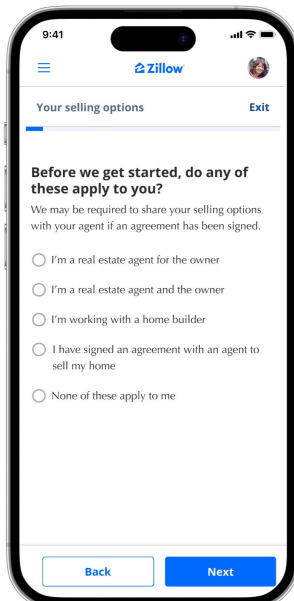
We present the seller with the option to connect with a local partner agent and/or explore an Opendoor cash offer

The Seller Journey in an Opendoor Market (extended)

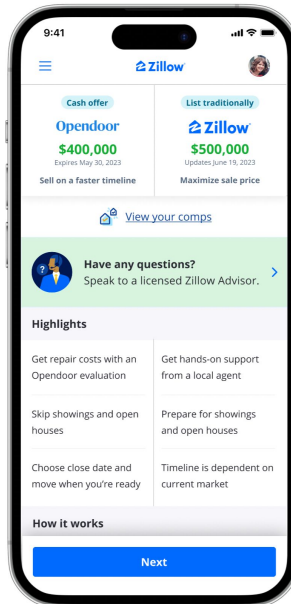
Clicks on "Unlock your offer"



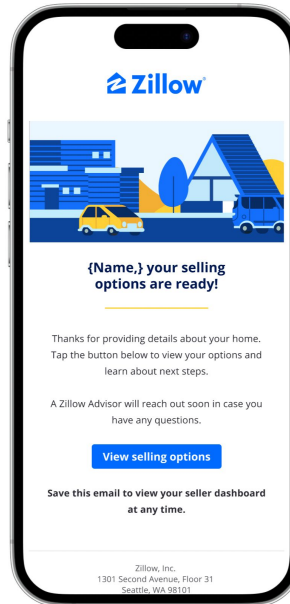
Answers questions about home



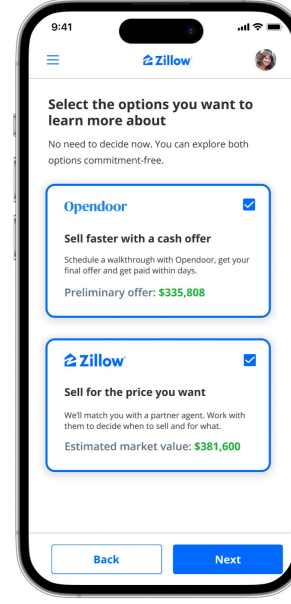
Reviews seller options in dashboard via a Zillow Preferred Agent partner and Opendoor



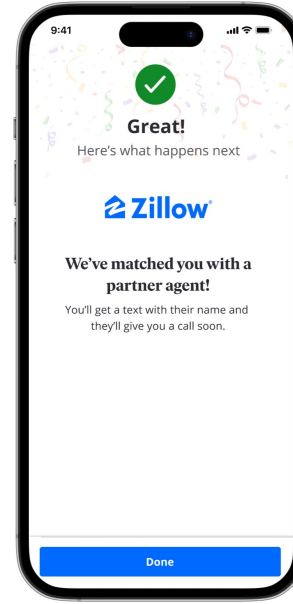
Receives welcome email with link to dashboard



Selects to sell with Zillow Preferred Agent partner or Opendoor

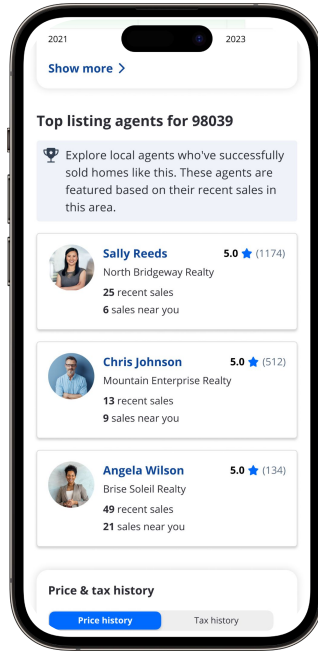


Confirms Zillow Preferred Agent partner will reach out



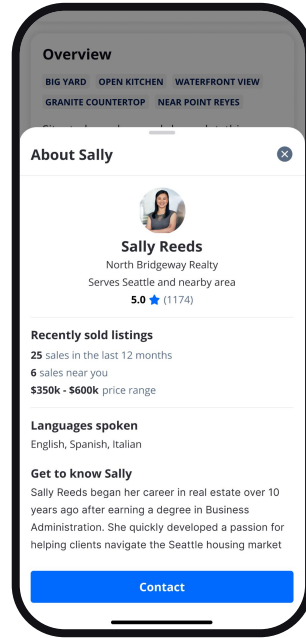
The Seller Experience: Seller Selected

When sellers personally select their agent(s) of choice



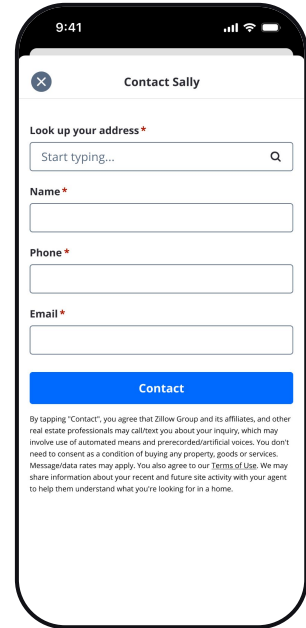
01.

Sellers see a curated list of local agents who have successfully sold similar homes



→ 02.

Sellers are provided with key information and agent expertise via their profiles



→ 03.

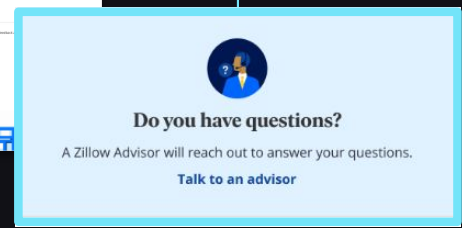
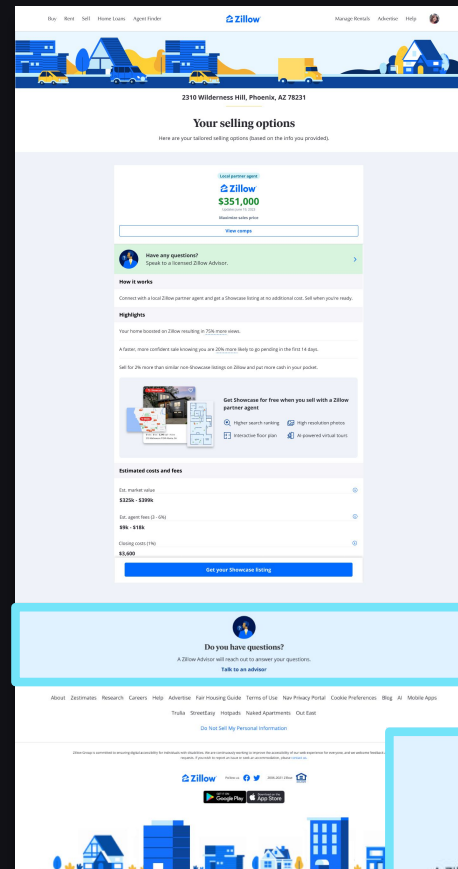
Sellers can then contact the agent they selected

The Seller Consultant Role

Seller Consultants

deliver hands-on guidance – so sellers can confidently sell their home and buy the next one.

- **Engages with Seller:** Receive, review, and reach out to the seller.
- **Connects with Partner Agent:** Set expectations for next steps and facilitate the handoff to the partner agent.
- **Qualifies & Educates:** Assess seller interest, educate, and take action.





Agent Experience

Connection Types

Direct to Inbox Leads

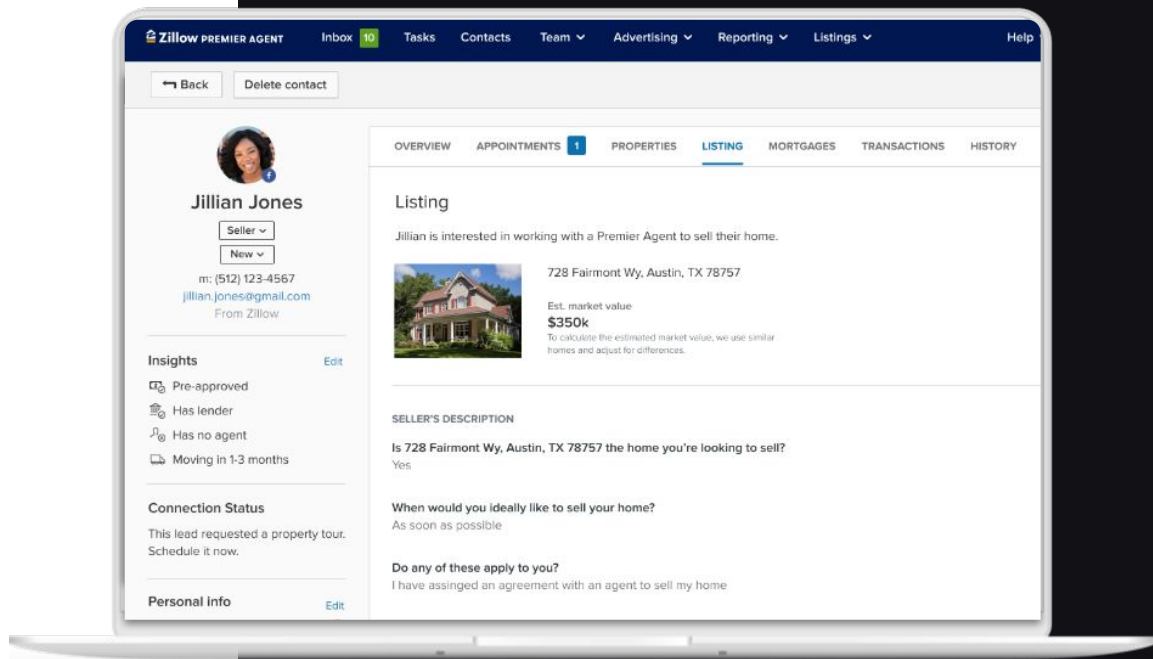
Can come in at anytime

The majority of connections will be delivered digitally to your inbox for you to follow up.

Once received, we recommend you reach out via text or call within 15 minutes to speak with the customer.

Remember, timeliness is key, especially since **80% of sellers** consider a responsive first impression highly important when choosing an agent.*

Source: [Zillow 2025 Consumer Trends Report](#)



Connection Types

Live Transfers

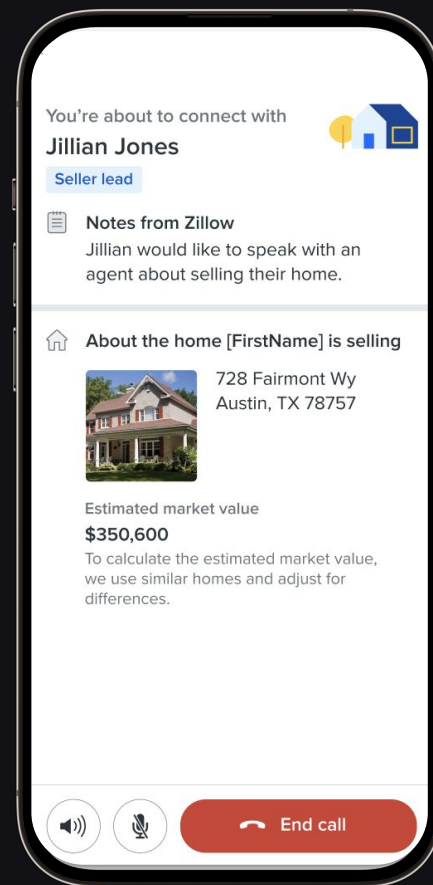
**During business hours: 8 a.m. – 7 p.m.
in your time zone**

These will be live transfers from a Zillow Seller Consultant.

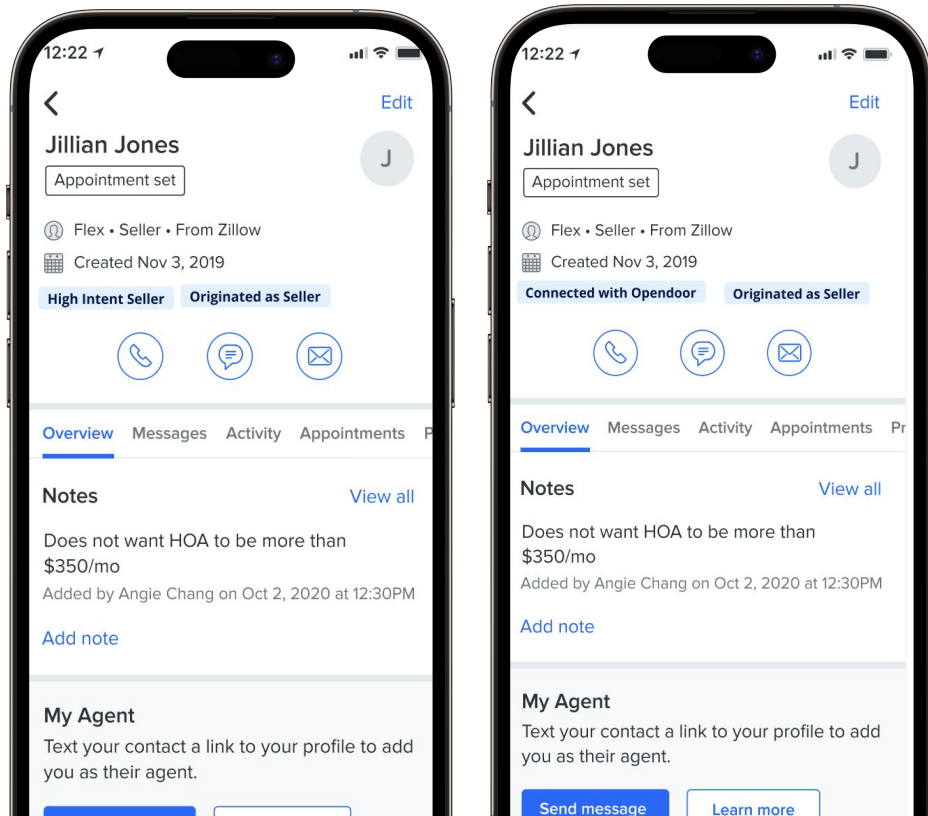
Before a seller is live transferred to you, the consultant will provide information, let them know about Showcase, and connect them directly with you.

On the call, the goal is to set up a listing appointment, especially since **59% of sellers** are likely to hire the first person they contact.

Source: [Zillow 2025 Consumer Trends Report](#)



Contact tags in the Premier Agent App and Follow Up Boss



Each seller connection will be tagged:

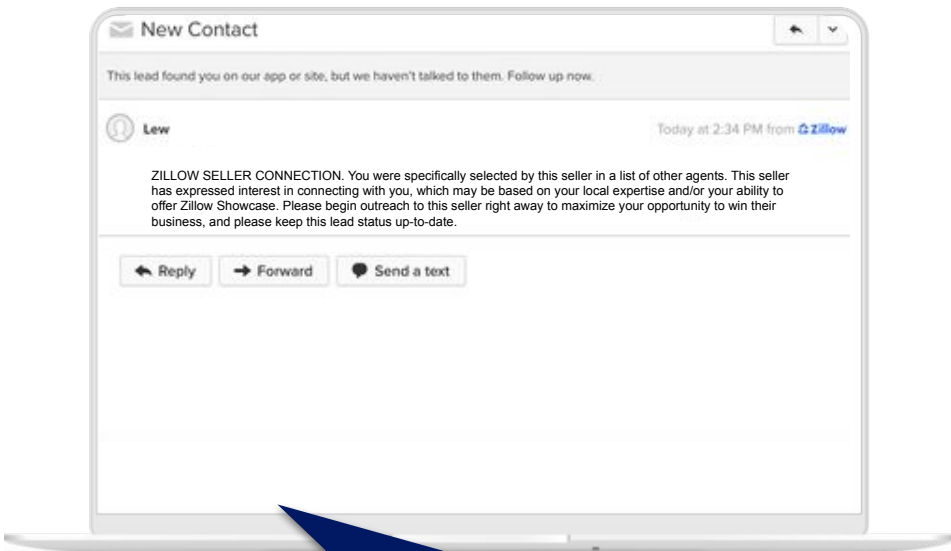
- **Originated as Seller**

Seller connections may also have the following tags:

- **High Intent Seller:** Sellers that our AI model has determined are 3x more likely to list their home for sale within 6 months.*
- **Connected with Opendoor:** Sellers who have also connected with Opendoor to learn about a cash offer in applicable markets.

*Important note, agents are still asked to reach out to all sellers within the standard recommended timelines.

Contact tags for the Seller Selected experience



As a reminder, **seller selected** leads are part of the Seller Connections program and will incur a success fee.

When agents connect with sellers through this experience, they'll receive them as new leads in the Premier Agent app and Follow Up Boss.

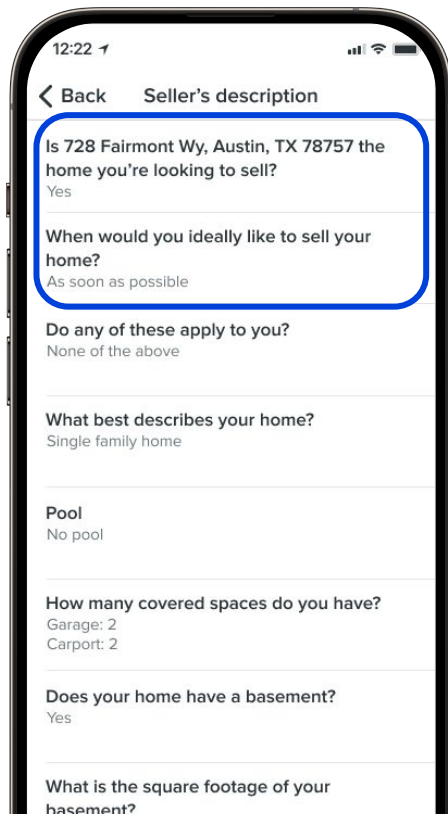
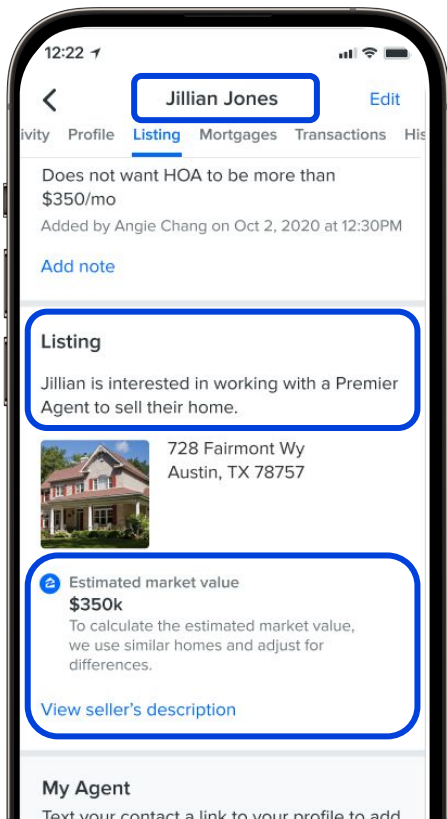
Leads in Follow Up Boss will include **"zillow seller"** and **"zillow seller selected"** tags to help agents clearly identify these valuable connections and stay organized.

Leads in the Premier Agent app and Follow Up Boss will also include the following message:

ZILLOW SELLER CONNECTION. You were specifically selected by this seller in a list of other agents. This seller has expressed interest in connecting with you, which may be based on your local expertise and/or your ability to offer Zillow Showcase. Please begin outreach to this seller right away to maximize your opportunity to win their business, and please keep this lead status up-to-date.

*Important note, agents are still asked to reach out to all sellers within the standard recommended timelines.

The Agent Experience within the Premier Agent App



Each seller connection will also include **key information about the seller** and their home:

- Seller name and contact information
- Estimated market value
- Address
- Ideal timeline to sell
- Home type
- Home features

As applicable:

- Seller Consultant name

Updating Your Seller Connections in the Premier Agent App or Follow Up Boss

Stay on top of your inbox by updating active connections at least **1x per week** and nurture connections at least **1x per month**.

To update your seller connections:

- Select the profile icon
- Change the status
- Apply a timeframe
- Scroll down to add a note



**By updating your pipeline frequently,
you create clear next steps and actions to
keep yourself organized.**

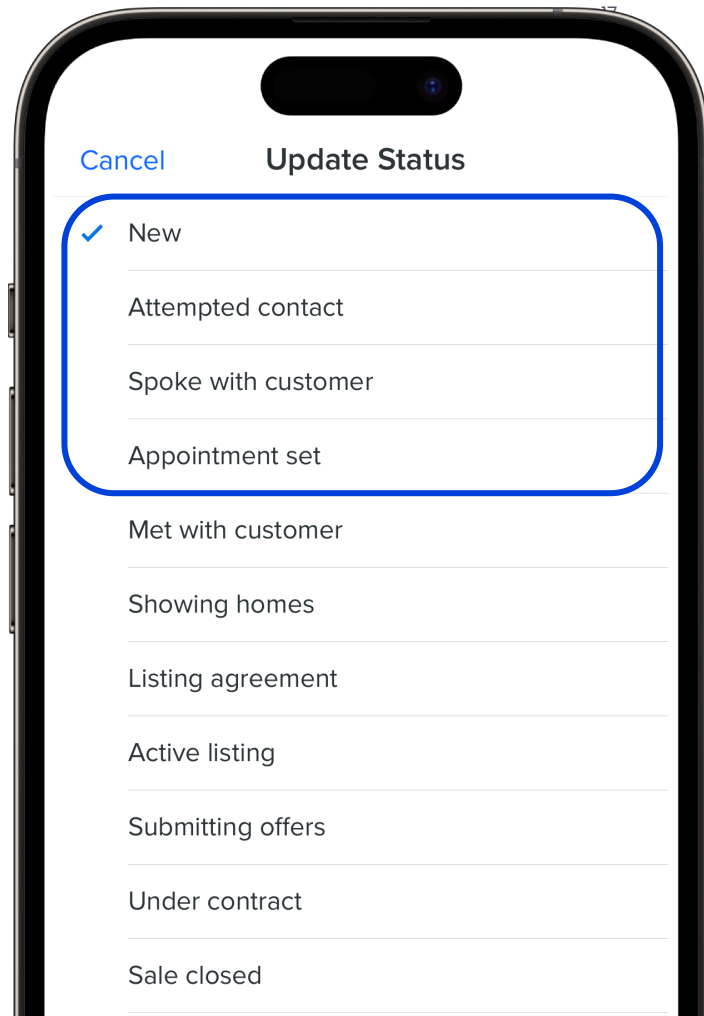
Contact Statuses to Use with New Connections

New: The default status for your connections. Assign this lead with a more detailed status as soon as possible.

Attempted contact: A lead you're working to contact through phone calls, text, and email.

Spoke with customer: A customer you're speaking with but haven't had a chance to meet.

Appointment set: An appointment has been scheduled with the seller to meet in-person or virtually.



Contact Statuses to use After You've Met Your Customer

Met with customer: A customer you've met either in-person or virtually once for a first appointment.

Listing agreement: A listing agreement is in place for you to list the home of your seller.

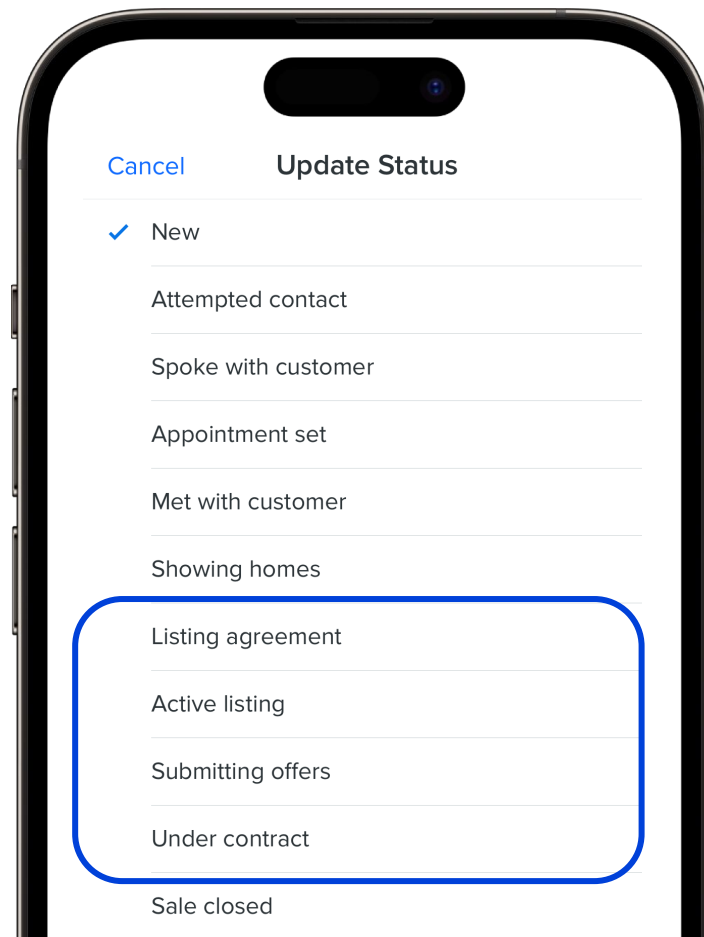
Active listing: A client that has their home on the market and available for showing.

Under contract: Offer accepted! For seller leads, this status helps us know to reach out to help you with payment steps.

Sale closed: Transaction has successfully closed.

Nurture: Contacts who aren't ready to list yet or have put selling on hold

Rejected: Contacts you've determined will never transact



Best Practices for Direct Lead Follow-up

3 times the first day

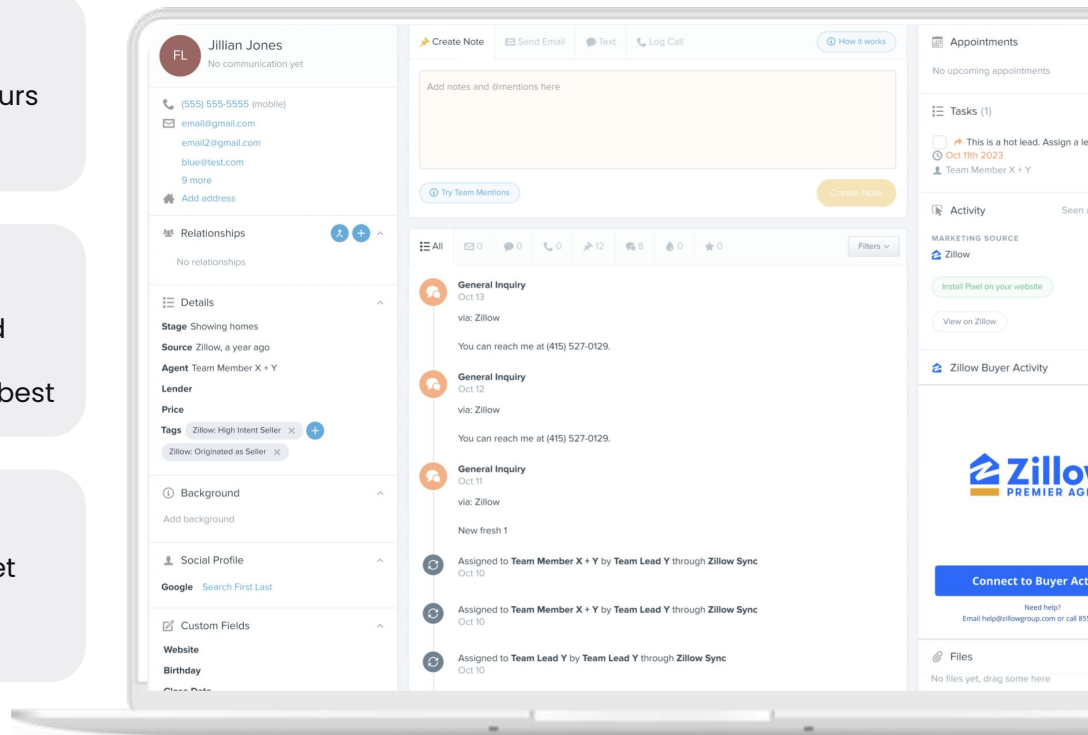
Attempt contact up to 3 times within the first 24 hours using a combination text, call, and email.

5-7 times the first week

- Engage across all channels SMS, phone and email with personalized and useful info.
- Reach out at different times to find when is best

10 times the first month

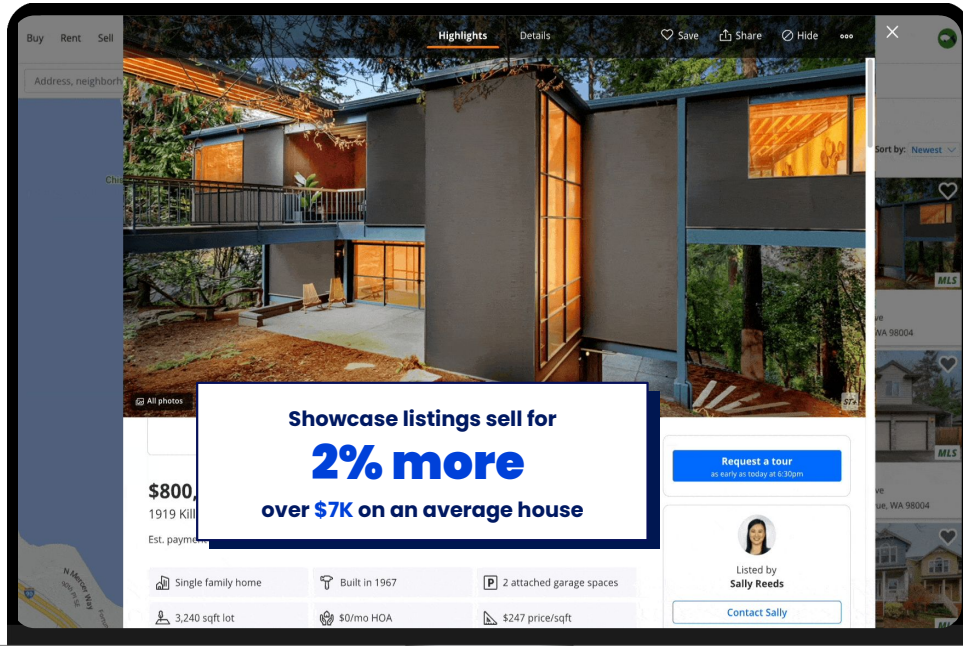
- Continue outreach and send tailored market updates
- Offer in-person drop-off of a listing packet





Zillow Showcase

Maximize your exposure and win **30% more listings** with Zillow Showcase



[View Showcase listing demo](#)

Showcase Listings Received

79% more page views
76% more saves
91% more shares



Compared to similar non-Showcase listings

* All claims are based on the data available on our [website](https://www.zillow.com/showingtimeplus.com/solutions/listing-showcase-facts): [showingtimeplus.com/solutions/listing-showcase-facts](https://www.zillow.com/showingtimeplus.com/solutions/listing-showcase-facts)

Showcase is featured on the seller dashboard

Zillow Showcase is a key selling point of connecting with a Zillow Preferred Agent partner



Showcase listings are **10% more likely to go pending in 14 days***

Connect with a local Zillow partner agent and get a Showcase listing at no additional cost. Sell when you're ready.

Get Showcase for free when you sell with a Zillow partner agent

A screenshot of a Zillow Showcase listing for a house in Atlanta, GA. The listing includes a map showing a 10% price increase, a high-resolution photo of the house, an interactive floor plan, and AI-powered virtual tours. The listing details are: 3 beds, 3 ba, 3,240 sqft, Active, 255 Matthews Pl SW Atlanta, GA.

- Higher search ranking
- High resolution photos
- Interactive floor plan
- AI-powered virtual tours

Local partner agent: Zillow \$351,000

Have any questions? Speak to a licensed Zillow Advisor

How it works

Connect with a local Zillow partner agent and get a Showcase listing at no additional cost. Sell when you're ready.

Highlights

- Your home boosted on Zillow resulting in 70% more views
- A faster, more confident sale knowing you are 20% more likely to go pending in the first 14 days
- Sell for 2% more than similar non-Showcase listings

Get Showcase for free when you sell with a Zillow partner agent.

- Higher search ranking
- High resolution photos
- Interactive floor plan
- AI-powered virtual tours

Estimated costs and fees

Est. market value: \$325k - \$399k

Est. agent fees (3 - 6%): \$9k - \$18k

Closing costs (TM): \$3,600

Repair costs: Pending walkthrough

Est. cash proceeds: \$310k - \$380k

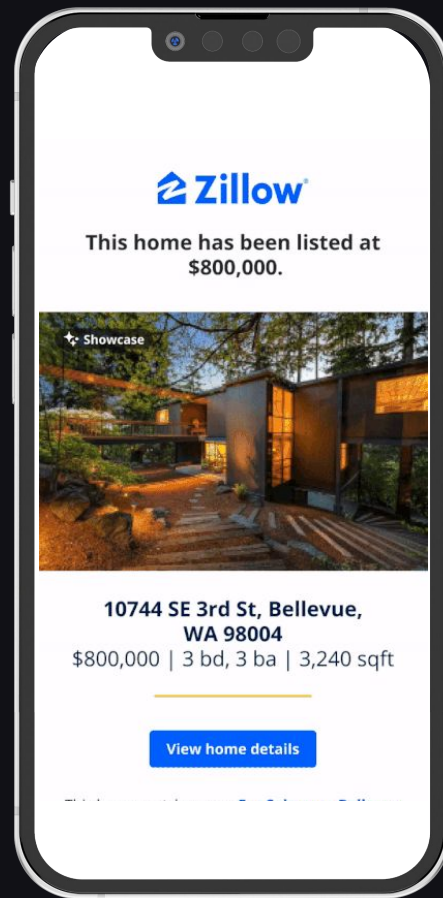
* All claims are based on the [data available on our website](#)



Elevate your listings with Zillow Showcase

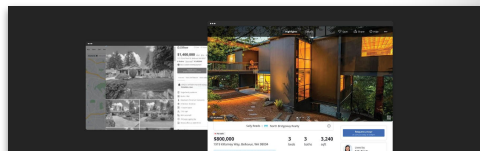
Listings that stand out with powerful
exposure on Zillow

- Unique & enhanced listing experience
- Amplify the visibility of listings
- Expanded marketing reach
- Upgraded branding and contact options



Leveraging Zillow Showcase to win with sellers

Incorporating Zillow Showcase in seller connections pitches with [ready-made marketing materials](#)



Contact Me Today:


Sally Reeds
SRE 481234567

+1 000 000 0000
email@email.com
website.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

*All Listing Media Service packages include interactive floor plans and virtual tours. This claim is based on Zillow data published in "11 Listing Media Services Markets That are Engaged in 7500+ Listings Collected by Listing Media Services from January 2022 - March 2023 (by State)". The Data was analyzed against listings on Zillow without virtual tours.



\$520,000

3 bds | 3 ba | 3,240 sqft - Active
255 Mathewson Pl SW Atlanta, GA

“ If you list with me, your listing will be more prominent on Zillow. Your listing wouldn't just look like any traditional listing on Zillow with captivating visuals, virtual tours, and interactive floor plans.

These unique listings attract more buyers and **sell for 2% more**, over \$7K on average, and are **10% more likely to go pending within the first 14 days**. That's they receive more views, saves, and more shares than traditional listings on Zillow.* ”

*Visit [the website](#) for more information



Expectations

Connecting high-performers

As we continue to invest in increasing the number of **high-intent sellers**, we want to connect them to **high-performing agents**.

The seller connection performance framework serves to identify and reward high-performing partners. Based on partner performance within this framework, we'll shift seller connection volume within a market.

Copyright © 2024 by Zillow, Inc. and/or its affiliates. All rights reserved. The content in this presentation is the confidential information of Zillow, Inc. and/or its affiliates. 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.



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.



Next steps on your seller connections journey

Enhance your skills, collaborate with experts, and track your success!

[Dive into the Intro to Seller Connections Course](#)

This will give you a detailed look at key concepts and strategies for success.

[Team up with your support team](#)

You will collaborate with your Growth Advisor, Customer Success Manager, and Showcase Advisor to supercharge your performance!

[Look out for your monthly performance email](#)

You'll receive updates on your performance, like Showcase Rate, to celebrate your wins and identify areas to improve!



Growth Advisor

Serves as your Zillow main point of contact – helping you optimize performance and seller connections volume for your team.



Customer Success Manager

Assists you with Showcase product onboarding and supports you with effective integration of Showcase into your branding and strategy.

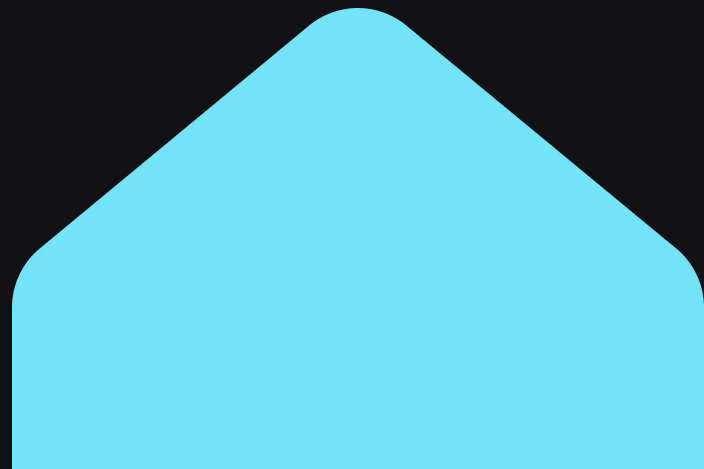


Showcase Advisor

Helps you maximize value for your business through your Showcase purchase, staying informed on your business to promote growth and address pain points.



Thank you



Q & A





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 person standing next to a house with a sign, with a car and a cactus in the background. 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, showing the heading 'Boost your success with seller connections' and a video player for 'Seller Connections'. The video player has a play button and the text 'Connect with high-intent sellers to help them sell and get into their next home.' Below the video player is a blue bar with the heading 'Building your seller team' and a paragraph of text: 'To solidify your foundation, we invite you to revisit the following resources for a comprehensive overview.' Below this text is another video player for 'Seller Connections Overview' showing a woman 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
 - 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 than similar non-Showcase listings on Zillow.

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 shows that Showcase listings receive more views and more inquiries than non-Showcase listings. This data is based on Zillow's analysis of 100,000 listings in the Seattle market. For more information, visit zillow.com/showcase. © 2018 Zillow, Inc. All rights reserved. Zillow, the Zillow logo and Zillow.com 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 in contact
+1 000 000 0000
email@zillow.com
zillowusa.com/zy

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

*Zillow's market research shows that Showcase listings receive more views and more inquiries than non-Showcase listings. This data is based on Zillow's analysis of 100,000 listings in the Seattle market. For more information, visit zillow.com/showcase. © 2018 Zillow, Inc. All rights reserved. Zillow, the Zillow logo and Zillow.com are trademarks of Zillow, Inc. All other trademarks are the property of their respective owners.



Appendix

Promoting yourself as a seller

Do

- **Reach out to Zillow PR before responding to media inquiries.** Email press@zillow.com and our Zillow PR team will coordinate the interview in cases where it makes sense.
- **Highlight the opportunities** you have to work together with Zillow towards a common goal: high customer satisfaction and successful transactions for sellers.
- **Celebrate that you are one of our partners** working with Zillow to help sellers in your market, please avoid stating that you are an “exclusive partner” with Zillow.
- **When presenting yourself to the market** competition, you can let competitors know that you are receiving seller connections from Zillow.
- **After launch, you may share on your social platforms**, your website, and for recruiting purposes if you want. Get content approved by emailing press@zillow.com.

Do Not

- **Actively reach out to media outlets** about your Zillow partnership. Zillow PR will handle all media stories.
- **Include links to any resources** (landing page, Zillow Academy, etc.) Zillow has shared with you – those are for participating partners only.
- **Refer to a “program”** when talking about connecting with sellers through Zillow. Only refer to how you are partnering with Zillow to help sellers.
- **Identify yourself as a “Preferred Agent,”** instead you can say “Preferred Agent partner.”
- **Use Zillow’s Preferred Agent trademark**, without following our trademark usage guidelines [here](#).

When in doubt, reach out to press@zillow.com to review your content.

On Seller Connection Calls

A

Appointment

"Would [**Day/Time 1**] or [**Day/Time 2**] be better to schedule time for me to see your home and discuss the next steps and selling options?"

L

Location

"I see your home is in [**NEIGHBORHOOD**] I love [**XYZ**] about working/living here and have sold lots of homes in this market!"

M

Motivation

"I understand you are looking to [**INSERT DETAILS FROM PA APP**]. Tell me more about why you are looking to sell and your next steps."



Shift Model

Partner expectations and solutions for managing seller lead volume and connections

EXPECTATION

Pick-up Rate - 75%

In similar programs, we have seen pick-up rates at 75% or higher. Our goal is to see that for seller connections sent to your team.



SOLUTION YOU CAN TRY

The “Shift Model”

Instead of having all of your Agents taking connections all the time, try implementing a shift model that ensures adequate coverage of connections and affords your agents a break from new connections coming in.

Note: The Shift Model is a best practice and you are not required to use it in order to participate in Zillow Preferred Agent.

How you can implement the “Shift Model”

to help you and your team ensure quality connections and winning conversations

SHIFT MODEL STRUCTURES:

a

4 days “on”, 4 days “off” per agent

b

1 week “on”, 1 week “off” per agent

c

1 week “on”, 2 weeks “off” per agent

STAYING ORGANIZED IN A SHIFT MODEL:

- Set up a shared comms channel with each different Shift via Slack or some other company communication tool. Have yourself or an ISA on all channels but Agents only on their specific Shift’s channel.
- Maintain a shared team calendar to help identify coverage gaps.
- Have Agents take accountability to help find coverage for their Shift for last minute availability changes.

****Please ensure you have a minimum of 2 active agents per zip code for live transfer coverage.***

Why the “Shift Model”?

TEAM LEAD BENEFITS

Helps **prevent agent burn out** over time

Schedule 1:1's or **coaching sessions** so they don't overlap with days on Shift

Helps **drive Answer Rates** for your team as a whole by creating a sense of connection scarcity

Can **help improve conversion** by ensuring your agents have a pipeline they can effectively service

AGENT BENEFITS

Won't feel the need to **be “on” all the time**

Ability to have **schedule predictability** when planning time off without feeling like they're missing out on opportunities.

Keeps the **prospect of receiving new leads** exciting

Reduces risk of feeling overwhelmed and allows a balance to focus on existing pipeline with servicing new leads