



How Jason Cheperdak uses Zillow to **grow a \$400M business, recruit top agents, and win more listings**

Jason Cheperdak, owner of Shepard Homes Group, leads one of the fastest-growing real estate teams in the D.C. metro area.

With **\$400M in sales volume** and a **reputation for high-performance**, Shepherd Homes Group is built on strategic recruiting, strong market presence, and standout client service.

Jason uses Zillow tools, to help scale his business, attract top-tier talent, and consistently win listings in competitive markets.



The Challenge

As Shepherd Homes Group gained traction in the D.C. metro market, Jason Cheperdak needed to keep growing without losing what made the team successful. Expansion meant more listings, more agents, and higher stakes. He faced three key challenges in this plan to level up.

- 1 Scaling smartly while maintaining service quality
- 2 Differentiating his listings in competitive, high-price markets
- 3 Attracting and retaining top-performing agents with strong local expertise

Jason looked for solutions that delivered clear ROI, kept his brand ahead of the curve, and gave his agents a strategic edge.

“ I think what's really hard in real estate is you spend all of this money upfront growing your business. **But you don't really have a guarantee.**”

The Solution

To support his team's growth and maintain high performance, Jason integrated Zillow tools across key areas of his business. His approach emphasized structure, consistency, and long-term brand positioning.



Premier Agent for consistent advertising and connections

Jason focused spend in strategic markets and scaled his Premier Agent investment over time to keep high-quality leads coming in.



Performance-based lead access for the Shepard Homes Group team

Only high-performing agents on Jason's team earn access to Zillow Premier Agent leads, reinforcing accountability and driving results.



Showcase on every listing

Showcase became a standard part of the team's marketing package, used in listing presentations to set the team apart.

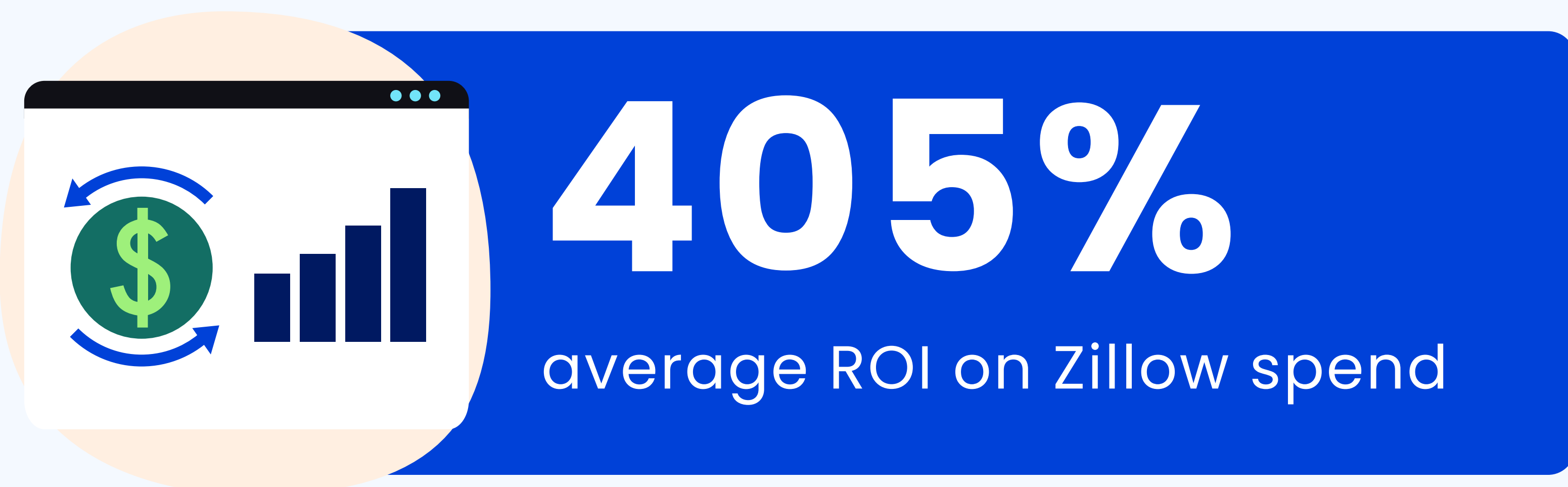


Recruiting through visibility

Zillow reviews and agent profiles help Jason attract the right people. He hires selectively and aligns recruiting to market expansion.

The Results

By integrating Zillow into his team's operations, Jason has created a scalable, performance-driven business that stands out in a crowded market. His approach delivers measurable results across marketing, recruiting, agent performance, and listing conversion.



A data-driven approach to his Zillow strategy allows Jason to scale spend with confidence



Sustained growth driven by strong branding, consistent lead flow, and smart market expansion



Stronger value story

Tools like Showcase help Jason demonstrate marketing value and support premium service positioning.



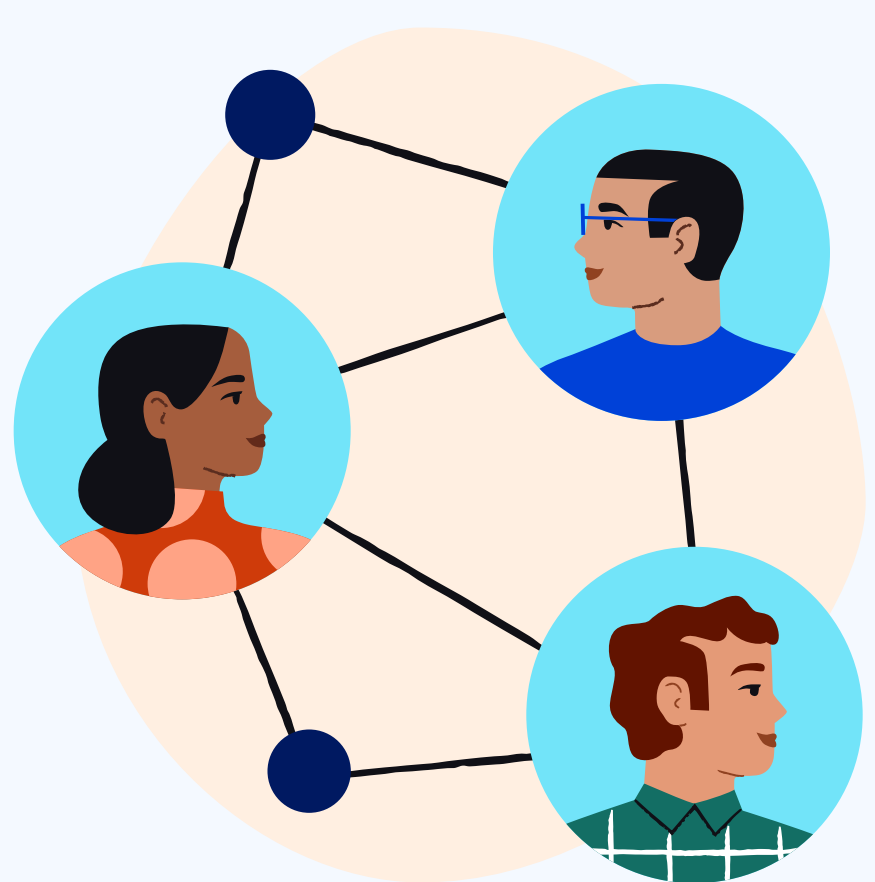
Showcase contributed to a 100% listing win rate

Sellers respond to Showcase's elevated presentation. In 2025, Jason's team has won every listing where it was included in the pitch.



Improved agent performance and retention

For top-tier agents, Zillow leads drive up to 25% of production. Jason's tiered system gives agents a clear path to growth and keeps lead quality high.



Greater recruiting efficiency

Zillow visibility and reviews help attract the right candidates and support targeted market expansion.

“ Zillow's always been such a phenomenal partner and guarantee in so many ways. And the coolest thing about the relationship is that it was a very controllable and scalable portion to our business.”