



Busy doesn't mean predictable

Opportunities are already in your database

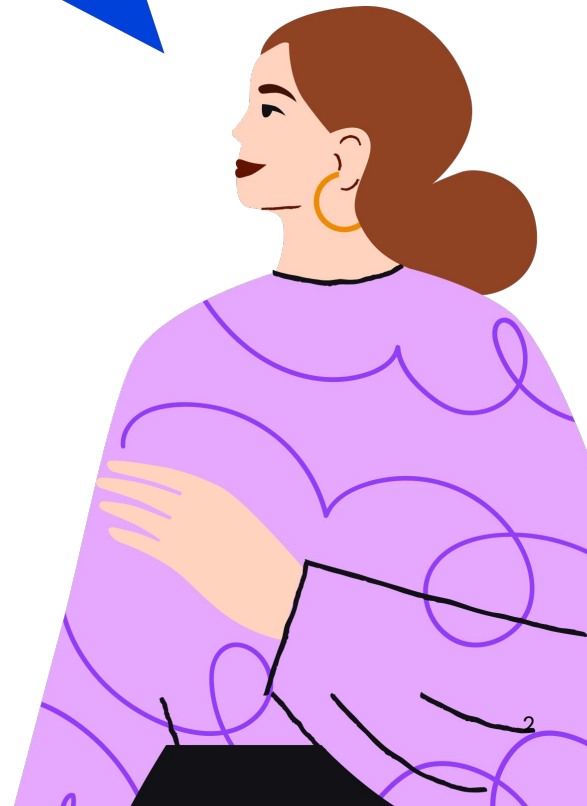
But you don't know who is ready to engage with you



Hey just checking in to see
if you're still in the market?

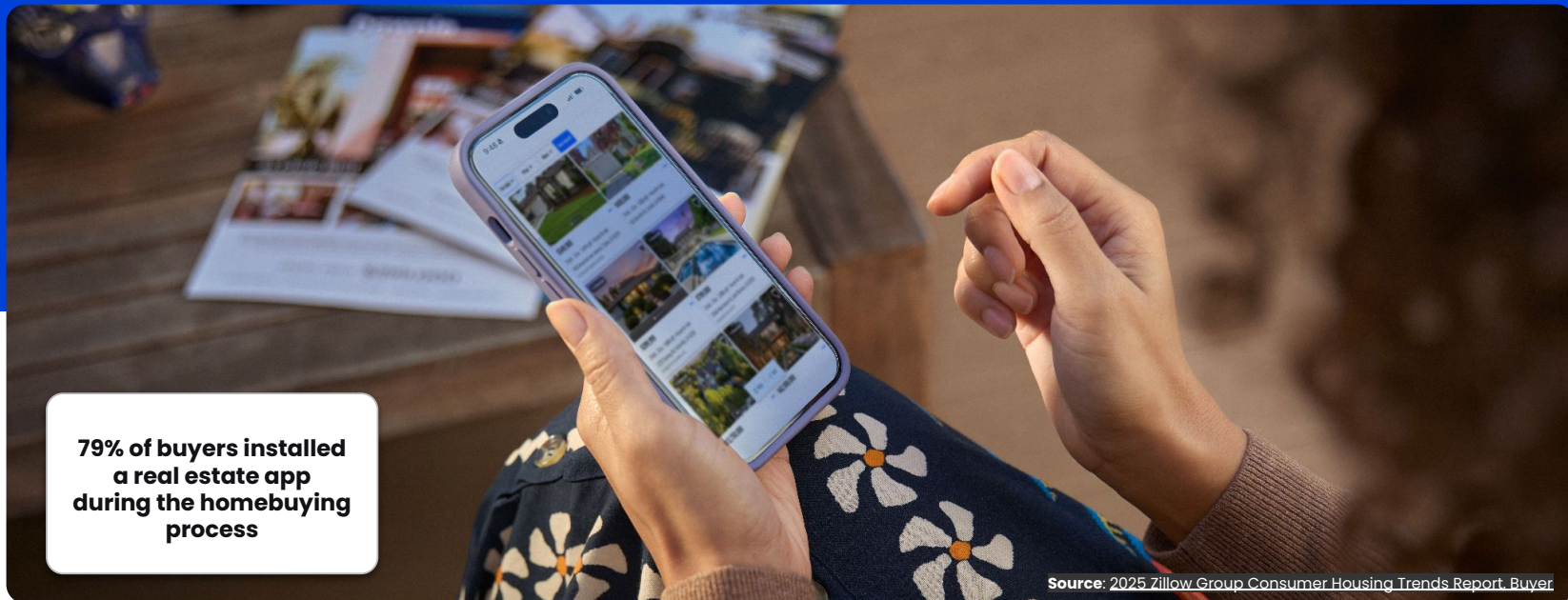
Agents are expected to act like **mind-readers**

- No visibility into who's active or what they're doing.
- Guesswork-based follow-up.



What if you knew what home shoppers are actually doing?

Every day, buyers and sellers turn to Zillow before they ever call an agent



**79% of buyers installed
a real estate app
during the homebuying
process**

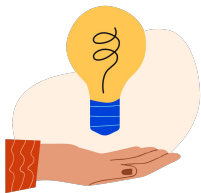
Introducing Zillow Pro

See opportunities sooner, act
faster, and stay visible where
clients search



A full stack membership

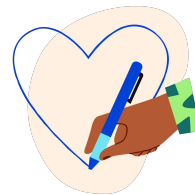
Turn your database into a competitive advantage



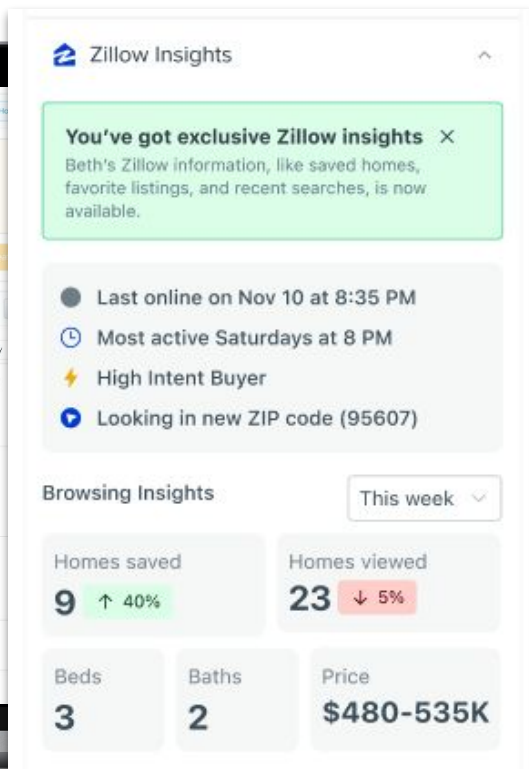
Insight



Action



Branding



See the signals to act with confidence

Once a My Agent invitation is accepted, receive real-time visibility into **your sphere's**:

- Status on Zillow
- Peak engagement hours
- Listings viewed + saved
- Automatic tagging like

High intent buyer

or

Browsing new area

Customers who are flagged as 'high intent buyers' are

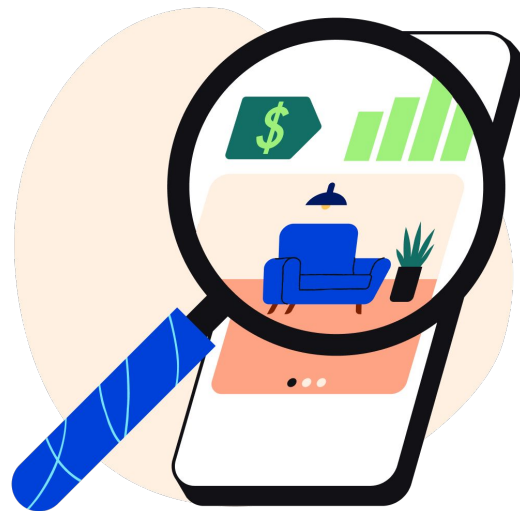
5.7x more

Likely to transact in the next 3 months*

**Based on historical analysis of Zillow-sourced leads. This insight informs Zillow Pro signals; performance may vary by lead source.*

Smarter Data Better Follow Up

- Smarter prioritization
- Messaging that adapts to actual intent
- Personalized follow-up without manual work



Follow Up Boss Supercharged by Zillow Pro



Exclusive foundation

The only CRM built on
Zillow intelligence



Engine under the hood

One Zillow ProSM CRM to uncover
insights and drive action



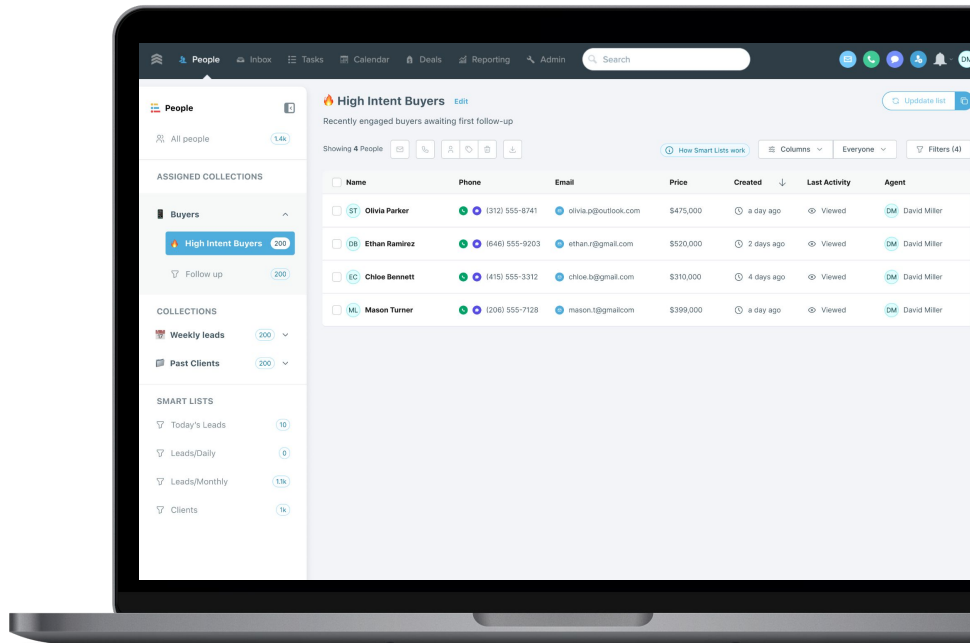
Proven edge

Trusted by top teams, giving you
a competitive advantage

Smart Lists

Know exactly when to call your sphere

- Instantly categorizes sphere connections with an accepted My Agent connection based on real-time Zillow browsing activity, high-intent tags & communication history
- Surfaces the highest priority leads and brings them straight to the top
- After a lead is actioned and updated, the lead will fall off the list

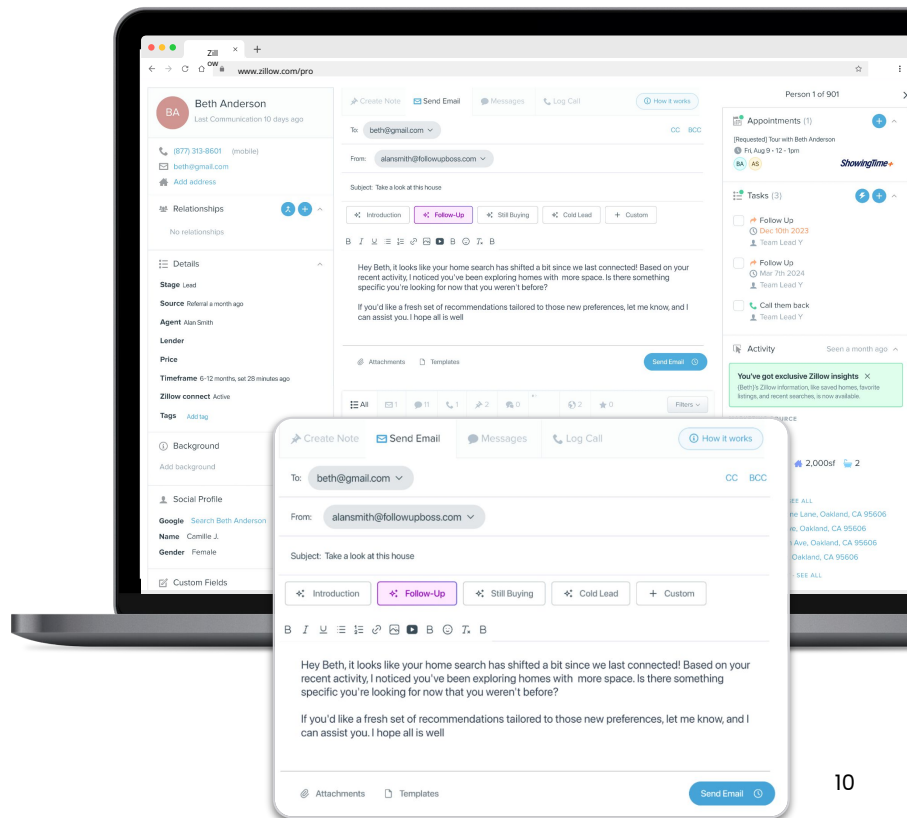


Action with AI

Engaging, personalized follow-ups that unlock real next steps based on what you and Zillow know about a client.

Stop guessing and start doing

Follow Up Boss's AI messages drive **double the email reply rates** (compared to manual emails)



Make Zillow Yours

Connected contacts are always a click away from you, not the competition

Be seen as **the agent** on Zillow





4 beds | 5 baths | 4,078 sqft

Built in 2019 | 0.25 Acres lot | \$478/sqft | \$-- HOA

Your agent
 Alan Agent
 North Bridgeway Realty
 4.5 ★ 37 Reviews

Tour this home
 as early as today at 6:30pm

Ask a question

Listings

For sale New



\$800,000
 3 bd | 3 ba | 3,240 sqft
 1919 Killarney Way, Austin, TX 78752

Have a question?
 Your agent can help with next steps

Your agent
 Alan Agent
 North Bridgeway Realty
 (855) 434-5585
 4.5 ★ 37 Reviews

Ask a question

Email

Available to tour with your agent, Alan Agent Full Name

Walk-in closet
 \$664,500
 4 bd | 3 ba | 2,656 sqft | House for Sale
 125141 Chaires Ln, Austin TX 78651

XL garage
 \$699,990
 4 bd | 3 ba | 2,910 sqft | House for Sale
 26115 2nd St # A, Austin TX 78704

Nice kitchen
 \$653,000
 4 bd | 3 ba | 2,656 sqft | House for Sale
 921 Kira Ln, Austin TX 78704

\$595,000
 4 bd | 3 ba | 2,656 sqft | House for Sale
 261314 Loch Lomond
 10-40302, Chuck Winfield

Beth Anderson, your agent is to help

- Learn about home costs and negotiating offers
- Get local market insights
- Find more homes that fit your needs

Your agent
 Alan Agent
 North Bridgeway Realty
 (855) 434-5585
 4.5 ★ 37 Reviews

Ask a question

Homepage

Your premium Agent Profile

helps you
stand out

Washington | Seattle | Josh Akodu

Report a problem

The Homefinder Team
Where you'll always feel at home

Joshua Jones-Akodu
(He/Him/His)
Zillow Pro

North Bridgeway Realty
Member of the Homefinder Team
★★★★★ 5.0 1,112 reviews

Contact Joshua Share

PREMIER AGENT

71 Sales last 12 months
93 Total sales
\$300k-800k Price range
\$450k Average price

Buyer
\$1,695,000
4 bd | 3 ba | 2,656 sqft | Seattle WA
Sold 14 days ago

Seller
\$1,425,000
4 bd | 3 ba | 2,656 sqft | Seattle WA
Sold 14 days ago

"It looks so much better than a plain profile. If someone is comparing agents, a profile with videos and slides really stands out. It makes clients think... "They must be more professional and connected with today's tools."

Jessica Vreeland

Vreeland Real Estate, Zillow partner agent



Real impact for teams using Zillow Pro

"Before Zillow ProSM, we had no visibility into our sphere. **Now, we can see what they're searching, what they're favoriting, and when they search** - and get these insights surfaced through Follow Up Boss **so we can have timely conversations.**"

Micah Harper

Team Lead, Exquisite Properties

"Zillow ProSM enables you to be in the **right place at the right time**. When clients are searching on Zillow, they see you; you're the one that's constantly in front, so they come back to you."

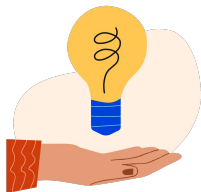
Chase Lomas

Head of Agent Growth, Desrochers Realty Group



Scale your business with **Zillow Pro**

Be there when **it matters.**



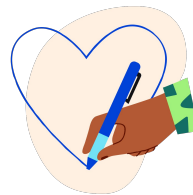
Insight

Be seen when **it counts.**



Action

Own your relationships.



Branding



Proven. Trusted. Built to Scale.

- 41 of the top 50 teams in the US use Follow Up Boss
- AI, workflows, and performance insights in one platform
- Onboarding and expert support that scale with you
- The trusted foundation Zillow Pro is built on

Next step: Schedule a Follow Up Boss demo