



Strategic growth and tech-forward thinking put the Erica Diaz Team on Florida's real estate map



The Challenge

Erica Diaz launched her real estate business in 2014, starting out solo while working to build something sustainable from the ground up. As early success turned into momentum, the demands of growth quickly followed. What began as a one-person operation soon needed systems, tools, and talent to scale.

- ✓ Supporting rapid growth with **efficient systems that scale success**
- ✓ **Expanding into new geographic markets** with credibility
- ✓ Attracting, training, and retaining **high-performing agents**
- ✓ **Differentiating listings** to justify commission rates and win business
- ✓ Managing seller expectations in a **competitive and fast-changing market**

The Solution

 **Started small, scaled fast** – Erica began her Zillow partnership with Premier Agent, investing \$250/month across two zip codes. As ROI became clear, investment grew to \$30K/month.

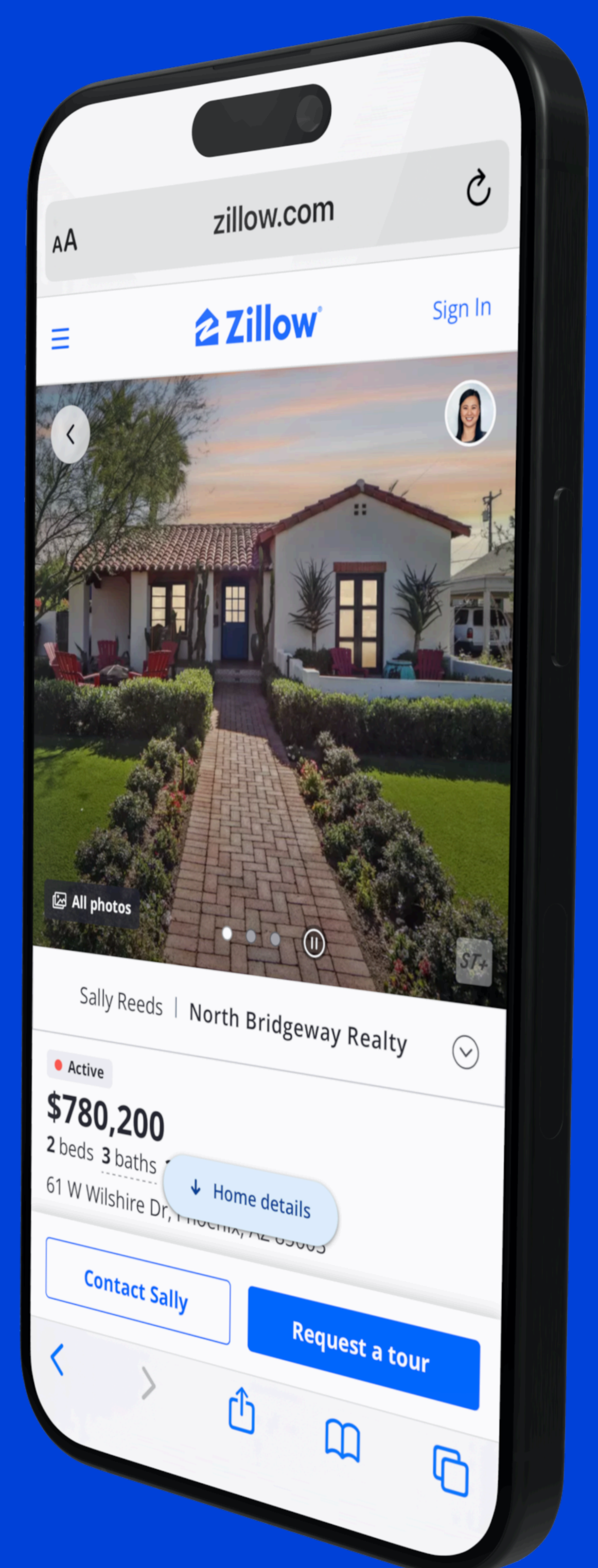
 **Instant credibility** – Zillow helped the team establish authority in new zip codes and quickly gain trust.

 **Lead access tied to performance** – Agents earned Zillow leads by completing training, passing script reviews, and hitting KPIs.

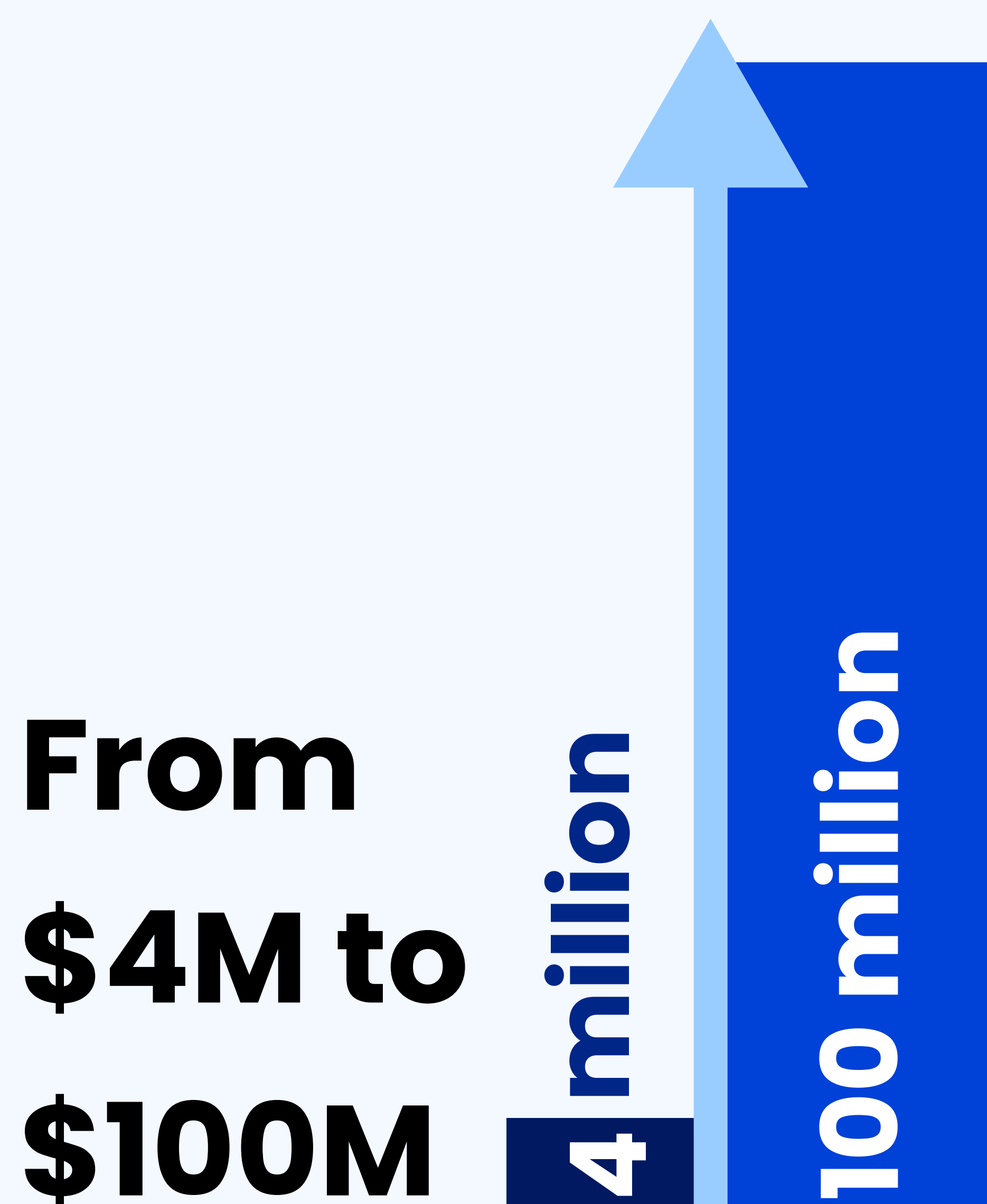
 **Close the listing, confidently** – Showcase helped demonstrate premium value during listing presentations—and nearly every seller opted in.

 **Reinforce with data** – Showcase metrics gave the team a credible way to recommend price changes when listings stalled.

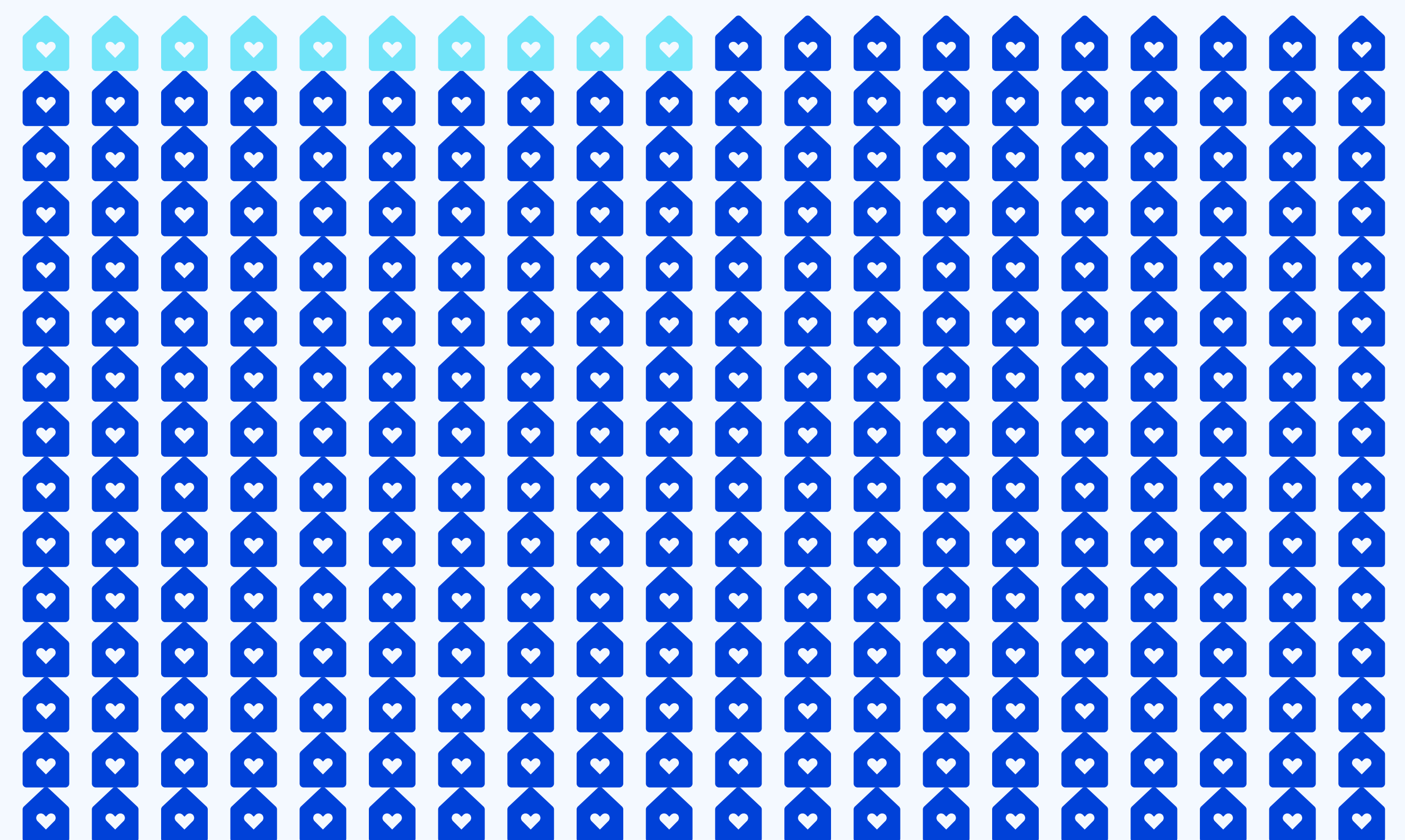
 **Partnership that shows up** – Ongoing collaboration with the Zillow team strengthened client trust and solved real-time challenges.



The Results



Zillow brought the leads, the Diaz team brought the follow-through. Together, it scaled fast.



From 10 to 300+ transactions annually

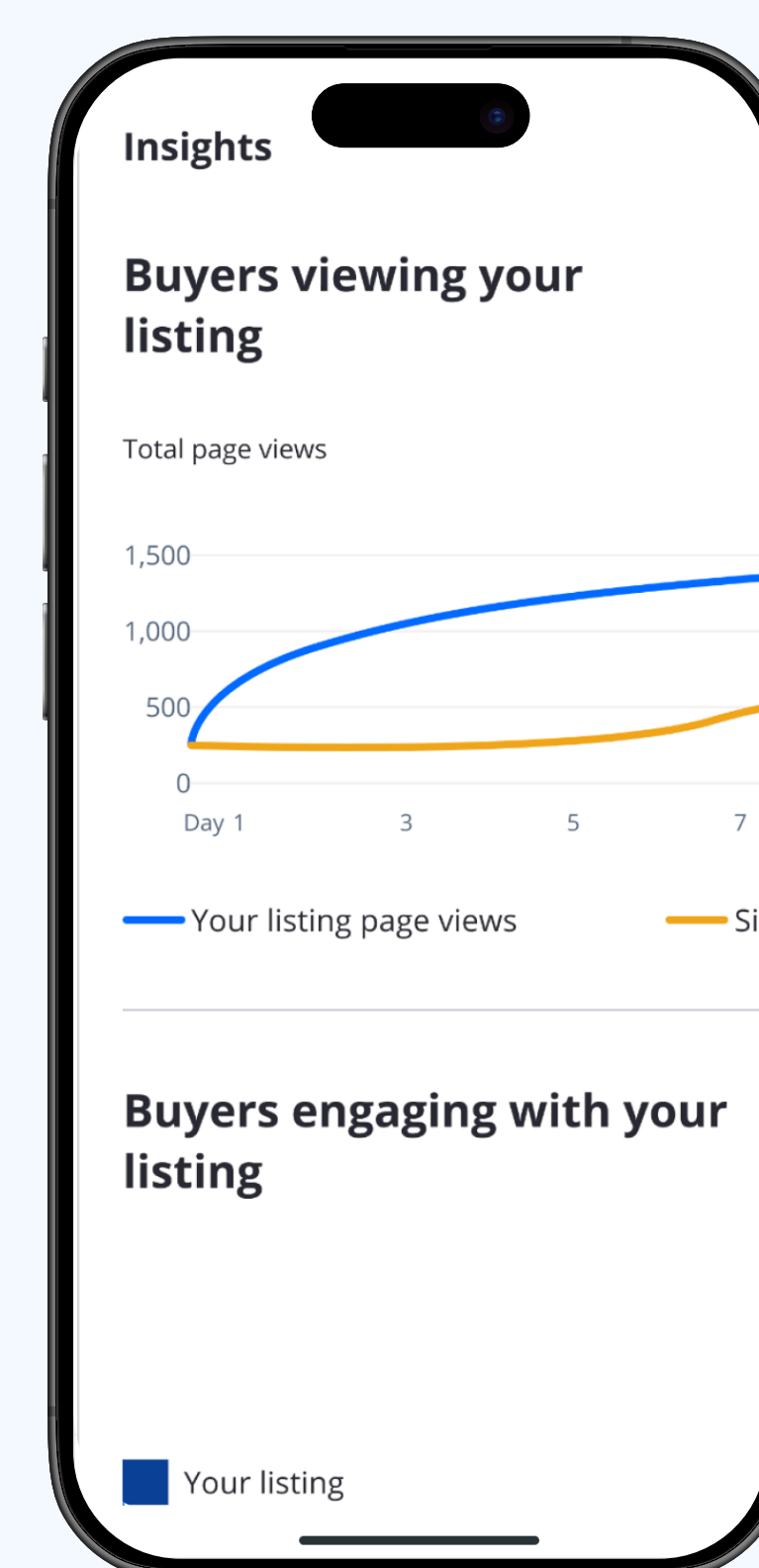
Zillow enabled the team to handle more volume, without sacrificing service.



One lead, 14 deals

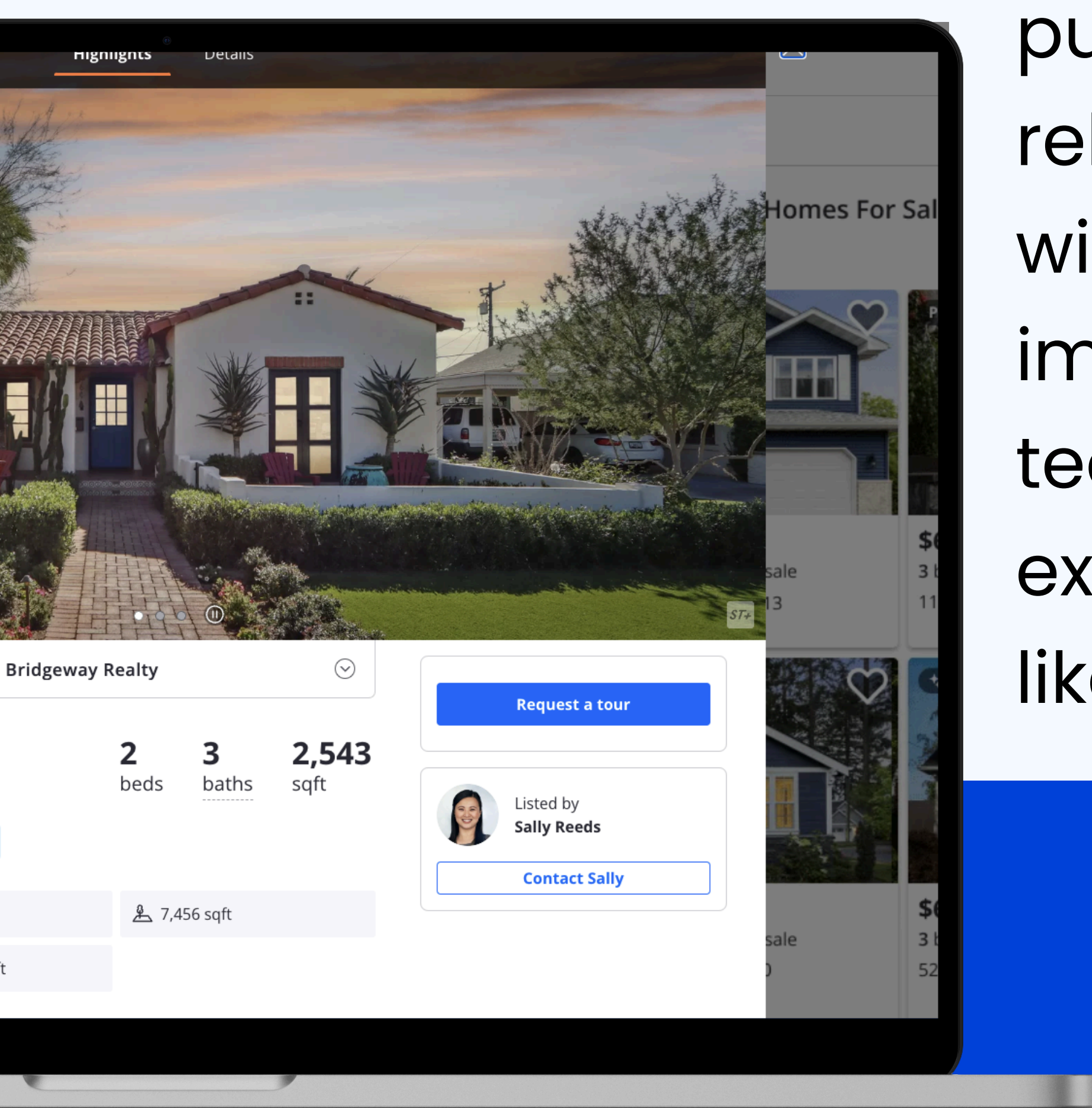
A single Zillow client closed eight

purchases, then relisted all of them with the Diaz team, impressed by the team's mix of expertise and tools like Showcase.



High-performance, high-impact

From listing wins with Showcase to team accountability, Zillow helped the Diaz team convert more, train smarter, and grow faster, with a partner they could count on.



“Zillow has always been a major pillar in my business. And I would say that it's **one of the reasons we've been so successful.**”