

Working Zillow Seller Connections

Connect with high-intent sellers to help them sell and get into their next home. As sellers explore their options, we share the value of connecting with our partner agents to sell confidently.

The First Call

There are two types of first calls: **live transfers** and **directed leads** sent to your Premier Agent inbox.

- **Live Transfers:** Before a seller is live transferred to you, Zillow Seller Consultants will offer hands-on guidance to help a seller weigh their options and connect them with the right partner to confidently sell their home and buy the next one.
- **Directed Leads:** These leads are assigned to you directly via the Premier Agent App because the seller has chosen a complete digital path and wants to proceed in speaking to an agent about their home selling options.

Once received, reach out via text or call within 15 minutes to speak with the customer. On the call, the goal is to help the seller with any questions they may have and to set up a listing appointment.

**Note: These leads may have been an attempted live transfer, but were not successfully connected. Time is of the essence and sellers are looking forward to speaking with you.*

It is important to come into the call **CALM** and prepared. Setting an appointment is the key to success with buyers and sellers.

- ✓ **Clarify:** “As a Zillow Premier Agent partner in {MARKET}, my job is to help consult on all options available to help you reach your selling goals.”
- ✓ **Appointment:** “Would {Day/Time 1} or {Day/Time 2} be better to schedule time for me to see your home and discuss next steps and selling options?” Location: “I see your home is in {NEIGHBORHOOD} {Insert local knowledge of the area, your experience, and why you love to live/work here}.”
- ✓ **Location:** “I see your home is in {NEIGHBORHOOD} {Insert local knowledge of the area, your experience, and why you love to live/work here}.”
- ✓ **Motivation:** “I understand you are looking to {INSERT DETAILS FROM SELLER CONSULTANT} Tell me more about why you are looking to sell and your next steps.”

Following Up

Follow-up with any newly assigned seller leads within 15 minutes of receiving the connection.

- Check the notes in the **Premier Agent App** to ensure that you are contacting the seller at the time they prefer and have any details that can improve your initial outreach.
- Attempt to contact the seller 3 times the first day. Outreach can vary and should be a mix of phone call, text message, and email.
- If initial attempts on the first day are unsuccessful, continue to reach out daily for the first week with varied outreach.
- After the first week of daily attempts, move to following up once a week. Your communication should be actionable and specific to prompt a call back.
 - ***“Hi Sebastian, This is Alan, a local Zillow Premier Agent partner with {XYZ Realty}. I see you are interested in selling your home at {ADDRESS}. Call or text me back with the best time to reach you to discuss getting your home sold.”***
- After one month if you have still not heard back from the seller, move them into the 'nurture' status in the Premier Agent App and follow up once a month.

After the Call

Use the Premier Agent App to keep your pipeline up to date by leveraging the status and notes fields.

- Keep track of your seller connections and update the status field through every stage, including major milestones such as appointment set, met with customer, listing agreement, active listing, under contract and sale closed.
- Other status options that exist, but should be used sparingly include 'Nurture' and 'Rejected'.

Status tips or success in the Seller Connections program:

- ✓ **Appointment Set:** Add day and time for appointment in the PA notes. If the appointment gets rescheduled, please add additional notes in the PA app.
- ✓ **Met with Customer:** Within 48 hours of meeting, add in the PA notes how the appointment went and next steps.
- ✓ **Nurture:** Use “Nurture” only after 1 month of consistent follow up OR after you have talked to the seller and their plans or timing has changed
- ✓ **Rejected:** This status should be used with caution for any leads you have determined will NEVER transact.

Want to learn more how to achieve success with seller connections? Reach out to your Strategic Advisor.