

Real-Time Touring Cheat Sheet

How to make the most of Real-Time Touring



Scenario(s)	Actions to take
After answering the new Real Time Tour call	<p>Caller ID on your device will show - "Real Time Tour" for all RTT leads.</p> <ul style="list-style-type: none">• This allows agents to review the tour request without having to speak to a buyer in real time.• If you don't see the Real-Time Touring Caller ID on your mobile device when you receive a Real-Time Tour lead, update your Premier Agent App.<ul style="list-style-type: none">○ For iOS users, make sure you do not have a "social profile" set for the Zillow Premier Agent saved contact in your phone. <p>You have 5 Minutes to commit or pass. Reminder (no customer on the line).</p> <p>Only accept the tour if you can commit to fulfilling one of the times requested. Otherwise, pass it on to the team.</p>
After Committing to the tour (within 30 minutes)	<p>After booking a tour, Zillow recommends texting the buyer using the Golden Text format. Then, follow up with a phone call to discuss details about the listing and the buyer's home shopping goals.</p> <p>For partners and agents who choose to enable the Touring Agreement it may be helpful to have a call with Real-Time Touring buyers prior to the tour to answer any questions they may have about the agreement.</p> <p>Golden Text, for example:</p> <p><i>"Hey it's Alan with Bold Realty! Zillow sent me your info, and I'm excited to give you a tour of 114 NE Pine at 3 pm tomorrow. Just to confirm, does this time still work for you?"</i></p> <p>Key elements of the Golden Text include:</p> <ul style="list-style-type: none">• Stating your name and brokerage• Reminding the buyer that Zillow connected you• Confirming the tour location and time. <p>Do not ask for pre-approval information in the first communication(s), unless the specific listing requirements in Showingtime require/ask for it.</p>

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<p>Managing Appointments</p>	<p>Real-Time Tours should be managed directly in the Premier Agent App or Follow Up Boss.</p> <p>Communicate any changes to the appointment with the buyer.</p> <p>Update the lead details in the Premier Agent App or Follow Up Boss with notes if the tour is rescheduled or canceled.</p>
<p>Safety Issue</p>	<p>Agent safety is our top priority, if for any reason you feel unsafe we empower you to cancel the tour. You will not be penalized or have RTT leads impacted due to canceling for safety reasons.</p> <p>For a safety issue, notify your Team Lead and work with them on a plan to inform the buyer of the tour cancellation.</p> <ul style="list-style-type: none"> NOTE: You can always cancel the tour if there is a safety issue and this cancellation will not impact your ability to receive RTT leads <p>Be sure to notify the Buyer, cancel in the PA App using the reason 'Other' and typing in manually: 'Safety Issue'.</p>

Detours

Life is full of surprises, and unexpected situations can sometimes occur when using Real-Time Touring. These situations are known as detours. In this section, we will explore some of the most common detours that can occur during the Real-Time Touring process and provide recommendations for how to handle them. Please take a moment to review the information below to prepare yourself for any detours you may encounter.

Scenario(s)	Actions to take
<p>Listing Agent unresponsive (Listing agent hasn't replied within 1 hour of requesting the tour or 1.5 hours before the tour)</p>	<p>Status update to buyer that you're still working on getting a hold of the Listing Agent.</p> <p>Go over other options that might be available (Date/Time).</p>

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<p>Buyer Unresponsive (the buyer never confirms)</p>	<p>It's important to allow them ample time to reply to your text. If you haven't heard back from the buyer after 3 hours (or 1.5 hours before the tour for same-day tours), try to reach out to the buyer 3 more times, including at least one phone call.</p> <p>Send 2 texts, and call once.</p> <p>Notify the buyer that the tour will need to be rescheduled without response.</p> <p>If no response, cancel in the PA App or Follow Up Boss with reason 'Buyer unresponsive'.</p>
<p>Listing Agent Decline (e.g., Property Pending/Sold)</p>	<p>Zillow will send the buyer a notification if this occurs.</p> <p>Please contact the buyer to reschedule or suggest alternate listings.</p>
<p>Buyer Did Not Show</p>	<p>Wait at least 10 mins to give the buyer time to respond after you've notified them that you arrived at the property.</p> <p>If they don't show, or you don't hear from the buyer, text them confirming you're canceling, and attempting to reschedule.</p> <p>Cancel in the PA App or Follow Up Boss prior to the end of the appointment time using the reason 'Buyer did not show'.</p>
<p>Emergency Reschedule</p>	<p>If you need to reschedule, find another agent on your team to cover. The Team Lead must reassign the lead to the new agent to update the tour in ShowingTime. Be sure to inform the buyer that another agent will be taking them on the tour and that they will be reaching out soon.</p> <p>If you cannot find another agent, work with the buyer to find another time and reschedule or cancel the tour in the PA App based on your resolution.</p>

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Buyer Communications from Zillow

Agents will be cc'd on all email communications that are sent to the buyer once the tour is accepted.

When does it get sent...	What details does it contain...
After they submit their request (and before its been accepted by an agent)	Tour Details: Property Address & Requested Times. <ul style="list-style-type: none"> Note that Zillow is looking for a Buyer's Agent to take them on a tour.
As soon as an agent has accepted the lead	Tour Details: Property Address & Selected Time. Agent Details: Your name, phone number, email, and a link to your Agent Profile on Zillow. <ul style="list-style-type: none"> Note to reach out to you directly in case they need to cancel or reschedule.
When the listing agent accepts the tour request	Tour Details: Property Address & Selected Time. Agent Details: Your name, phone number, email, and a link to your Agent Profile on Zillow. <ul style="list-style-type: none"> Note to reach out to you directly in case they need to cancel or reschedule.
Tour day reminders	Zillow sends the buyer a text reminder at 24 hours and 2 hours prior to the confirmed tour time.
If the tour is rescheduled	Tour Details: Property Address & Updated Time. Agent Details: Your name, phone number, email, and a link to your Agent Profile on Zillow. <ul style="list-style-type: none"> Note to reach out to you directly in case they need to cancel or reschedule.
If the tour is canceled	Tour Details: Property Address Agent Details: Your name, phone number, email, and a link to your Agent Profile on Zillow. <ul style="list-style-type: none"> Note that you will contact them with additional details.
If the initial tour request fails	Tour Details: Property Address & Requested Times Agent Details: Your name, phone number, email, and a link to your Premier Agent Profile on Zillow.

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- Note that we weren't able to book the tour yet, but that you will be in touch with additional details.

Support and Feedback

For Agent Support for Real-Time Touring, please work with your Advisor or contact Zillow Partner Support at 1-888-466-3501 and/or partnersupport@zillowgroup.com. Please make sure to have the most updated Premier Agent Application on your device to access all future improvements!