

Zillow Home Loans Partnership Best Practices

Providing clients with an integrated experience, helping them get home faster while supporting your individual growth.

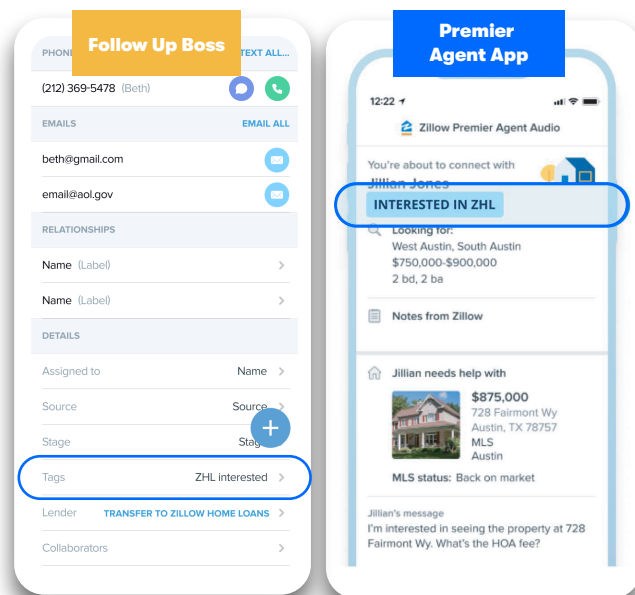
Research shows that Flex connections who have met with a Flex agent have a transaction rate that's 1.8* times higher when they have also connected with Zillow Home Loans. Our most successful Premier Agent partners understand how important it is to effectively introduce their clients to a loan officer and support them throughout the financing process.

This guide is designed for you, our valued partner, and includes a proven strategy to help you successfully work with Zillow Home Loans.

1. Gain insights and build rapport

At the first appointment, gain insights into the buyer — get to know who they are, learn more about their needs and desires in their future home, and where they are at in their financial journey.

If yes, you can congratulate them on beginning the journey. If not, you can learn more about their past experiences and how you can ensure a smooth process from start to finish.



*Is this your first time
buying a home?*

*What is your timeline
for moving?*



Remember: as their agent, it is your job to help them navigate the process with ease. Whether this is their first time or fifth time, things can get overwhelming.

*This data is measured by the transaction rate of connections who have met with their Flex agent and entered the Zillow Home Loans funnel, compared to those who met with their Flex agent but did not enter the funnel. It includes home purchases in Enhanced Markets that were live as of 9/1/24 and closed transactions in 2024 with Zillow partners. Please note that Zillow does not guarantee that collaborating with a Flex agent and Zillow Home Loans will result in a closed transaction, as indicated by Zillow research.

2. Provide them with confidence that you're there as their expert

Be familiar with the home buying process as a whole, be knowledgeable about the financing programs, and have an understanding of the overall mortgage process.

As your agent, my priority is to ensure you're well-prepared to secure your dream home when you find it. To achieve that, it's essential for us to have a clear financing plan in place for when you make an offer. Do you intend to pay in cash, or are you planning to finance the purchase via a mortgage?



- Highlight your real estate expertise in the area — assure them that you are the best fit for their home buying needs.
- Review the home buying and financing processes so there are no surprises into what is happening next and how you support them through this process.

3. Introduce your preferred loan officer at Zillow Home Loans

It's critical to set clear expectations with the buyer about next steps in the financing process. Inform the buyer that you'll connect them with a loan officer at Zillow Home Loans for more information on pre-approval and they will reach out to the buyer to discuss their financing needs.

*Our next step is to connect you with [Name], a loan officer that my team and I trust and work with often! They're easy to work with and as a bonus, if you choose to finance your home with Zillow Home Loans while continuing to work with me, they'll waive your appraisal fee. I'm going to introduce you both in a group [text/email] now so you can schedule a time to talk.**



- Let them know that in working with Zillow Home Loans they are eligible for a no-cost appraisal*.
- Make sure they are aware that the loan officer will be in touch and answer any questions they may have before transferring

4. Solidify next steps

Guide your buyers on clear next steps and action items - including starting their pre-approval application digitally - in order to obtain financing and secure their dream home.

Once we finalize your pre-approval amount, we can move forward with our search for a home that fits your needs. I'll keep looking for properties that match your criteria. How does that sound?



- This lets the buyer know you will continue to find properties that fit their needs and will ensure you can secure the home when you find the right fit.

*Offer available on initial appraisal for purchase and refinance transactions only, where an appraisal is required by Zillow Home Loans. Appraisal must be ordered by Zillow Home Loans. Appraisal fee will not be charged to borrower when the loan closes with Zillow Home Loans. Appraisal fee may appear as a loan cost on loan disclosures. Offer does not apply to any subsequent appraisal, including re-inspections, desk reviews, etc. Zillow Home Loans, in its sole discretion, reserves the right to change or end promotion at any time.

5. Transferring to Zillow Home Loans

Once your connection is ready to be transferred to Zillow Home Loans, use Follow Up Boss or the Zillow Premier Agent app to transfer your buyer and connect with a loan officer.

Zillow connections with any contact status except **Rejected** can be transferred to a preferred loan officer.

Be sure to leave a note for the loan officer with key details about your client including:

- Their stage in the home-buying journey
- Timeline
- Budget
- Desired location
- Pre-approval status

Then you can send a group text or email introducing your client and the loan officer. We have found text to be the most effective introduction method to facilitate an integrated experience for buyers while providing visibility to everyone involved.

6. Stay up-to-date on your client's financing status

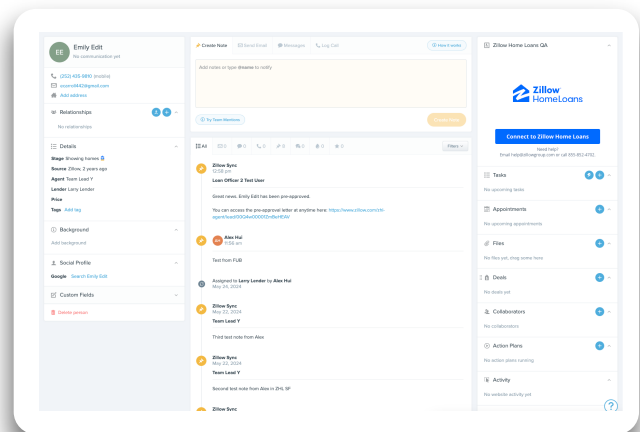
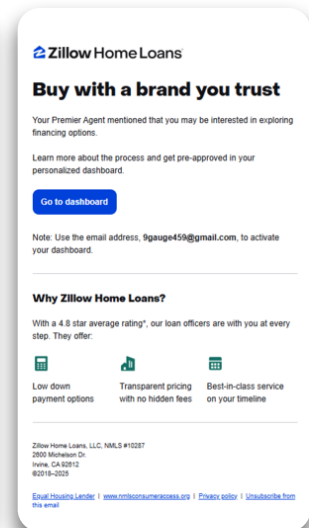
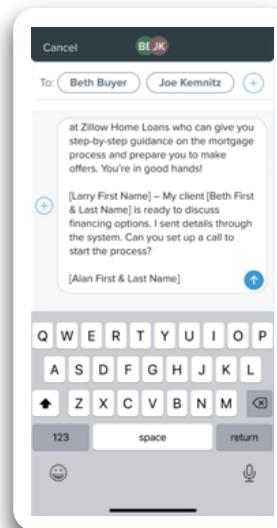
You and your loan officer will have shared notes, making it easy for you to stay in sync without playing phone tag. You'll also receive automated updates via email and text messages at key milestones.

Through the automated emails and shared notes from your loan officer, you'll get a link to a dashboard with the status of your client's loan. From this dashboard, you'll also be able to download your client's pre-approval letter.

Follow Up Boss
transfer video



Premier Agent
transfer video



Reach out to your team's leadership or your Zillow Home Loans Market Advisor.

These best practices are intended to be informational resources only and you are not required to follow them as a condition for participating in Premier Agent.