

A woman with short dark hair, wearing a grey patterned sweater, is sitting at a white desk. She is smiling and talking on a black mobile phone held to her ear. The desk has a white mug, a small potted plant, and a woven basket. In the background, there is a large window with white frames, showing greenery outside. The entire scene is overlaid with a semi-transparent dark blue filter.

# Evolving consumer expectations, and how to meet them

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 **Zillow** PREMIER AGENT

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# What we'll cover today

- Evolving consumer expectations
- Zillow's mission to empower the on-demand home shopper
- Partnering with Zillow to win every home moment

A man, a woman, and a child are walking down the steps of a modern house at dusk. The man is on the left, wearing a grey blazer and trousers, with a black bag slung over his shoulder. The woman is in the middle, wearing a blue patterned top and dark trousers. The child is on the right, wearing a grey blazer and trousers. They are all smiling and looking towards the camera. The house has a modern design with large windows and a wooden deck. The sky is dark blue, and the house is lit up from within.

# How to win the on-demand consumer

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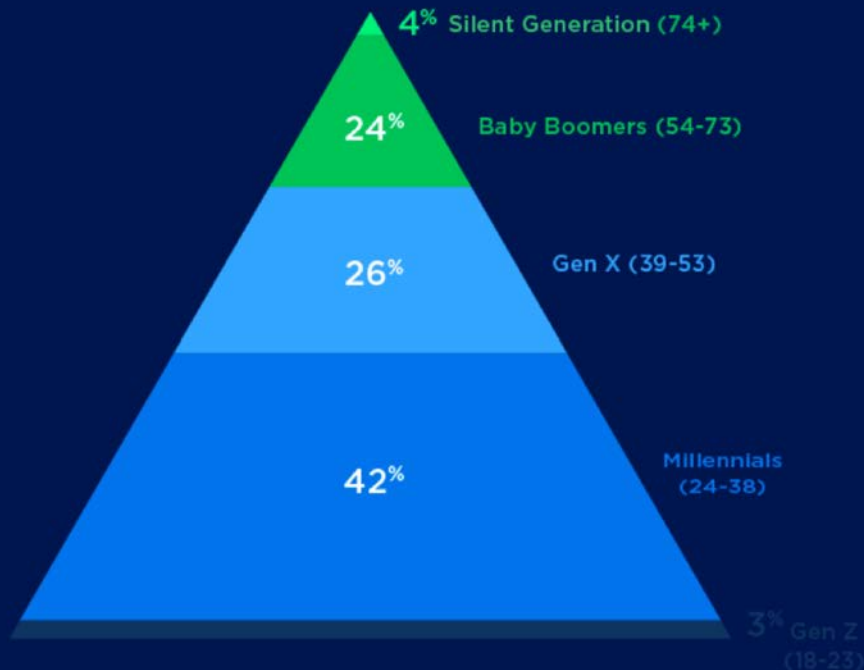
# Millennials are the largest home buyer segment

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42%

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of home buyers  
are Millennials



# They love their technology – push button, make magic

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**NETFLIX**

**amazon**



**airbnb**

**facebook**

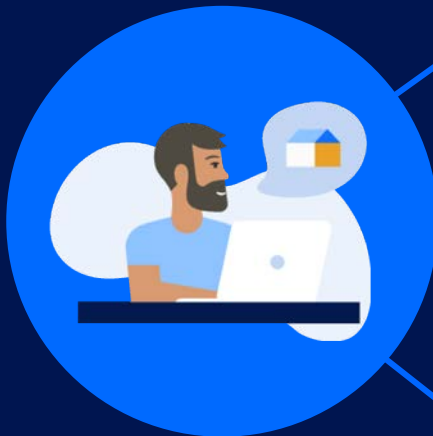
# The real estate industry is no exception

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79%

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of all home buyers  
are shopping  
online



**194M** average monthly  
unique users on Zillow  
Group sites

Totaling over **2B** visits  
each month

Each user returning **27  
times** and viewing **77  
homes** in that period

# Home shoppers are more empowered than ever

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## Before reaching out to an agent

Home shoppers have already formed opinions and answered basic questions for themselves

Shoppers have developed a sense of ownership over their home search process

They expect to be involved throughout the process

# But they still need your help

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**74%**

of home shoppers lean on  
agents to help them find  
their home



## The moment they ask for help

They find the perfect home online

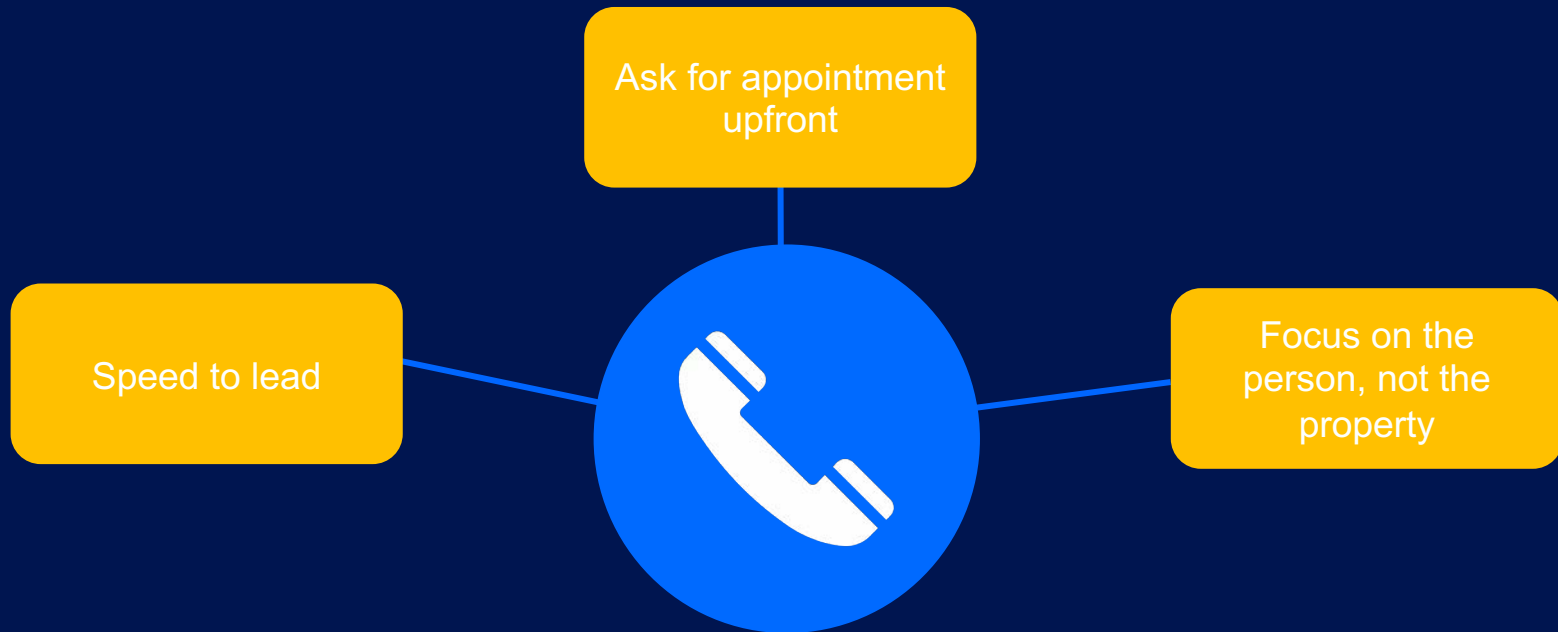
Their excitement motivates them to reach out  
for an experienced agent

That's when we connect you so you can help  
them navigate the complex and emotional  
process of purchasing a home



# Winning the initial conversation

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# When should you ask for the appointment?

Agents who ask at the  
**beginning of the call**  
book appointments on

**78%**

of their live transfers



Agents who ask at the  
**end of the call**  
book appointments on

**23%**

of their live transfers

# Focus on the person, not the property

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1<sup>st</sup> conversations present unique challenges



Home is under contract or sold

Questions are about a property you've never seen

Use the 1<sup>st</sup> conversation to start building a relationship



Most leads don't buy the first house they see

Learn about the buyer's specific needs

If the house they want is unavailable, use what you've learned to offer alternatives

# Scheduling the appointment with the 'A-L-M' technique

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## Set the **APPOINTMENT**

Know **who** you are speaking to and **which property** they are interested in

*"When would you like to see the home?"*

## Understand the **LOCATION**

Learn **where** else they are searching and help **broaden their focus**

*"What other properties would you like to see?"*

## Understand their **MOTIVATION**

Learn **what** their needs are and **build rapport**

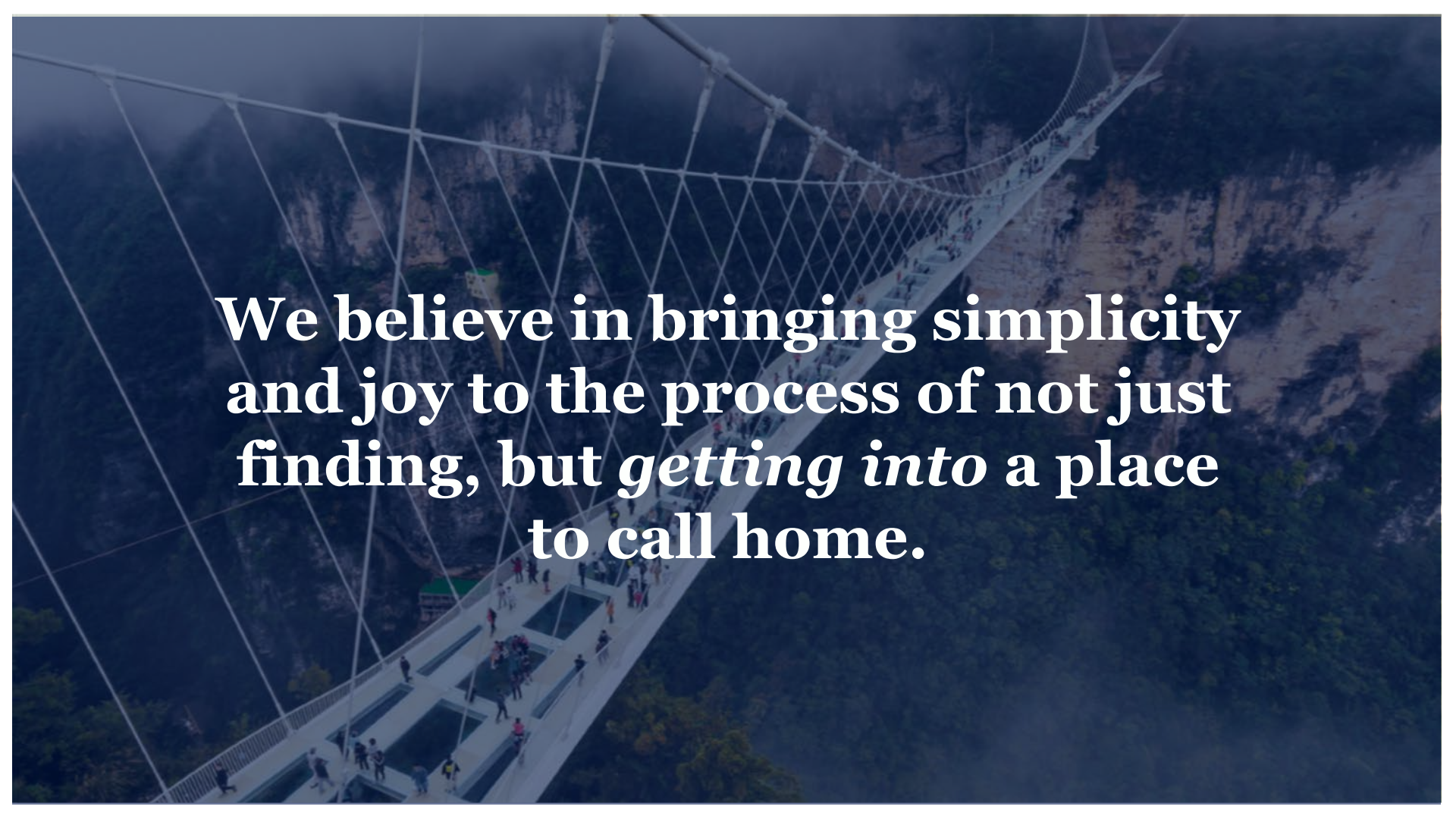
*"What interested you about these properties?"*

A man and a woman are standing in a modern living room, looking at a tablet together. The man is wearing a dark jacket and light-colored pants, and the woman is wearing a light-colored blazer and dark pants. They are in the center of the frame. The room has a large fireplace, a television, and a potted plant. The overall tone is professional and modern.

# Zillow 2.0

A united approach to getting buyers into the place they call home, with agents at the heart of the transaction

 **Zillow** PREMIER AGENT

A high-angle, wide shot of a massive suspension bridge stretching across a deep, forested valley. The bridge's intricate network of cables and its wide, flat deck are clearly visible. Numerous people are walking across the bridge, providing a sense of scale. The surrounding landscape is rugged, with steep, rocky cliffs and dense green vegetation. The sky is overcast and hazy. A large, white, serif text quote is centered over the middle of the bridge.

**We believe in bringing simplicity  
and joy to the process of not just  
finding, but *getting into* a place  
to call home.**

# How do we do it?

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**Partner** with the best agents

**Empower** our partners with insights and data

**Develop** products and services to remove friction



A man, a woman, and a child are walking down the steps of a modern house at dusk. The man is on the left, wearing a grey blazer and trousers, with a black bag slung over his shoulder. The woman is in the middle, wearing a blue patterned top and dark trousers. The child is on the right, wearing a grey blazer and trousers. They are all smiling and looking down at the steps. The house has white siding, large windows, and a wooden deck with a metal railing. The sky is dark blue.

# Best of Zillow

Program overview

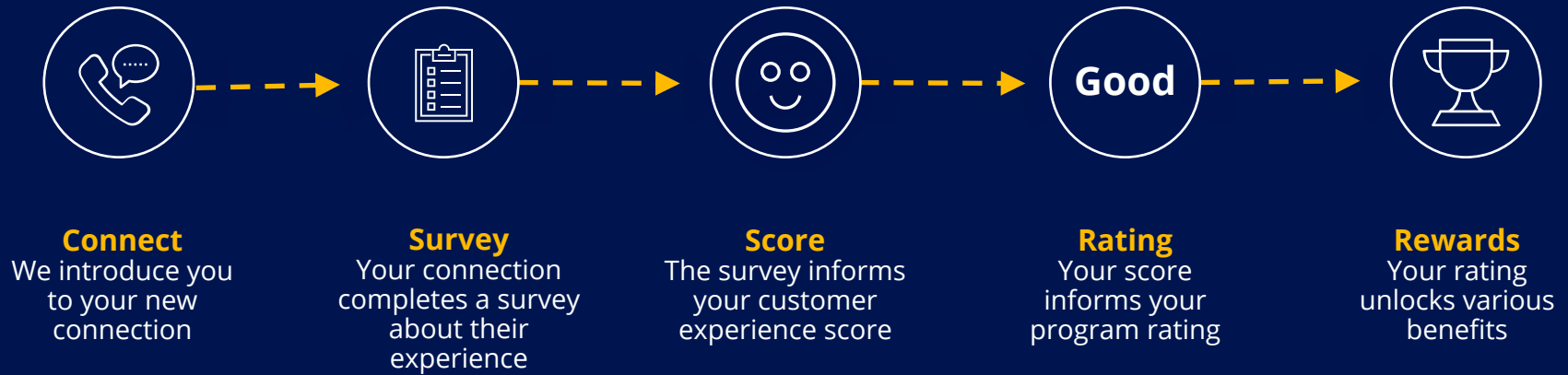
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**If we partner with the best,  
we will win together**

# How the program works

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# When we survey your customers

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**24 hours**

After initial  
phone call



**15 days**

1<sup>st</sup> check-in during  
working relationship



**45 days**

2<sup>nd</sup> check-in during  
working relationship

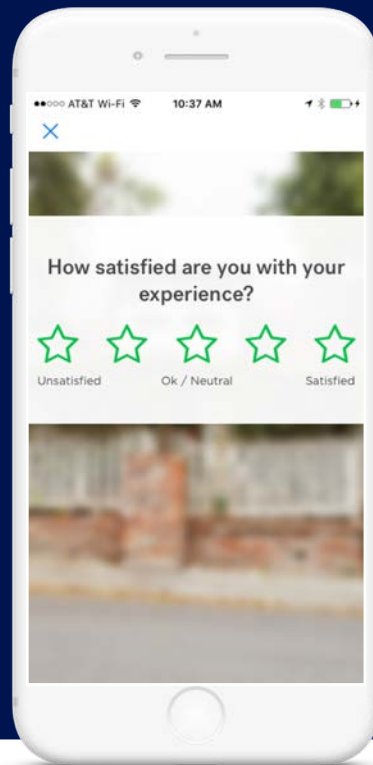
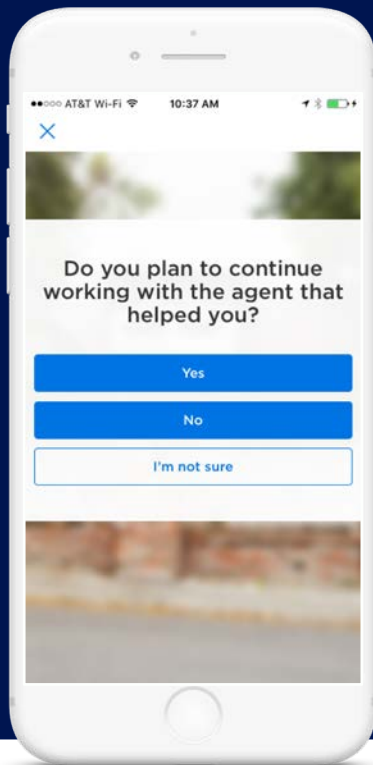
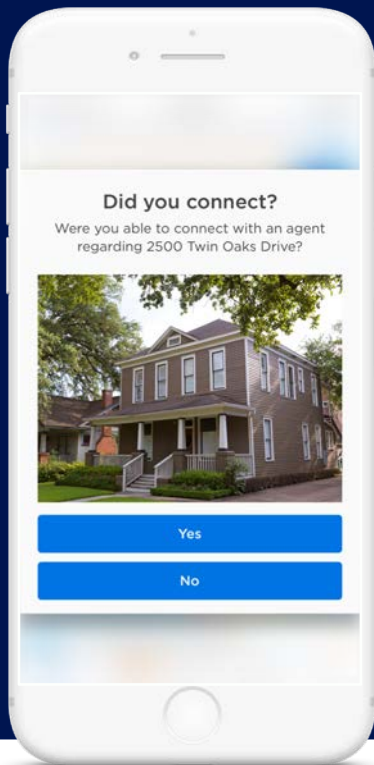


**Close**

After transaction  
is complete

*Coming soon*

# The questions we ask them



# The experience score rating scale

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0-72

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Poor



73-81

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Fair



82-89

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Good



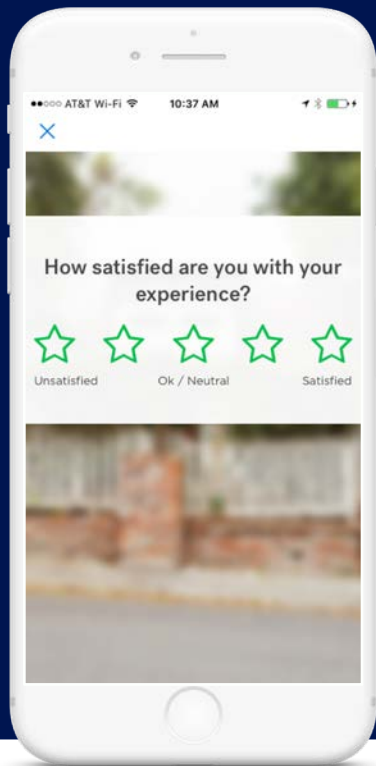
90-100

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Best of

Less than  
10% of agents

# We give you insight



Aggregated feedback  
available in Agent Hub

## Experience Score

Customers rated their overall experience after contact with your team.



Good

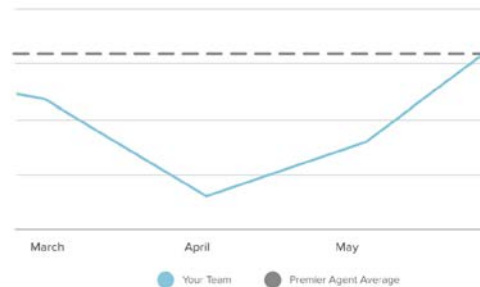
Your team is in the top 88% of all Premier Agent teams. The average score is 86.



### How to improve

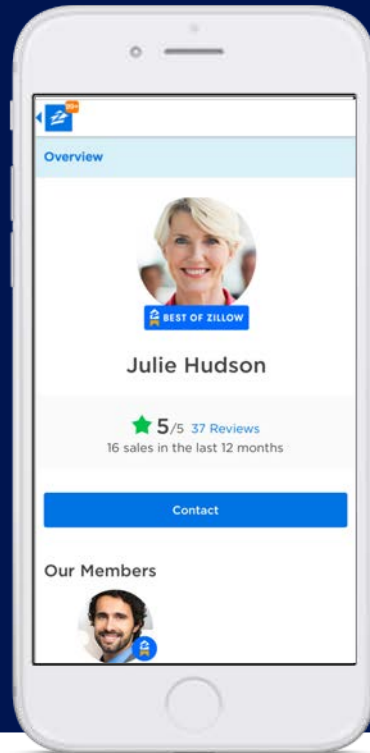
Focus on the customer's individual needs—even if the fit isn't right for the listing they contacted on. Our data shows that teams with scores of 90 or above convert leads into transactions 40% more often.

[Learn the skills](#)



# We are rewarding you for your excellent service

— Best of Zillow —



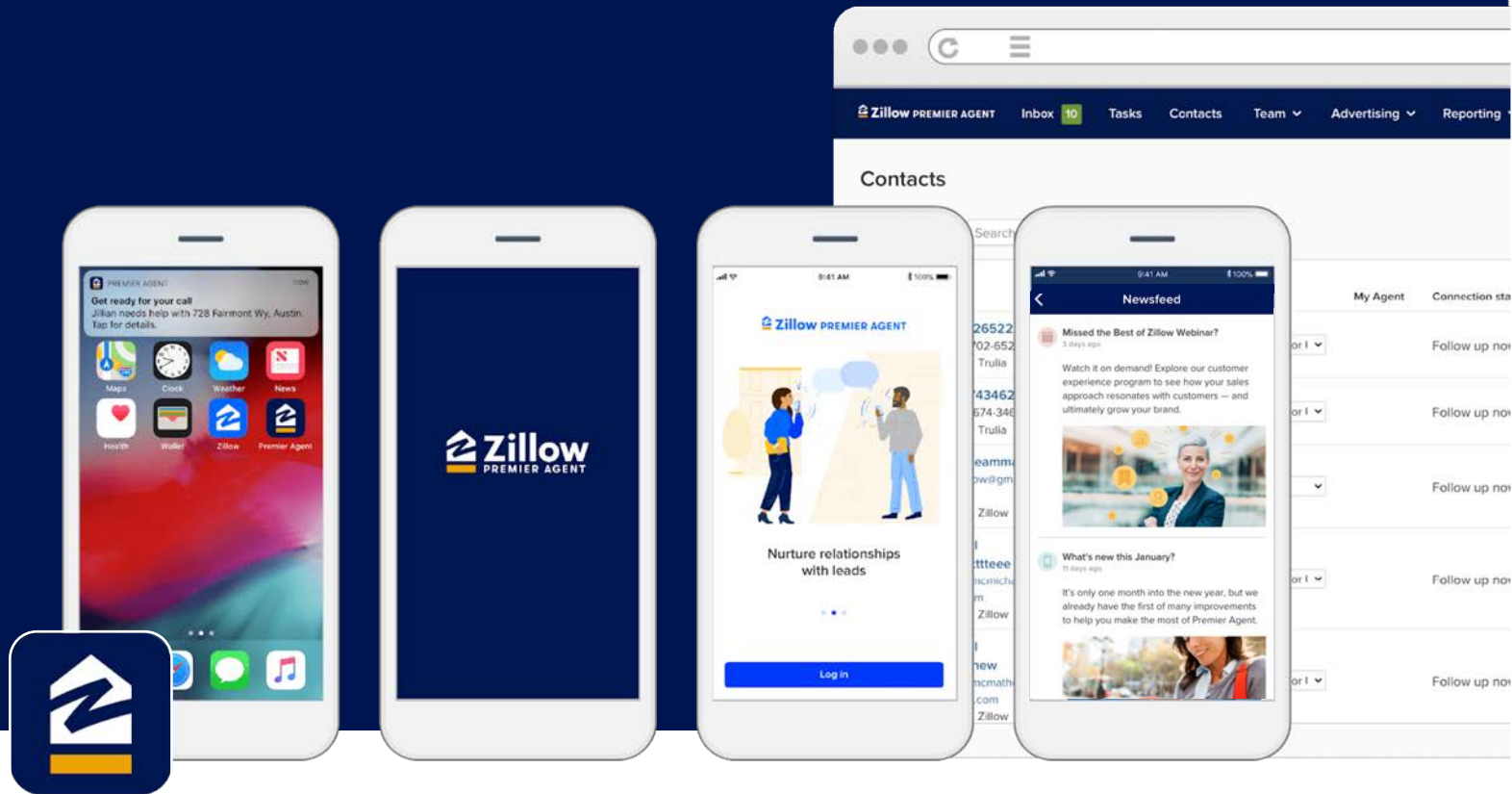
A man and a woman are standing in a modern living room, looking at a smartphone together. The man is wearing a dark jacket and light-colored pants, and the woman is wearing a light-colored blazer and dark pants. They are standing in front of a fireplace with a large TV mounted above it. The room is decorated with a blue sofa, a coffee table, and a large potted plant. The overall atmosphere is professional and collaborative.

# Empowering partners with tools and data

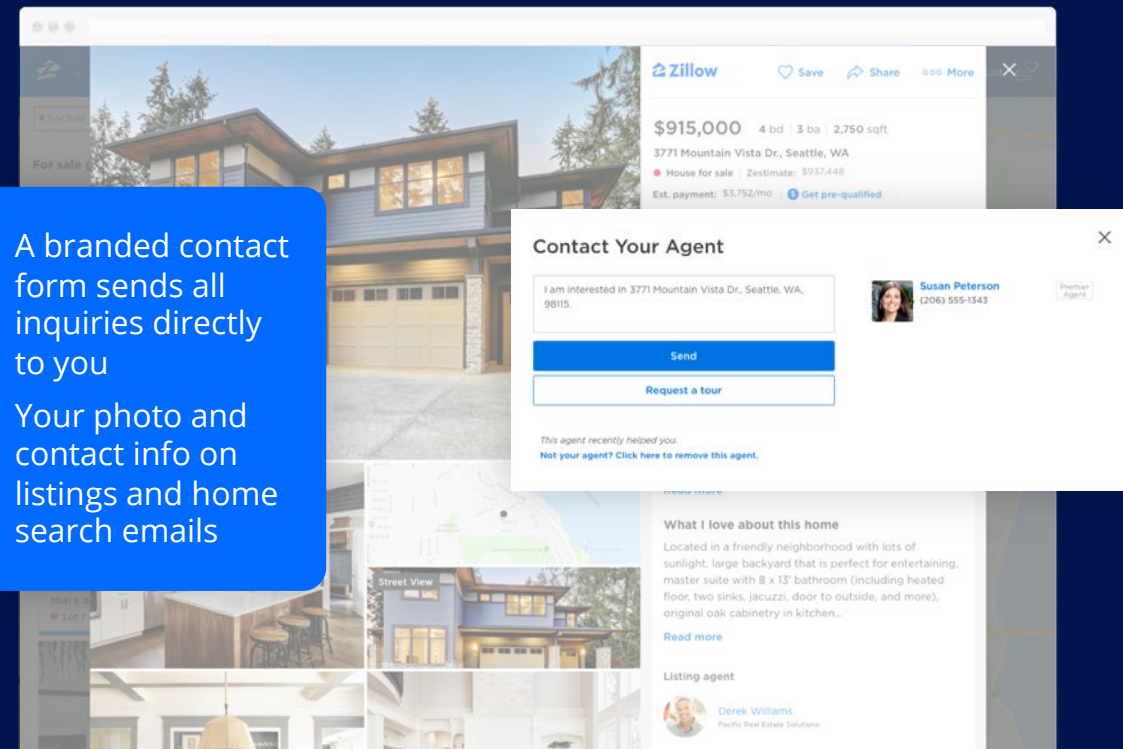
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# The app got a brand update

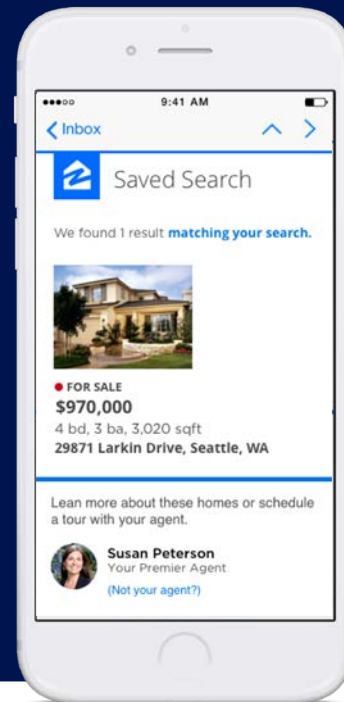


# My Agent included with every connection



A branded contact form sends all inquiries directly to you

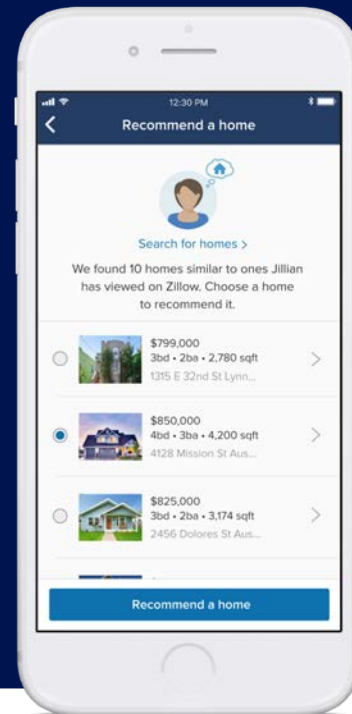
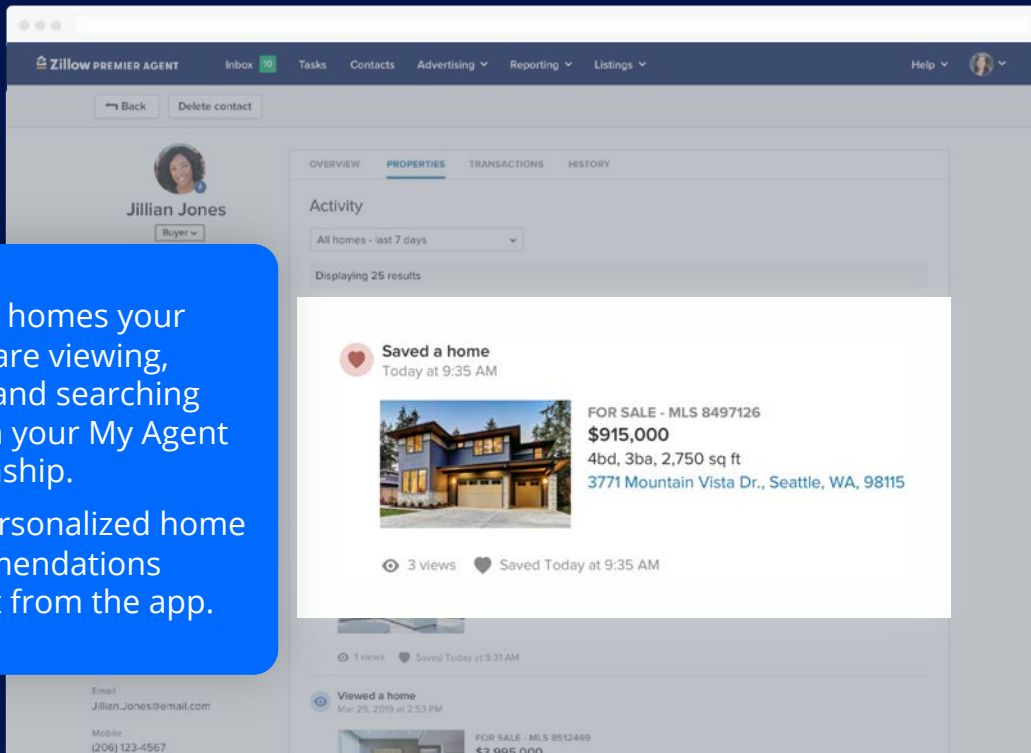
Your photo and contact info on listings and home search emails



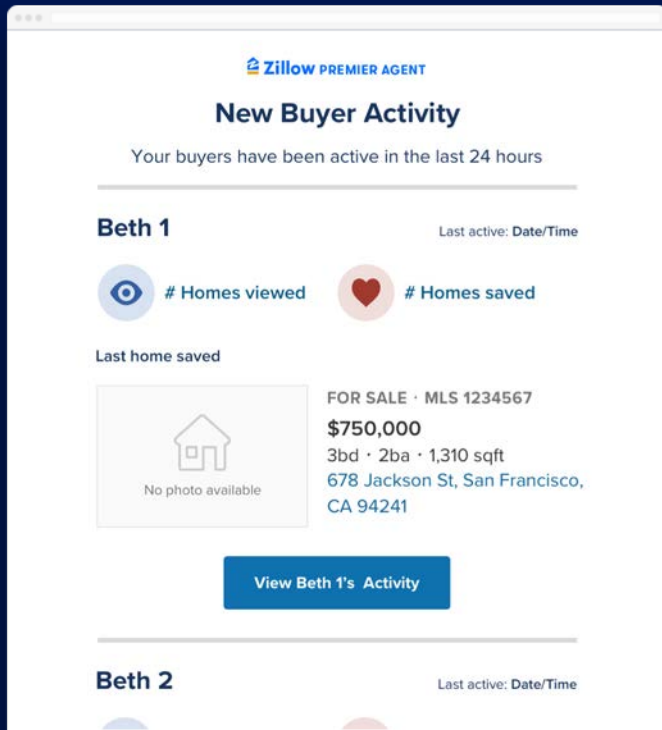
# Actionable insights to stay a step ahead of clients

See the homes your clients are viewing, saving and searching for with your My Agent relationship.

Text personalized home recommendations straight from the app.



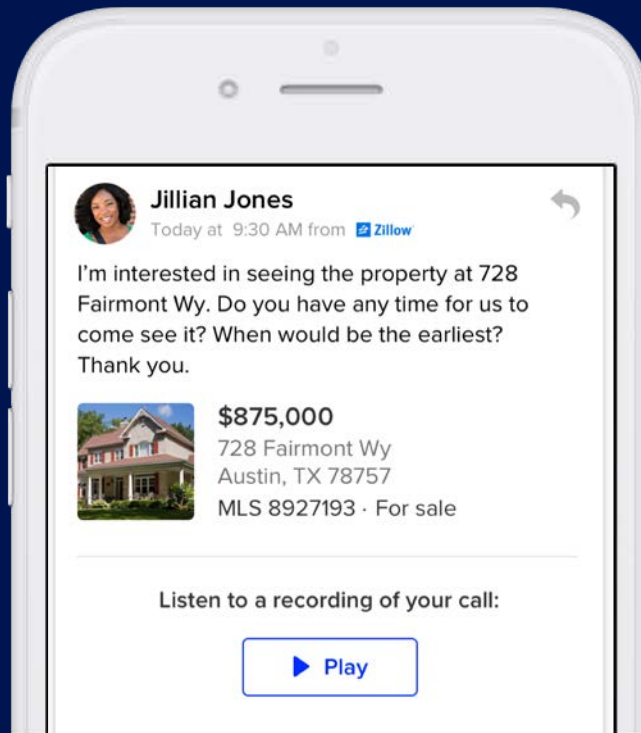
# Buyer activity emails



- ✓ Get even more benefit from your My Agent relationships
- ✓ Actionable insights delivered to your inbox daily
- ✓ Prioritize follow-up with your most active leads and connections

# Call recordings

- ✓ Available now
- ✓ Listen to recordings of calls you have with connections so you can revisit any details you may have missed
- ✓ Great coaching opportunity for both teams and individuals





# Product Roadmap

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# Zillow Offers

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Providing consumers with a 'push button, get cash' experience



Gives us the ability to generate highly motivated seller leads



Resulting in a request for a Zillow Offer every two minutes



# Zillow Offers is live in 15 cities



# What you need to know about Zillow Offers

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## 1 Agents are involved in both sides of the transaction

If you bring a buyer or seller to the transaction, you get paid a commission for that side. Zillow pays the buyer's agent a commission when their client buys a Zillow-owned home

## 2 Sellers – and listing agents – can request Zillow Offers

If the seller is not already working with an agent, we will offer to connect them to a Zillow Premier Agent to help sell the home.

## 3 Learn more at [zillow.com/offers/](https://zillow.com/offers/)

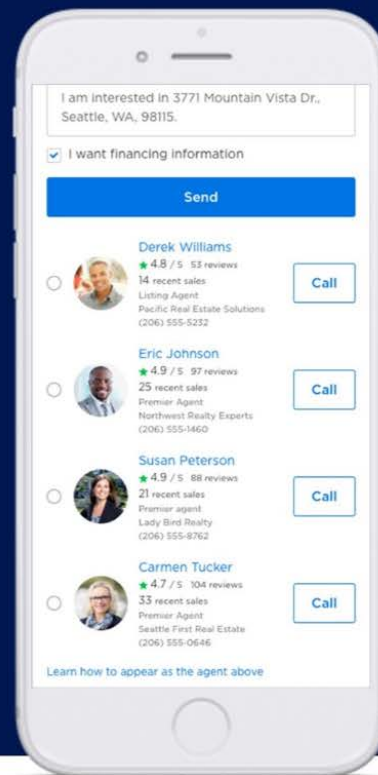
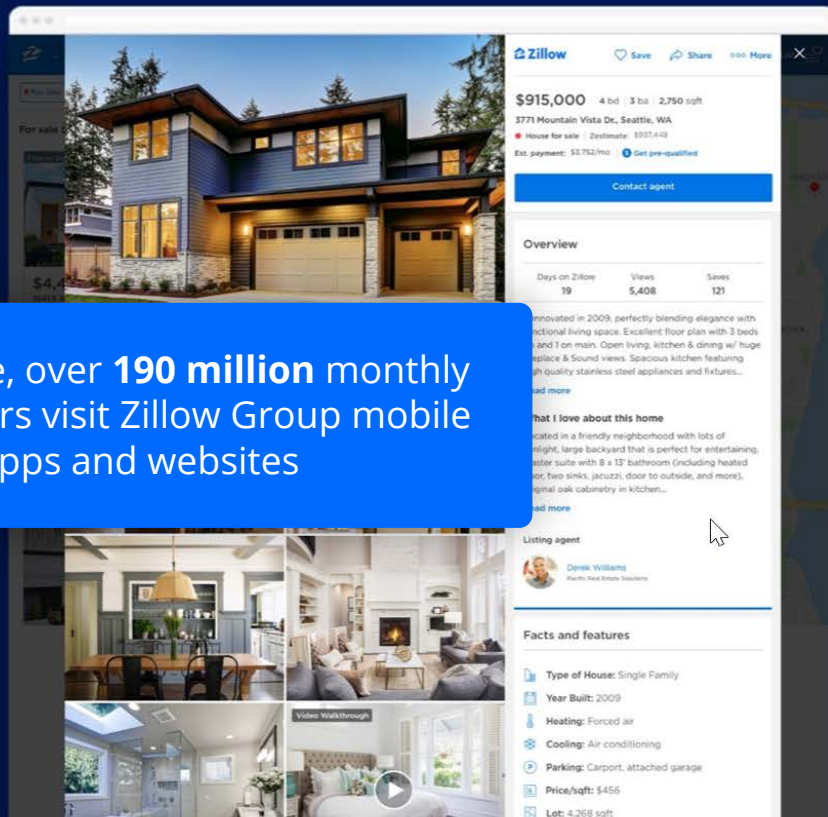
A woman with dark hair and glasses, wearing a light-colored blazer, is sitting at a table and looking at a laptop screen. She is smiling. The background is a textured wall. The image has a blue overlay.

# Partnering with Zillow to win every home moment

 **Zillow** PREMIER AGENT

# Home shoppers introduce themselves here

On average, over **190 million** monthly unique users visit Zillow Group mobile apps and websites



# Live connections to buyers

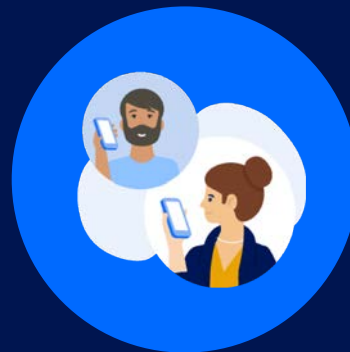
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A home shopper makes an inquiry through Zillow or Trulia while viewing a listing.



We contact the home shopper to confirm they are ready to speak with an agent.



We call you and introduce you to your new connection — answer when it works for you.

# What does that mean for you?

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4x

When a buyer is directly connected to a Zillow Premier Agent, we know that the buyer is four times more likely to continue working with that agent.

# Keys to Success

1

**Answer** when you can  
when we call with a  
new client connection

2

**Leverage** your My  
Agent relationship  
with every client

3

**Manage** your pipeline  
with the Zillow  
Premier Agent CRM

4

**Partner** with your  
dedicated business  
consultant





