



Zillow partnership powers Nikki Lagouros' rise from **newcomer to market standout**

Nikki Lagouros, of Berkshire Hathaway PenFed Realty, didn't follow the traditional path to real estate success. Instead, she paired her determination with Zillow's platform to **grow from an industry newcomer into a top-performing solo agent in Northern Virginia.**

With no pre-existing network, she focused on creating visibility, building trust, and consistently delivering value—quickly turning a blank slate into a scalable, reputable business.



The Challenge

Starting over in a new state, with a new career

In 2016, Nikki Lagouros found herself starting from scratch. After stepping away from her previous career to care for a loved one, she needed a new path—and real estate became the answer.

With no local sphere and no traditional lead generation experience, Nikki's biggest challenge was clear: **How do you build a client base from zero in one of the most competitive markets in the country?** Armed with just \$2,500 and a willingness to try something new, Nikki made a bold move—she purchased Zillow Premier Agent inventory in a zip code.

“I was a psychologist. I'm really good at connecting with people. And real estate is the same exact job. The byproduct is I give you a house, but **I'm solving a problem.**”

“I knew nothing about sourcing leads and I think somebody had told me in passing that they were using Zillow and getting leads. **And I decided to try it.**”

The Solution

Nikki's success didn't come from casting a wide net—it came from investing deeply and intentionally in the tools that worked. After her first investment in Zillow Premier Agent inventory in a zip code paid off within weeks, she leaned in hard, building a business around what she knew best: online lead conversion and trust-based relationships.

Scaling strategically

Nikki reinvested consistently in Zillow, buying inventory in more zip codes as her closings increased and staying responsive to shifts in performance.

Leading with education & transparency

Nikki used Zillow's performance data to guide pricing and timing conversations, helping clients make confident, informed decisions.

Building a hyper-local, high-touch team

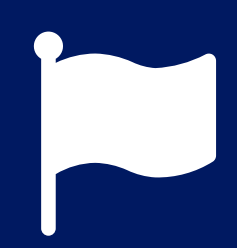
Nikki built a small team of agents who live in the zip codes they serve, giving clients trusted local expertise and more personalized support.

Differentiating listings with Showcase

Showcase gives Nikki's listings an edge. Premium placement, polished visuals, and interactive floor plans all impress sellers and attract more attention.

“I've done every online lead platform there possibly is, and **Zillow has always given me the most quality top-of-funnel leads I've had from any online source.**”





The Results

Nikki didn't just rebuild her business, she **redefined what's possible with the right strategy and the right platform**. By doubling down on Zillow, elevating her listing experience, and building a team rooted in local expertise, she turned a last-ditch investment into a market-dominating engine. **The results are not only impressive, but a direct reflection of smart decisions, consistent execution, and the power of showing up differently.**

“ I sold 142 houses by myself and, you know, **70% of that was Zillow.**”

#1 solo agent

in Northern Virginia,
2020-2024 by RealTrends

Built for scale, not burnout

Zillow's tools support Nikki's expansion into a specialized team model without sacrificing quality for volume

Showcase drives visibility

Listings using Showcase saw standout engagement, giving sellers immediate confidence and clear exposure.

Rapid business growth

Nikki closed 142 transactions in a single year, citing Zillow leads as the source of up to 70% of her business.

Consistency in market shifts

Even in changing markets, Zillow is reliable, with products, metrics, and tools that help overcome challenges.

