



## How Doug Miller harnessed a Zillow partnership to achieve financial freedom with a **self-sufficient business.**

Doug Miller launched his real estate career with no prior experience and built a thriving brokerage, South Kitsap Properties, in Port Orchard, Washington. By leveraging Zillow and focusing on **lead generation, establishing a brand and team development**, he quickly established credibility and successfully transitioned from solo agent to a business leader.





## The Challenge

Twelve years ago, Doug Miller entered real estate with **no experience, no clients, and no database**. He needed to find a way to build his business while competing with existing agents. As his business grew, Doug focused on **strategic market expansion, optimizing his time**, and transitioning out of direct sales **to lead and support a team**, all with **Zillow as a key partner** by his side.

“I was **coming in with zero experience**, while at the same time **competing against agents with 5, 10, or 20 years of experience**. They already had that reputation, client base, and book of business.”

## The Solution

Doug partnered with Zillow as a Premier Agent partner shortly after starting his real estate career, making a significant investment in Zillow's advertising platform. **As his business grew, so did his partnership and investment in Zillow.**

**Doug leveraged Zillow to achieve several key objectives:**

### Lead Generation

Zillow became a critical tool for bringing in new leads, giving Doug a steady **stream of clients** and **grow his business**.

### Branding and Differentiation

Doug's Premier Agent partnership **builds trust** and **sets him apart**. Now with Showcase, he's known for **tech-savvy listings** that **stand out, sell faster, and for more**.

### Data-Driven Decisions

Doug **tracks metrics** like leads, closings, and ROI across all channels—including Zillow—to make **smarter, high-return investments**.

### Strategic Market Focus

Using Zillow to target ZIP codes around Port Orchard, gave Doug the flexibility to **grow where he wanted** and establish himself as a **local expert**.

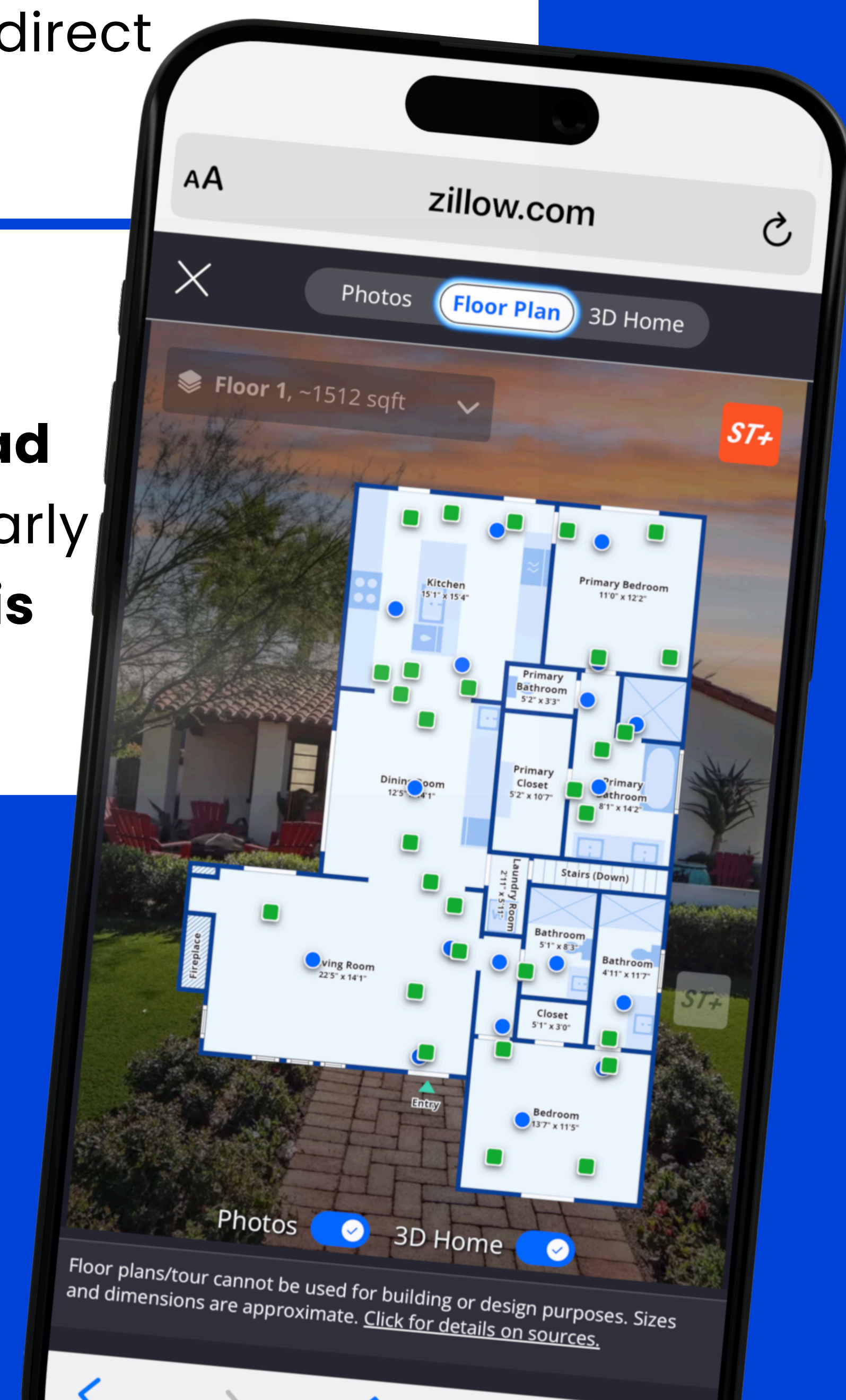
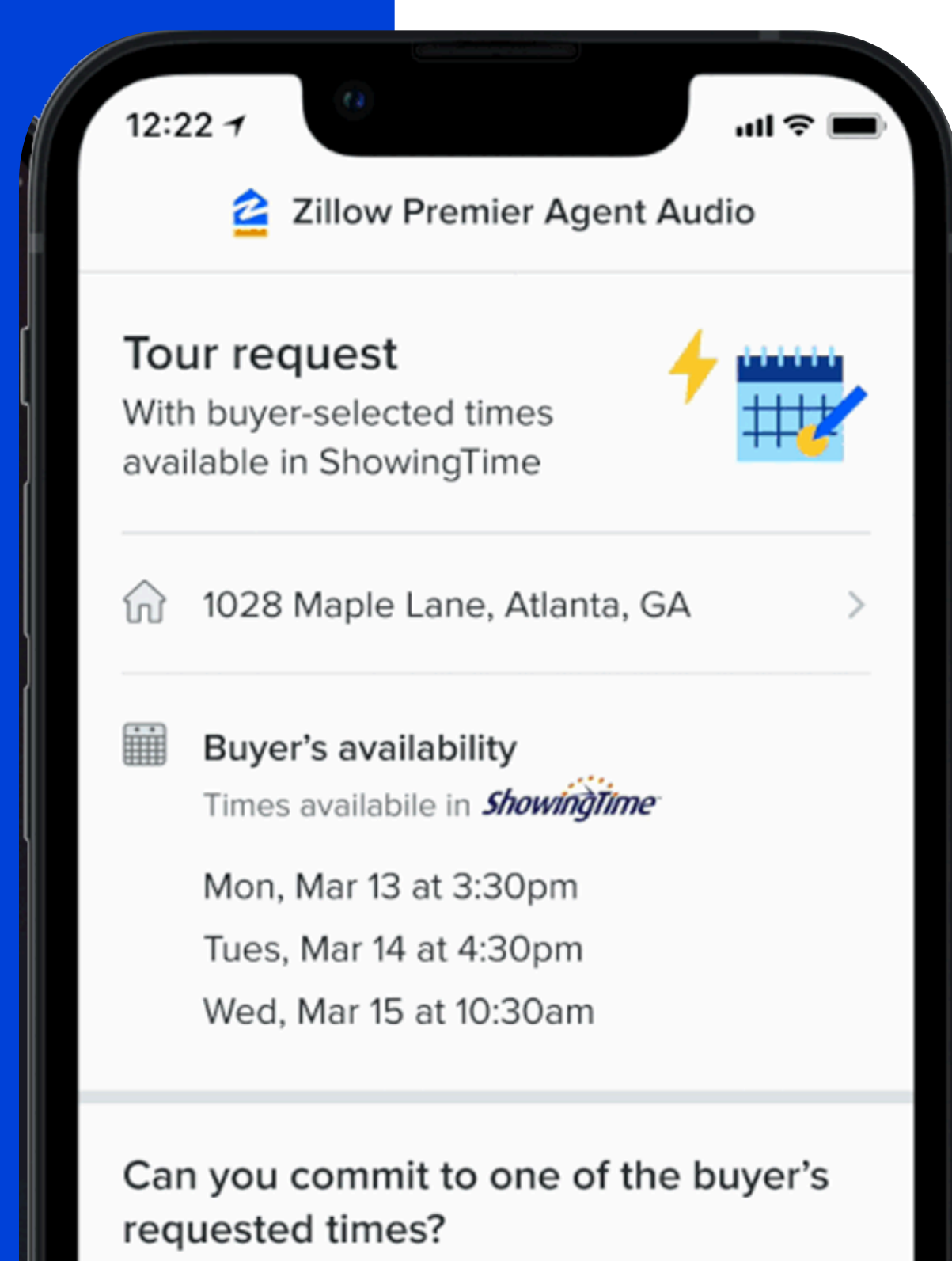
### Showcase Strategy

Doug uses Zillow Showcase to deliver a **premium seller experience** and **elevate his brand**. Similar to photography, he considers it an indirect ROI with **powerful results**.

### Team Growth & Support

With Zillow, Doug built a **steady lead pipeline, scaled his team**, and clearly demonstrated the **value behind his commission split**.

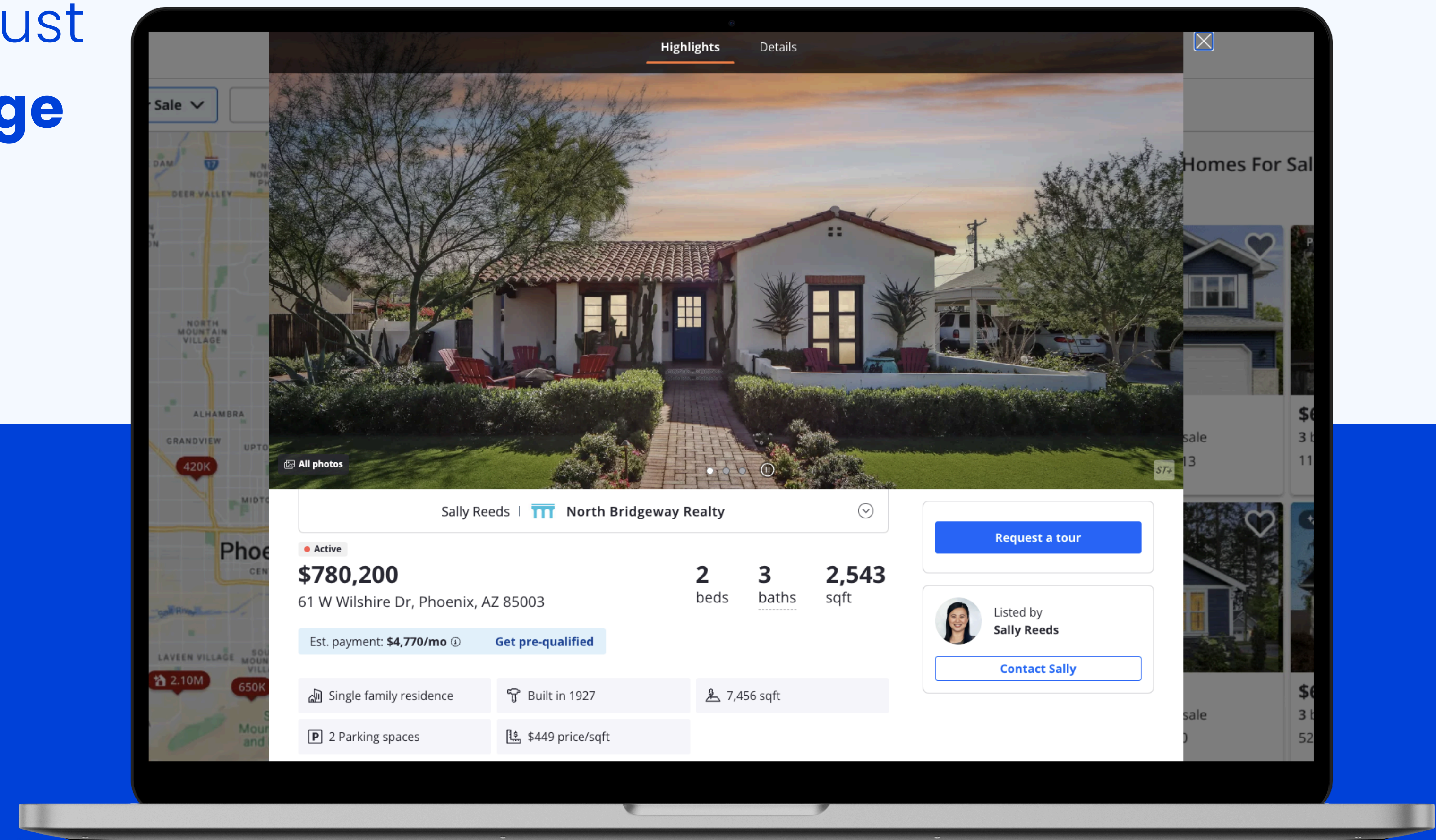
“Zillow had a huge impact on growing my personal business when I started in real estate, and ultimately played a large role in not only growing my own team, but opening my own office in 2020.”





“ At the end of the day, **I wouldn't have grown as fast, or gotten to where I am, without Zillow.** I was doing a ton of things outside of Zillow too; working open houses every weekend, networking in my community, and just hustling to find business, but **Zillow was a huge part of getting me that credibility** early on.”

## 🚩 The Results



**Zillow helped Doug on his fast track to success**, helping him quickly achieve his goal of building a self-sustaining business. Leveraging the Zillow brand gave him the necessary credibility when he was "brand new," enabling him to attract clients and build a solid reputation.

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### **Zillow provided reliable business growth**

A steady stream of Zillow leads and advertising helped Doug **quickly scale**, growing a team, launching his own brokerage, and building a self-sustaining business.

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### **Showcase gave Doug a powerful edge**

Doug adopted Showcase to elevate the seller experience and strengthen his brand. The premium feature **impressed clients**—and established a **tech-savvy reputation**, all proving its value in winning business.

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### **A growth partner from Day 1**

Doug partnered with Zillow just 3 months into his real estate career and **never looked back**. More than a lead source, Zillow is his long-term growth partner, **adapting with his business every step of the way**.

“

Zillow is very much a resource. It's the #1 site for buyers in the US. It's a tool that buyers count on, that they depend on, that they trust. **So why wouldn't I want to be part of that?**”