

# HOW TO SUPERCHARGE YOUR LISTING PRESENTATION

5 best practices from agents for delivering more value to clients during the first meeting



# Stand out where it counts

As more of the real estate process goes digital, agents have only gotten busier. You juggle so many daily responsibilities – in person, over the phone, and online – that it’s hard to plan ahead. How are you supposed to innovate when you’re always focused on winning the next client?

However, success in today’s market does not guarantee future success. Since last year, NAR policy changes and debate over the Clear Cooperation Policy have started reshaping standards around everything from listing access to touring to commissions. Meanwhile, the industry is also trying to navigate the emergence of artificial intelligence.

As you contend with these big industry shifts, we wanted to provide unique tips that you can implement right away. Let’s start by looking at the listing presentation.

Many listing presentations have a similar look and feel. They include standard items like a headshot, bio, and comparative market analysis. But they’re also full of potential to differentiate yourself and grow the seller side of your business.



# 1. Prove your worth with data

Referrals and online reviews are common, effective ways for agents to demonstrate credibility. However, quantifying your impact in a listing presentation can really set you apart from the pack.

In his listing presentation, Showcase and Premier Agent partner Levi Rodgers, who leads a team of more than 250 agents at The Levi Rodgers Real Estate Group, calls out key sales stats about his brokerage such as their number of listings sold, median days on market, and average list-to-sold price ratio. You can pull some of this data directly from your Zillow Agent Profile.

## Metrics you can highlight in your listing presentation:



Listings sold



List-to-sold price ratio



Avg. days on market



Avg. customer satisfaction rating

If you can share any metrics that beat industry averages, that's another great tactic. For example, **Rodgers includes slides that explain how typical Showcase listings sell for 2% more and go pending 10% faster than similar non-Showcase listings on Zillow.** He worked with a Zillow advisor to get the templates, then implemented his own branding so the look would be consistent with the rest of his listing presentation.

As sellers prepare for a stressful process, benchmarks like these can give them the confidence that you're the right agent to work with.

## 2. Highlight tools sellers care about most

Prominently featuring tech or tools is another smart way to differentiate your listing presentation. Put a spotlight on anything that helps your listing — and thus could help the seller — stand out from the status quo. Some common topics could include high-quality photos and video, virtual staging, and interactive tools.

Zillow's [2025 Consumer Housing Trends Report for Agents](#) revealed that rich media features significantly appeal to both buyers and sellers:

**78%**

of sellers said they're more likely to hire an agent who offers high-resolution photography

**71%**

of sellers are more likely to hire an agent offering virtual tours and/or interactive floorplans



Buyer interest in these digital tools has increased every year since 2019.

In the beginning of his listing presentation. Aaron Parker, a Showcase partner who leads Score Real Estate in Northern California, spends a few minutes emphasizing the advanced tools he uses, like interactive property tours and high-quality media, which elevate client listings in a competitive local market. This approach gives you an organic way to mention that you're offering them more than the traditional static floorplans they'll see on most listings.



**“I want to stand out,” Parker says. “I want my clients to have a better experience. I want to do more, that’s my mentality.”**

### 3. Templatize, then personalize with AI

You can customize your listing presentation without starting from scratch for every appointment. Create a professional template for marketing materials, then look for simple ways to personalize it using artificial intelligence.

Adapting your pitch is an ideal use case for AI, which can save time with repetitive tasks and help you quickly make a personal connection. To get started, identify a detail you captured during a discovery call and want to address in your first meeting, such as their motivation for moving. According to our 2025 trends report, 78% of sellers were influenced to sell by at least one major life event like a change in family size or a new job.

#### AI prompt help

- **Adopt a persona** — “Think like a real estate agent working with a first-time seller”
- **Set the scene** — “The sellers are moving because of [major life event] and need advice on selling their home in 30 days”
- **Give clear instructions** — “Update my bio to highlight my experience with new sellers”
- **Specify length / format** — “Use three bullets and keep each one to fewer than 12 words”

Next, include this intel in an AI prompt and incorporate the response into your listing presentation. **When prompting AI, you can tailor the complexity based on the client.** For first-time sellers, that could mean dedicating part of your presentation to how the process works; for experienced sellers, maybe you focus more on past sales that outperformed expectations. You can upload existing text from your listing presentation for AI to reference. You can also set guidelines that make it easy to paste into an existing presentation, like if you want info formatted into a bulleted list.



## 4. Show examples of successful listings

Sellers probably have a sense of what a listing looks like: photos, price, description, etc. But you have an opportunity to show your expertise by explaining what can give their listing an edge. Are there certain keywords that resonate with today's buyer? Or types of images that grab someone's attention? (Look for more data on this in a future Zillow report.)

With a tool like Zillow Showcase, which uses a special listing display and branding, a visual comparison can be especially powerful. **“We also show examples of other homes that were listed with Showcase and show homes that aren't listed with Showcase,”** Levi Rodgers says. **“It really has an impact with the sellers and trying to win that listing.”**

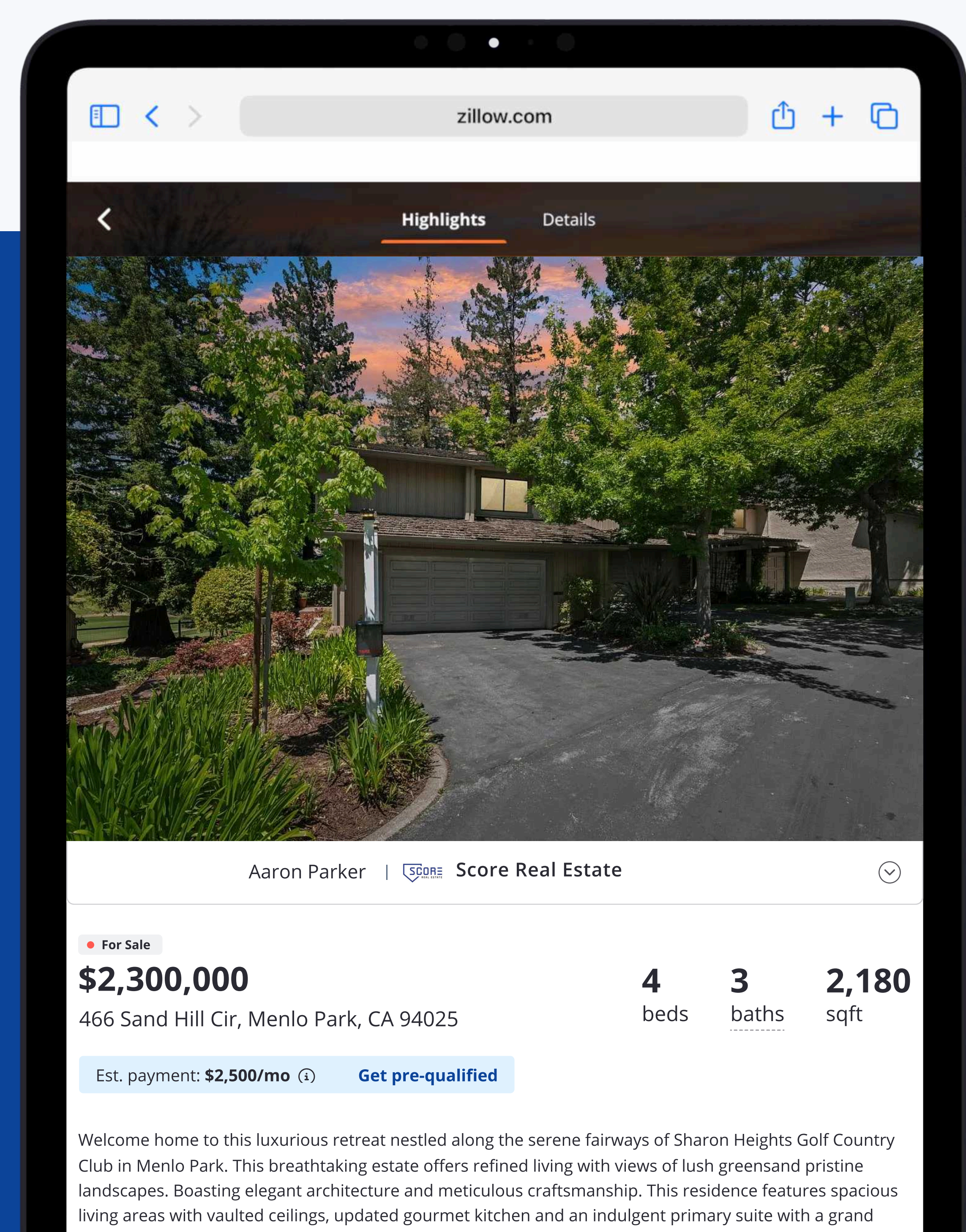
Meanwhile, Aaron Parker likes to hand his iPad to the seller so they can see how a Showcase listing will look firsthand. **“We'll show our past success,”** he says. **“We'll show them what the list price was on it, and we'll tell them what price we actually sold it for... we'll basically paint the picture.”**

[See a Showcase listing in action](#)

### Pro tip:

In addition to showing these listings, ensure that you highlight why they were successful. For example, if they:

- Sold above asking price
- Sold faster than the typical time on market
- Addressed a specific pain point for the seller

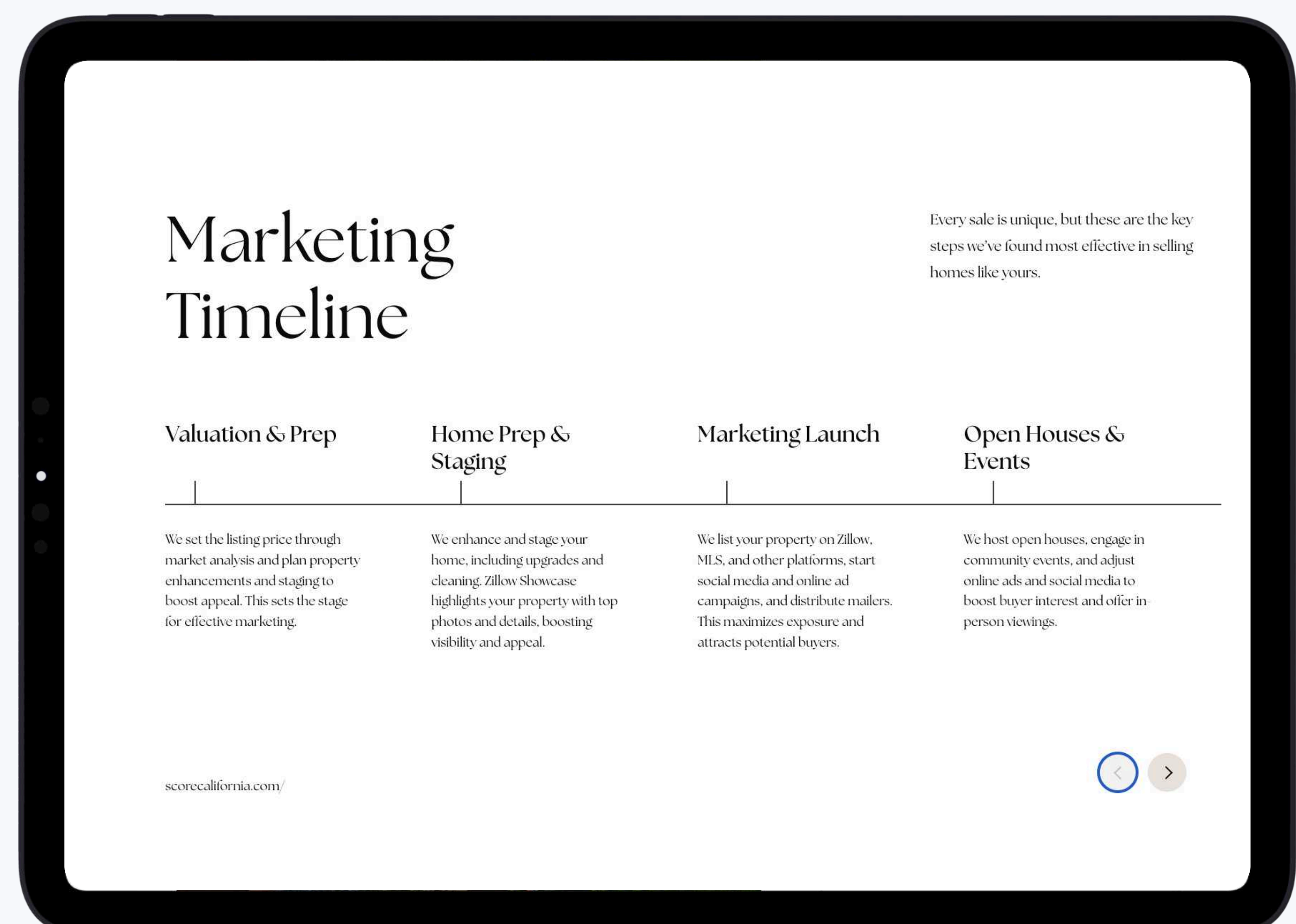


## 5. Build trust with clear expectations

What sellers want most from their agent is someone trustworthy and responsive. Among sellers who worked with an agent, 80% said finding someone who conveyed those two traits during a first impression was highly important.

One way to get that across in a listing presentation is to outline a timeline. Many agents talk through next steps, but documenting it ensures a seller can refer back to it in case they forget what you say in conversation.

Aaron Parker dedicates a slide to this in his presentation, walking the seller through major milestones from valuation and prep all the way to negotiation and closing. Setting expectations like this not only makes the selling process seem strategic and organized, but it also gives them a gameplan of what to expect from you along the way.



## Your listing presentation checklist

- Feature stats that quantify your success**, such as the number of homes you sold, and how much the typical listing sells above asking price.
- Highlight unique tools that give the seller an advantage**, such as virtual tours and interactive floorplans.
- Create a template you can reuse**, then find quick ways to personalize information for the seller using artificial intelligence prompts.
- Show examples of successful listings**, and point out specifics around branding, photos, text, and more that stand out compared to typical listings.
- Outline milestones the seller can expect during the process**, and add a sample timeline that covers steps from prep and staging through closing.

[Discover how Zillow Showcase can help you stand out in your market](#)