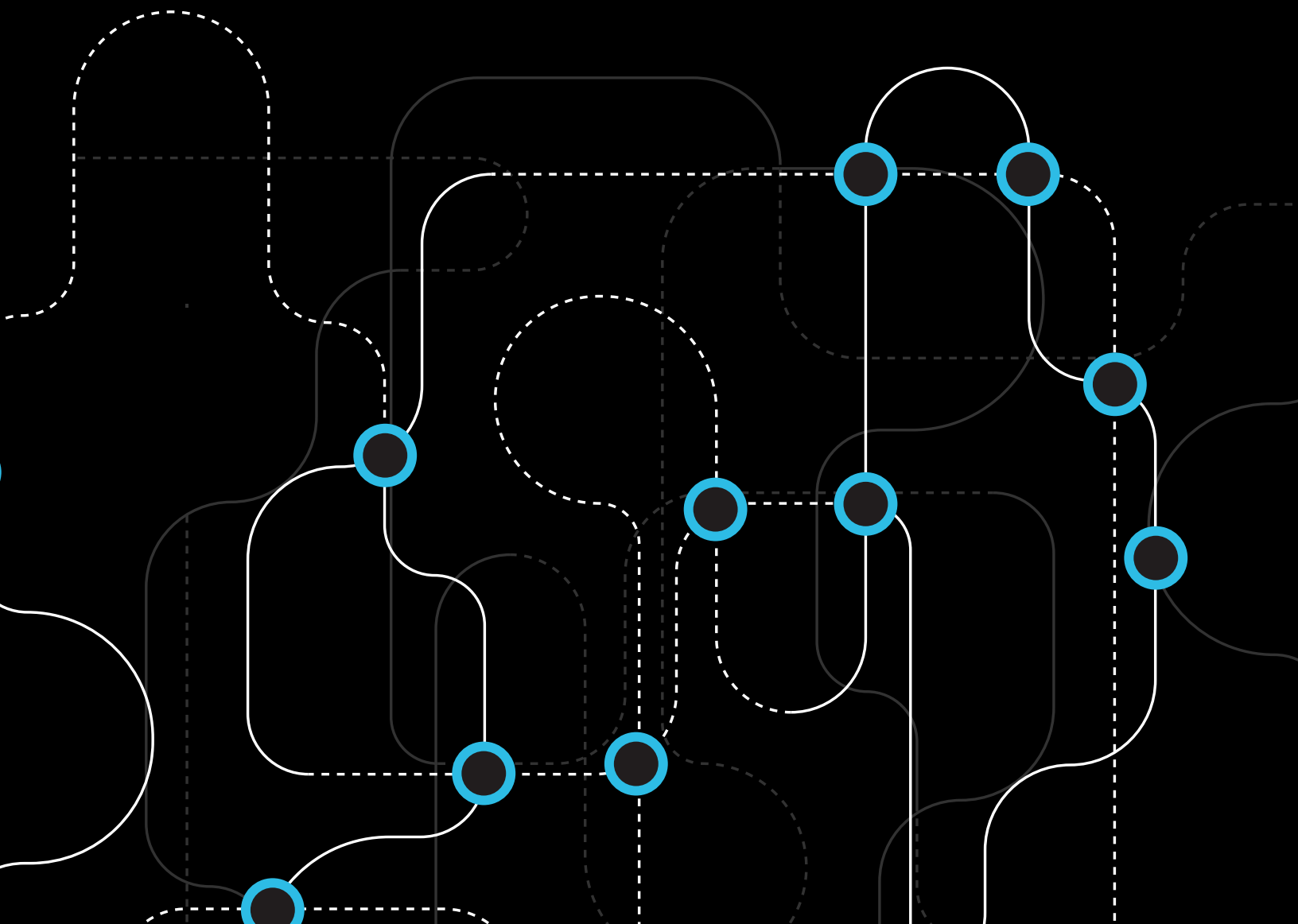




Who Are Today's Sellers and How to Reach Them



Meet SAM

Sam is a **43-year-old millennial** homeowner who lives with his partner in Houston, TX, and earns a median household income of **\$100,000**.

Sam and his partner are planning to expand their family in the future and want to sell their house for **\$450,000** soon with plans to buy a larger house close to their current neighborhood.

After a rigorous search process, Sam has selected Allison as his family's listing agent.

Let's go back in time and take a journey from the agent's and seller's perspectives to see how Sam chose Allison as his listing agent.

Meet ALLISON

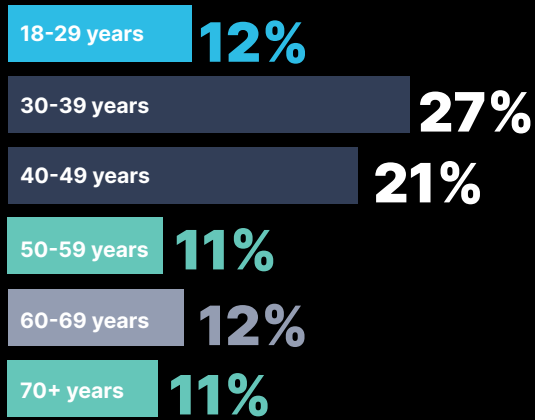
Allison is a Houston-based, trustworthy, responsive agent who prides herself on knowing everything about the local market and today's typical seller. She knows millennials comprise a significant share and that most sellers earn more than the national median income. She also knows that sales prices are continuing to stay high.

Allison has dedicated time to updating her profile on Zillow and asking for more client reviews to strengthen her presence. She has also invested heavily into creating site content with **SEO keywords** like "Houston real estate agent" and "trending home features" to make it easier for sellers like Sam to find her.

Sam saw one of Allison's social posts, which led him to a blog she wrote on Houston's trending home types. Now, seeing Allison on **Zillow**, a brand he knows and trusts, Allison has become an agent that Sam remembers as someone he may want to consider if he sells his home.



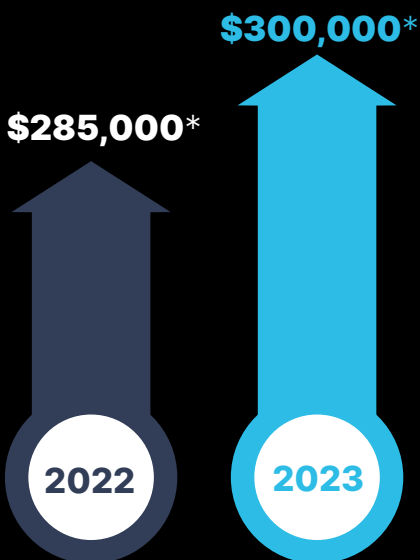
MOST ARE MILLENNIALS



EARN MORE THAN THE NATIONAL MEDIAN INCOME

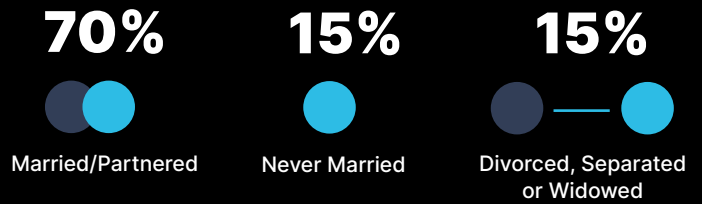
Today's sellers earn a median household income of **\$95,000 - \$99,999** higher than the overall national median of **\$70,784**
\$100,000 or more **49%**

SALES PRICES CONTINUE TO STAY HIGH

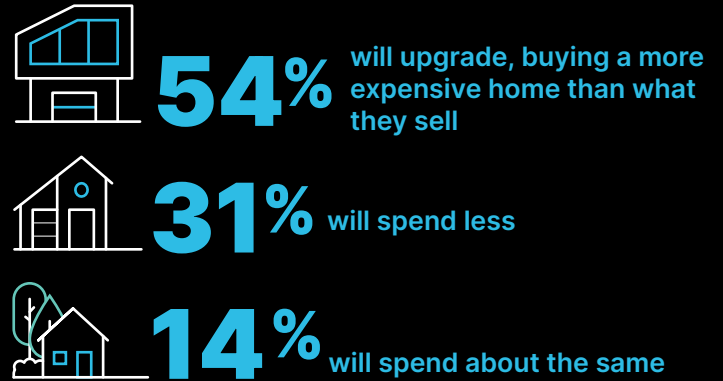


*median price in which sellers reported their home

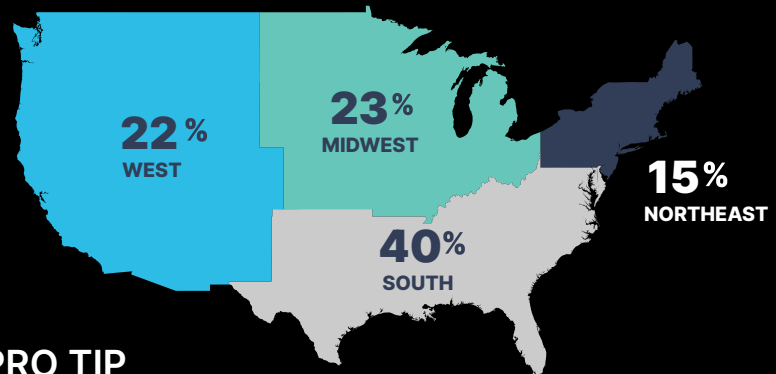
MARRIED OR PARTNERED



MOST WILL UPGRADE



SOUTH IS SELLING



PRO TIP

How might you use these insights about today's seller to your advantage as an agent? Consider the needs of today's seller looking to move within the same neighborhood. Stand out from your competition and spend some time getting hyperlocal with your research. Then spread the word.

Here are 3 ideas:

- Make a video compiling your insights about local home values, trending neighborhoods and third-party referrals
- Post to social channels, including Facebook and Instagram
- Create an email nurture stream, sending prospects a consistent feed of stats, news and listing information

What Motivates Them?

While Sam didn't want to sell in **2023** when interest rates were over 5%, he and his partner grew increasingly weary of waiting for the low rates to return and have finally come to the conclusion that today's rates are the "new normal."

After reading Allison's blog on upgraded home features, Sam decided to follow Allison on social media since she often posts valuable content that resonates with him as a homeowner and potential seller.

Several days later, Allison posted a social video on Instagram. Sam receives a notification and sees the post in which Allison talks about how as a Listing Showcase subscriber, she may be able to sell homes in Sam's neighborhood for at least **\$9,000** more, given the listing product's track record for yielding **2%** more than homes sold in the U.S. at the average home sales price.*

All of this makes Sam curious about Allison's business expertise and Sam tells his partner about Allison one evening. Allison becomes one of their top choices for an agent.



PRO TIP

In addition to being able to sell for more*, Showcase listings are more likely to go pending in the first 14 days,* compared to similar non-Showcase listings. Use this information in your communication to sellers via email and social channels. Increasing the potential for higher sales price can help encourage seller-buyers to contact you over the competition, especially in a high interest rate environment where people like Sam may need some incentive to give up the low home loan rate they have on their current home.

All claims are based on the data available here



GRADUAL CHANGES TO MORTGAGE RATES NOT A BLOCKER

5% the Tipping Point for Mortgage Rates

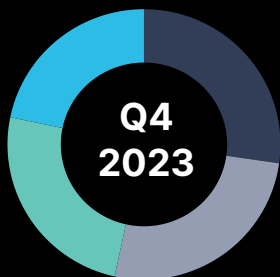


JUNE 2023 Homeowners with rates above **5% 2x** likely to consider selling than those with rates below 5%

2024 Q1 Plan-to-sell gap between homeowners below and above 5% has narrowed.

takeaway A steady share (almost one in five) of homeowners with mortgage rates below 5% continue to express plans to sell regardless of the fluctuating rates.

REASONS TO SELL



55% Want a home with upgraded or more desirable features


53% I want to change the current layout or floor plan of my house

50% I found other homes that I prefer over my current home

44% Want more outdoor space

FAMILY STRUCTURE

 **40%** Family/household is getting smaller

 **32%** Had a recent life change (marriage, divorce, had a baby)

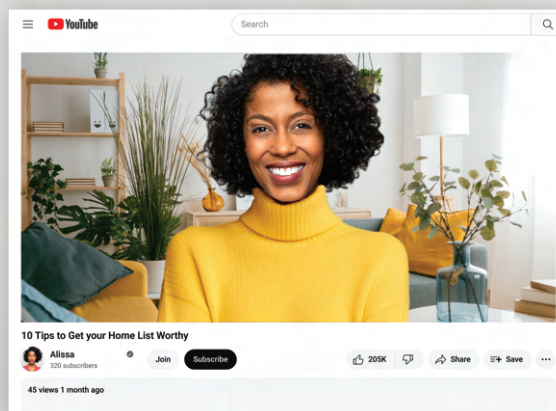
 **31%** Family/household is getting larger

Where Are Today's Sellers?

Like many of her agent colleagues, Allison found that many of her listing leads are coming less from past clients and referrals and more from online sources like social media, agent websites and **Zillow**.

She also knows that today's seller is leaning heavily into digital and spends a great deal of time hanging out online. She shoots a new video for social media on the local market and expands her **Search Engine Optimization (SEO)**, integrating new, relevant keywords in her content that may help today's seller find her in their online searches. She also doubles-down on her paid social as the spring selling season approaches.

Sam's partner sees Allison's posts on Instagram and YouTube about steps potential sellers can take to get their homes list-worthy. He shares what he learned from her content with Sam.



PRO TIP

Showcase agents win over **20%** more listings than similar non-Showcase agents.** Make sure you let your prospective sellers know how Showcase can help get over **70%** more page views, saves and shares and sell their home faster and for more money.*

When a potential seller sees another Showcase listing on **Zillow**, they can also contact the agent directly through the agent's contact button right on the listing.

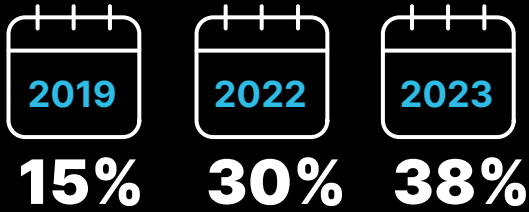
SAM'S PARTNER

All claims are based on the data available here

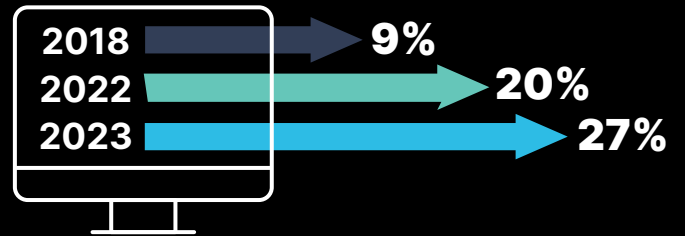


MORE SELLERS FINDING THEIR AGENTS ONLINE

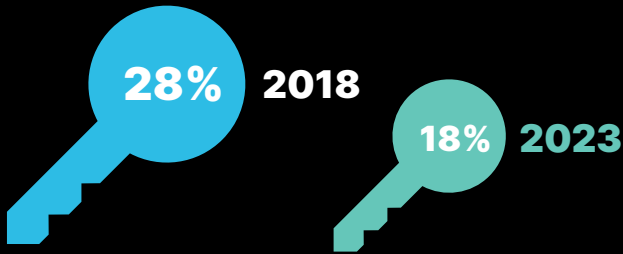
NUMBER OF SELLERS FOUND AGENT THROUGH SITE, SEARCH ENGINE OR SOCIAL NETWORKING SITE:



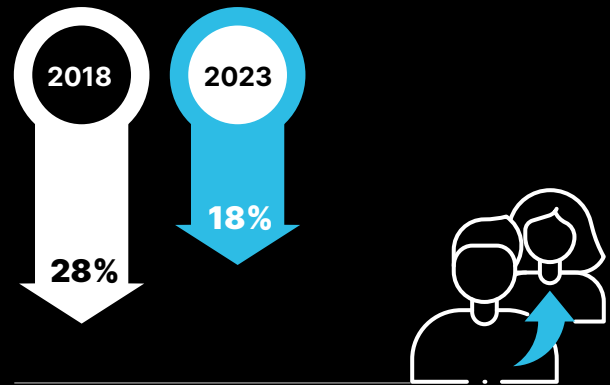
SELLERS SOURCING AGENTS SPECIFICALLY ON SITES, SUCH AS ZILLOW:



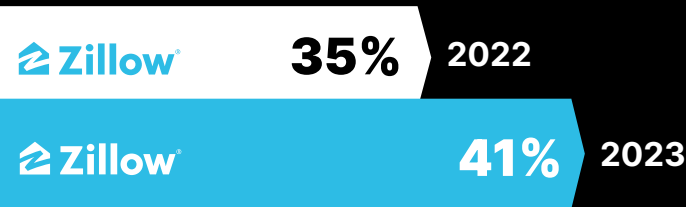
SELLERS LEANING LESS INTO PAST EXPERIENCES WITH AGENTS:



REFERRALS ALSO DROPPING:



ZILLOW CONTINUES TO LEAD AMONG SITES SELLERS USE



SELLERS LEANING HEAVY INTO DIGITAL

“Highly important” characteristics that can help contextualize the home:



Virtual Tours



Interactive Floor Plans

78% more likely to hire agent who offers virtual tours and interactive floor plans

81% more likely to hire agent who includes high-res photography

2023 vs. 2022

Sellers, particularly those in their **30s**, are more likely to include virtual tours (**up 18%**) and/or interactive floor plans (**up 15%**) in their for-sale listings.

How to Reach Sellers

While building community online, Allison has also spent time building awareness in her city by co-hosting a local small business club, using online ads to reach prospects who have previously engaged with her and emailing prospects about an upcoming lecture she's giving at the local library on staging. Sam and his partner see Allison's email promoting her lecture at the library on staging and decide to attend.

Once we know who today's sellers are, what motivates them and where they're located, agents like Allison need a viable plan to connect with these homeowners, turn them into leads and turn those leads into listings.

Here are a few ideas that we have seen work and may work for you:

POST CONTENT CONSISTENTLY

By generating consistent, fresh content via your social channels, website and email, you're more likely to expand your seller audience and generate leads and referrals. Social videos are a great tool to share your local market knowledge to educate and build credibility with potential sellers. Also, by communicating your association with Zillow and Showcase, you can help build trust with prospects and give them a way to get to know you better.

Don't forget, Listing Showcase agents who purchase Listing Media Services' media have the option of uploading 30-second, mobile-ready social reels to highlight a home's best interior features to all social media platforms, including Facebook, Instagram and TikTok.

HOST LOCAL EVENTS IN YOUR COMMUNITY

Zillow Consumer Housing Trends Report (CHTR) 2023 data shows that **77%** of sellers consider an agent's positive general reputation in the community as very/extremely important. Help build brand awareness and solidify your position as a top local influencer by hosting networking events that bring members of your community together.

You might moderate listing workshops on "Virtual Staging a Home" or "How Homeowners Can Increase Their Online Presence" at a local restaurant or public venue. Or in lieu of a real estate event, try hosting a young professionals meetup at a local cafe.

HELP THEM FIND YOU THROUGH SEO

As noted, you can connect with local listers by posting a solid rotation of blog content on your site. But if you really want to help these potential sellers find you, you'll want to integrate the content with contextual references to key search engine optimization (SEO) phrases that local listers are apt to search, such as "Dallas real estate agents" or "Atlanta real estate agents specializing in condos."

GET HYPERLOCAL

Zillow research shows that three-quarters of sellers want their agents to be well-versed in local market and/or neighborhood-specific knowledge. Take a hyperlocal approach and get to know every property and every influencer in your community.

Define your region and farm that area so people in the community come to know you as the local real estate expert. Shoot a video, overviewing the local parks, retail outlets, coffee shops and parks, then post it to your social channels, website and newsletter.



Ways to Stand Out

Allison offers great customer service, an impeccable sales history and a solid marketing strategy, but, like you, she also needs to ensure that her brand stands apart from the competition. She has enlisted all of the ideas below for showing prospective sellers like Sam how she can offer something truly exclusive.

Sam reaches out to Allison and requests a phone conversation for the three of them.

Here are some suggestions that may help you to stand out in your market. Stay tuned for the next Playbook module, in which Sam connects with Allison and the story continues...

PROVIDE EXCEPTIONAL CUSTOMER SERVICE

Maintain prompt, transparent communication with clients, keeping them informed at every stage of the buying or selling process. By prioritizing customers' needs and maintaining open communication throughout the process, you can naturally stand out in conversations among satisfied customers, who will help promote word-of-mouth advertising and referrals.

USE PROFESSIONAL PHOTOGRAPHY AND VIRTUAL TOURS

Use high quality photography and virtual tours to showcase properties effectively and attract potential buyers. In addition to high-resolution photography, virtual tours and interactive floor plans, Listing Media Services offers aerial photography and video, social media videos, amenity images, virtual staging and furniture removal, and more.

BUILD COMMUNITY ON SOCIAL

Engaging with your audience on social media platforms is a great way to build relationships, share valuable content and stand out among clients. Differentiate yourself from the competition by posting videos addressing existing and prospective clients with your listing marketing practices and Showcase listings to pique interest.

ELEVATE YOUR ONLINE BRAND

Establish a unique and memorable brand that reflects your personality and values, setting you apart from the competitors. Showcase listings help by featuring the agent's name, photo, bio and contact information on every listing to make it easy for interested shoppers to find and connect with you.

POST COMPELLING TESTIMONIALS

According to *Search Engine Journal*, 91% of 18- to 34-year-olds trust reviews online just as much as personal recommendations. And according to Zillow's CHTR 2023, online reviews are considered "very/extremely important" in an agent among 73% of sellers who used an agent. That's a significant increase over 2022 when 56% of sellers said the same. The best time to ask for the review? Right after you've closed the sale and the agent experience is still fresh in your listing client's memory.***

SELL THEM WITH SHOWCASE

Sellers want an agent who can add value and help their listings stand out from the competition, so what better way to convey your differentiated listing experience than with Showcase?

Unlike any other listing experience, Showcase can help your listings stand out with immersive, interactive media, prioritized placement with personalized search results and expanded marketing reach on **Zillow**. Use email or text to message these benefits of Showcase, and lean into social media platforms to expand your reach. You can also supplement your digital channels with direct mail featuring a QR code that leads customers to your Showcase listing or online channels.

Remember, according to CHTR 2023, **78%** of sellers are more likely to hire an agent who includes virtual tours and/or interactive floor plans in their services. Showcase success stories are a great way to show off all the ways you'll support your prospective seller clients and win their business.





* Showcase listings on Zillow include an interactive floor plan, a virtual tour, and specialized exposure on Zillow. The average home sales price in the United States is from the U.S. Census Bureau and U.S. Department of Housing and Urban Development, Average Sales Price of Houses Sold for the United States ("ASPUS Data") dated June 27, 2024. Except for claims of selling for more, these claims are based on Zillow data analyzed in markets with at least one Showcase and one For Sale By Agent listing during the initial fourteen day period a listing was active on Zillow, up to pending. Showcase listings were compared to For Sale By Agent listings on Zillow: (i) without Showcase; (ii) of the same home type; (iii) located in the same city and within two miles of the Showcase listings; (iv) on the market during the same time period as the Showcase listings or the immediately prior month; (v) containing a similar list price as the Showcase listings; (vi) having similar square footage as the Showcase listings; and (vii) having a similar bedroom count. For claims of selling for more, the Showcase listings were compared to For Sale by Agent listings on Zillow: (i) without Showcase; (ii) of the same home type; (iii) located in the same MSA as the Showcase listings; (iv) listed in the same month as the Showcase listings or the immediately prior month; and (v) containing a similar list price to the Showcase listings. *The data is from July 20, 2024 and is an average from the immediately preceding six month period. For claims of selling for more and page views, saves, and shares claims, the data excludes the top 5% and bottom 5% lift of sales price and total page views, saves, and shares from each month and the immediately preceding six month average. As of the date of publication, listings on Zillow with Showcase represent less than 1% of listings on Zillow.

**Substantiation: This claim is based on Zillow data analyzed during the year prior to an agent subscribing to Zillow Showcase and the sixty day period after an agent subscribes to Zillow Showcase ("Showcase Period"). These Showcase Agents were compared to all Zillow agent profiles not subscribed to Zillow Showcase ("Non-Showcase Agents") and matched based on the following attributes: (i) same team role; (ii) operate within the same market area; (iii) have similar average listing prices; (iv) similar listing count prior to Showcase Agents subscribing to Zillow Showcase; and (v) similar listing trends prior to Showcase Agents subscribing to Zillow Showcase. During the Showcase Period, Showcase Agent listings were then compared to Non-Showcase agent listings at the time the listings went live in the MLS. *The data is from July 20, 2024 and includes analysis on all Showcase agent subscribers that have been subscribers for 60 days. The data excludes Showcase and Non-Showcase agents with significant change in market share.

***NOTE: Regarding testimonials, make sure to get an honest account. You may also consider contacting a marketing attorney, who can be a great asset to make sure you're getting the most out of your testimonials.