Zillow Lead Engagement Process

ALM (Appointment, Location, Motivation) Framework for Every First Call:

******Goal is to keep the call short and schedule a face-to-face meeting either the same day or next day (ZOOM, Facetime, Duo, FB Messenger Video Chat are also great ways to have virtual Face to Face meetings)***

1. Hi (use their name if you received it) my name is Randy Barrows with EXIT Landmark Realty. How are you doing today? I understand you want to view 123 Main Street. What time today or tomorrow works for you?
2. "ok great, now that we have a time that works for you let me confirm/schedule with the seller and I will call you right back. You will also get all my contact information when we hang up."
3. By the way, while I have you on the phone, are there any other homes you would like to see in that same area that I can schedule as well?
4. What interested you about this/these homes?
5. *Bonus – Suggest additional homes in the area that fit their criteria.
6. Close the call, "ok great, I am looking forward to meeting you today at 2:00 at 123 Main Street. I will send you my mobile business card as soon as we hang up so you have an additional way to contact me."
7. *Bonus – If the flow of the call allows for it, let the caller know they will receive a quick happy face/sad face survey from Zillow and you would value their feedback. "I pride myself in providing five-star service and want to make sure I have done every possible to earn that happy face, Is there anything else I can do for you before we end the call?"

After the First Call:

1. Send Mobile Business Card and Digital Buyer Presentation/Guide using the EXIT Realty Connect App
2. Look up Property in the MLS and Schedule Showings
   a. You must schedule at least one additional property but we recommend two additional for a total of three showings, the one they requested and one or two similar listings nearby.
3. If the listing they want to see is not available, schedule similar properties then call the lead to let them know you were unable to schedule the home they wanted to see but you are waiting to hear back from the seller for additional information about the status of the home and have scheduled a few similar homes and look forward to meeting them. You can call the listing agent to find out if they are still allowing showings and taking back up offers.
   a. "Hello (lead name) I was unable to schedule 123 Main St and have reached out to the Seller to get more information about the status of the home, in the meantime I have scheduled a similar home, 1234 First St and will meet you there at 2:00"

Zillow Lead Engagement Process

First Face-to-Face Meeting with Lead:

1. Present them with a physical information packet (item of value). Feel free to use some of the EXIT Landmark folders in each office. All items below can be found on exitlandmarkagents.com >Toolbox >Lead Resource Center. You can also include the Bright MLS Customer One-Page Summary for each property you are going to show.
   a. The Purchasing Pathway – High level explanation of the home buying process
   b. MAR Understanding Brokerage Relationships for MD Contracts
   c. VA Pending
   d. DC Pending
   e. Strategic Lending Partners for office generated leads
      i. **NEXA Mortgage**, Raymond DeBarros 240-787-7777 rdebarros@nexamortgage.com or Daniel Robledo 479-217-7777 drobledo@nexamortgage.com
      ii. **On Q Financial**, Fred Elflein 804-380-9342 Fred.Elflein@onqfinancial.com
   f. Strategic Title Partners for office generated leads
      i. **Impact Title** Leigh Hewartson 240-388-7209, info@closewithimpact.com
      ii. **Clear Title** Monique Banks
   g. All-In One Home Inspection Flyer or Inspection Company of Choice
   h. Quality Service Moving or Moving Company of Choice
2. After you have built rapport:
   a. Explain benefits of buyer agency and present them with the MAR Exclusive Buyer-Tenant Representation Agreement. You can use the MAR Understanding Brokerage Relationships flyer to explain. **This is more of an art than a science. Some agents only present this when they are ready to submit an offer.**
   b. Using the Buffini Purchasing Pathway Buyer Guide explain the importance of obtaining a pre-qualification letter from their lender, which will allow you to submit their offer. This may also be a good time to ask if they are ok with you connecting them and sharing their contact information with one of our trusted lenders (**NEXA and OnQ**) to get their prequalification started or to compare rates if they are already prequalified.
   c. This is a good time to let them know you will set them up on a listing alert. Attempt to get basic search criteria such as: Location, Bedrooms, Bathrooms, and any other must have features. Buyer Information Questionnaire can be found in the Lead Resource Center on exitlandmarkagents.com

After the Face-to-Face Meeting

1. Add the lead/contact to your Chime CRM – *Free Chime account provided by EXIT Landmark
   a. **DO NOT USE Bright MLS as your CRM as it does not easily track communication between you and your client.**
2. Get the lead/contact set up on listing alerts in Chime. You can also set them up on a monthly drip campaign for new leads but it is imperative you update the lead status in Chime or they will receive irrelevant email content typically leads to the lead unsubscribing from your CRM.
   a. This will help you gauge the lead's level of engagement since you can see if they are opening listings, text and email.
3. Some leads prefer to search for listings using the Zillow App/portal so make sure you check for activty in both Zillow and Chime.
4. **!!!One of the highest engagement/open rates occurs when you use the Zillow App text a listing feature!!!**This is one of the best ways to keep your leads engaged and looking at homes

Zillow Lead Engagement Process

Zillow Scripts

1. Zillow Friend Request (Best face to face or at least over the phone)
    a. I am going to send you a Zillow Friend request via email. This is going to connect us on the backend of Zillow and make it easier for me to assist you by locating properties that meet your needs. It is not a binding contract or anything like that.
2. Customer Satisfaction Survey (Make it your own…)
    a. Throughout this process, Zillow may send you a couple quick satisfaction surveys very similar to Uber where you simply click a smiley face. I pride myself in five-star service and want to make sure I am doing everything possible to meet your needs and **earn** a five-star ranking from you. If there is ever anything I can do to better meet your needs, please let me know. It would really mean the world to me if you would respond to those surveys.
3. Re-engagement Scripts (Use the Zillow app/portla to email and text the leads)
    a. Hello, good afternoon this is XYZ with EXIT Landmark Realty. We spoke a few weeks ago purchasing a new home, are you still interested? If so, I would love to help you find your new home this year!
    b. Zillow notified me that you recently hearted/loved 123 Main St recently. Are you free today or tomorrow to go view the home?
    c. Since we created the listing alert have you received homes that meet your criteria or should we make some changes to narrow or expand the results?
    d. Ask me about Rent to Own programs
    e. I may be able to get you into a home for zero down
    f. Offer to provide a market update/report for the area in which they are searching.

Daily Must-Do Checklist

1. Zillow Portal/App
    a. Check your Zillow Inbox for tour requests and new messages
    b. Update any contacts that are overdue for an update
    c. Sort your contact by Recent Activity to see which of your leads are actively looking. Review the Properties tab to see if you are familiar with any of the homes they are viewing or if you can share similar properties they may be interested in viewing
2. Chime
    a. Add new leads to Chime if you don't already have the integration from Zillow to Chime setup.
    b. Setup listing alert (referred to as Alerts in Chime) for new leads
    c. Sort by lead engagement grade/score to see which leads are actively searching and reading correspondence
    d. Review email/text activity
    e. Verify each lead is in the correct Pipeline Status
        - The Pipeline Status drives drip campaign automated activities. If the lead is in the incorrect status, your contact will receive irrelevant content which will most likely frustrate them and cause them to unsubscribe.