



# Flex Program Overview

## Enhanced Markets

**Flex rewards top-performers with growth opportunities to accelerate their business and scale their team.**

**Flex partners are uniquely positioned to unlock a deepened partnership with Zillow** that delivers more client insights, innovation, and best-in-class services.

**Flex is a performance and partnership-based program** centered on working with an elite group of the best teams across the country.



### Connection Planning Framework

**Zillow uses this framework to reward top performing Flex partners with a greater share of connection volume.** This is a collaborative process where your Zillow Flex Growth Advisor works with you to understand your agent capacity, what ZIP codes agents can cover, and the level of expertise agents have in each ZIP code.



### Performance and Partnership Expectations

**Flex partners are held to a high standard of performance and customer service excellence.** The [Flex Program Standards](#) consist of key performance and operational metrics that support a healthy sales funnel and push towards a higher conversion rate. Within the Flex Program Standards, there are minimum performance and [partnership requirements](#) that must be met.



### Positioning your Team for Connection Growth

**Flex partners can grow their connection volume** by surpassing 100% Logged Transaction Target and achieving above a 20% Engaged Transfer Rate while ensuring they maintain good standing in the Flex Operational Health Rating metrics (see pages two and three for complete details).



### Disengagement Process

**Flex partners are expected to adhere to the [Flex contract terms](#) and to perform at or above the following [metric minimums](#)** in order to avoid disengagement. The Disengagement Process is Zillow's way to address partner underperformance. If your team does not meet minimum Flex performance expectations or compliance requirements, you are at risk of being removed from the Flex program.

# Flex Program Standards Enhanced Markets



The [Flex Program Standards](#) help you **serve more customers, set appointments, and convert more connections into closed transactions.** These key metrics influence your monthly connection volume growth and business standing as a Flex partner.

## Performance Metrics



### % to Logged Transaction (TRX) Target

**Program Standard:**  $\geq 100\%$  Logged Transaction Target over the last 6 months

**Metric Definition:** You will receive a monthly transaction target which serves as your team's monthly sales goal. This metric measures the transactions your team logs compared to your team target over the last 6 months.

**Recommended sales resource:** [Zillow Premier Agent Conversion Playbook](#)

### Engaged Transfer Rate

**Program Standard:**  $\geq 15\%$  Engaged Transfer Rate over a three-month period, including an additional month of buffer to allow for leads to mature.

**Metric Definition:** The % of total connections who requested pre-approval information from Zillow Home Loans and successfully engage with a Zillow Home Loans loan officer after transfer.

**Recommended Zillow Academy course:** [ZHL Overview and Transfer Process](#)



### Zillow Home Loans Contact Rate

**Threshold to be eligible for connection growth:**  $\geq 60\%$  Zillow Home Loans Contact Rate over the last 3 months

**Metric Definition:** This metric measures how many transferred who requested pre-approval information successfully connect with Zillow Home Loans.

## Flex Operational Health Rating Metrics



### Answer Rate

**Program Standard:**  $\geq 60\%$  Answer Rate over the last 3 months

**Metric Definition:** The % of unique connection attempts within the last three months that are successfully delivered to the Flex agent(s) on your team. This metric has been updated to exclude dropped calls.

**Recommended Zillow Academy course:** [Zillow Premier Agent App Essentials](#)



### Pay on Time Rate

**Program Standard:** 100% Pay on Time Rate over the last 3 months

**Metric Definition:** The invoice amounts paid from transactions closed over the last three months, divided by the total amount invoiced from the same period.

**Partner Handout:** [Flex Online Payment Partner Guide](#)



### Closing Doc Submission Rate

**Program Standard:** 100% Closing Doc Submission Rate over the last 3 months

**Metric Definition:** The % of logged transactions that closed over the last three months with valid closing docs submitted in the Premier Agent app.

**Recommended Zillow Academy course:** [Closing Docs Compliance](#)



# Flex Operational Health Rating

**Flex is evolving to better serve customers, increase your transactions, and get more people home.** Successful partnership with your team is essential for continuing to offer you the [Flex program](#) benefits.

The **Flex Operational Health Rating** provides real-time data for Flex partners to maintain good standing and **works in tandem with % to Transaction Target and Engaged Transfer Rate** to position your team for connection growth.



## Zillow Premier Agent Flex Program Operational Health Rating

METRIC	MINIMUM
Answer Rate Last 3 Months	40%
Closing Doc Submission Rate Last 3 Months	75%
Pay on Time Rate Last 3 Months	95%*
All metrics above minimums	Good
Any metric below minimum for 1st month	Warning
Any metric below minimum for two consecutive months	At Risk for Disengagement**

*\*If a Partner has a red rating due to Pay on Time, they must fully pay all overdue balances (100%) to clear disengagement. \*\*Also at risk for decreased connection volume.*

You and your Flex Growth Advisor can access the Partner Performance Report for a complete view of your team's Flex performance. This report includes the "**Flex Operational Health Rating**," focusing on three key elements: Answer Rate, Closing Doc Submission Rate, and Pay on Time Rate.

**Example scenario:** Falling below the minimum for Answer Rate, Closing Doc Submission or Pay on Time Rate for two consecutive months puts you at risk for Disengagement (example: Below minimum for Closing Doc Submission Rate for the first month produces a warning and below Pay on Time Rate the next month would put you at risk for Disengagement).