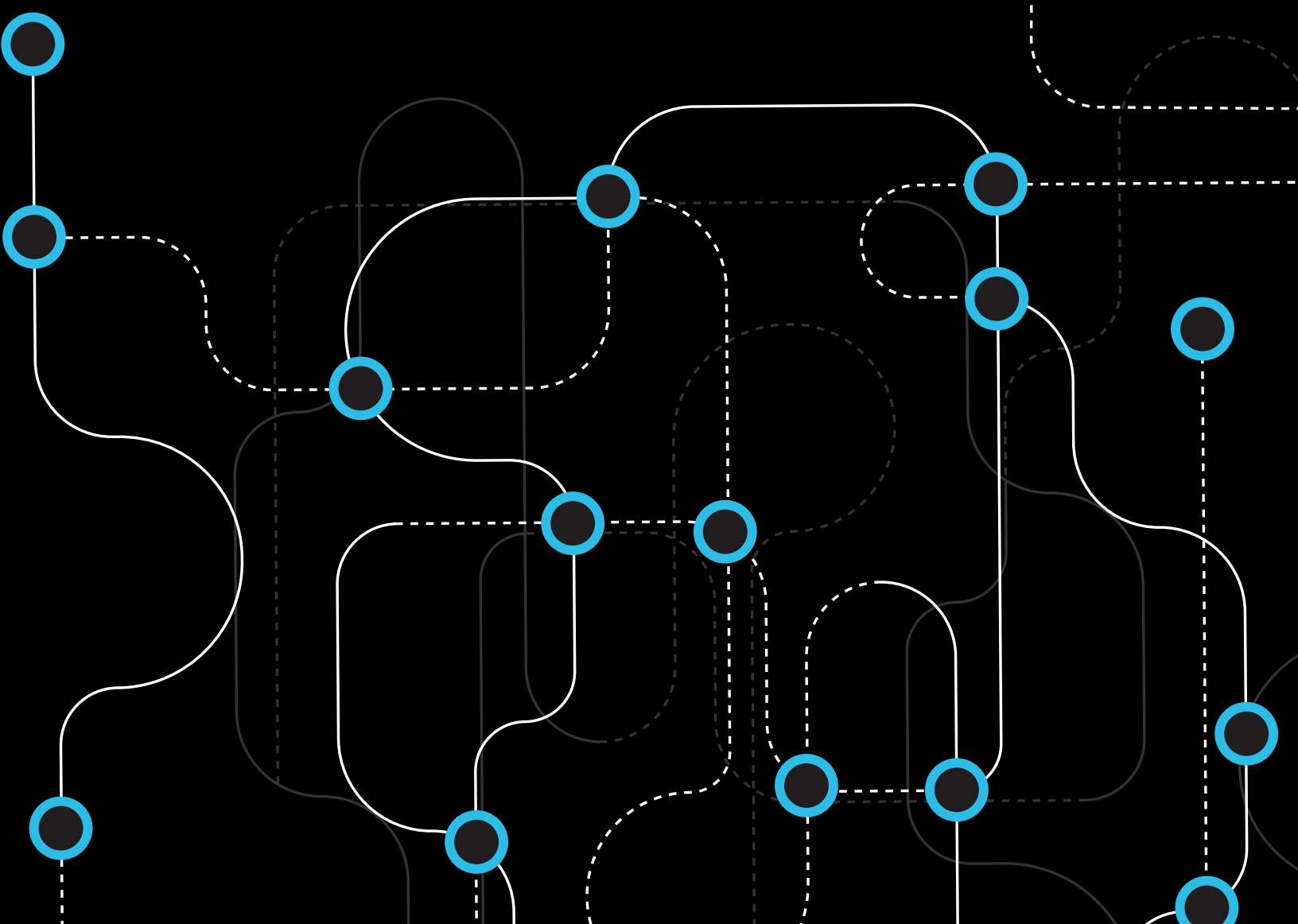




Who Are Today's Sellers and How to Reach Them

PART 2

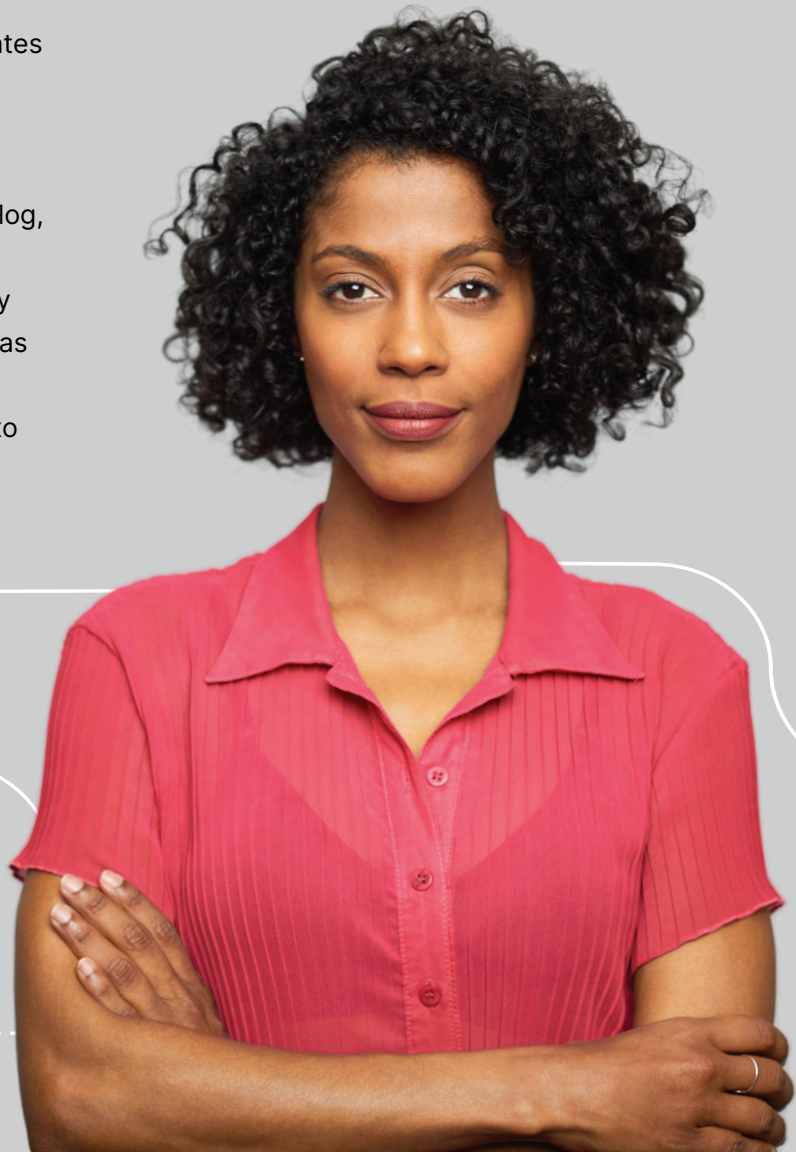


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In this second part of a three-part series, we'll explore how **Allison** the Agent plans to convert Sam the Seller from a lead into a listing appointment.

Sam and his partner have grown weary of waiting for low interest rates to return, and they have accepted today's rates as the "new normal." They have shown interest in Allison's content and have started following her on social media.

Allison is using her social channels, as well as email, her blog, eBooks, videos, webinars and in-person live events, to nurture sellers like Sam and his partner. She knows that by continuing the dialogue, she'll keep her name top of mind as they move closer to listing their home. Her goal is to get them to sign up for a listing appointment and choose her to represent them in the sale of their home.



NURTURE LEADS WITH SEGMENTED EMAIL

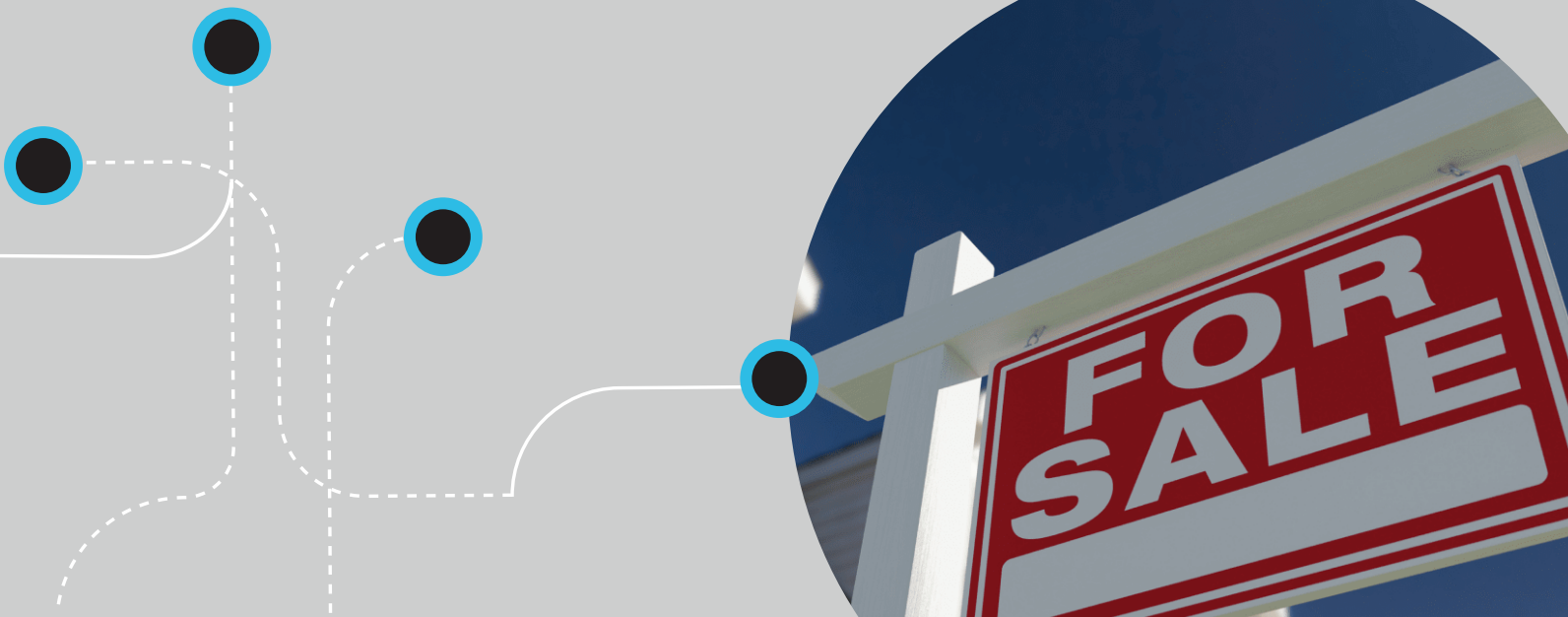
Sam and his partner have already shown interest in Allison's content and are aware of her listing services. As a result, she plans to use her email campaigns to keep the conversation flowing and help turn the lead into a listing appointment.

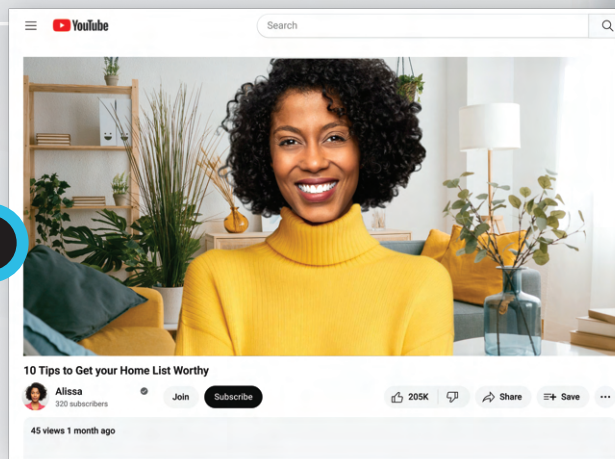
Allison knows that by segmenting her audiences according to their needs and level of interest in selling their home, her emails and content will be more effective in targeting their specific needs.

For instance, those who are brand-new acquaintances may receive emails designed to raise brand awareness around Allison's reputation and background as an agent. Whereas, sellers like Sam, who have expressed some interest in her services, will receive messaging more focused on her products and services like Zillow Showcase, which can help them sell their properties when they're ready to list.

For this segment, Allison's first email will include a brief overview of the many ways she can differentiate the listing experience. The second email will discuss how a Showcase listing can help sellers like Sam and his partner stand out on Zillow and potentially sell their home faster and for more money.* This content may appeal to Sam and his partner, who want to upgrade to a nicer home with more room, in which case a higher sales price point becomes an attractive selling point.

Subsequent emails may include testimonials; market information on why now is a good time to sell; and a pre-listing packet designed to help encourage clients like Sam to book a listing appointment.





USE VIDEO TO TELL A STORY

Of all the different content forms she offers, Allison has seen the best results come from video in email as a way to put her face on the messaging, and she knows research backs her observations.

For instance, according to Salesloft, sales teams who use video in their emails realize a 16% higher open rate and a 26% increase in replies.

Also, Insivia found that viewers retain 95% of a message when they watch it on video, compared to 10% when reading the same message in a text.

Allison plans to use video to further strengthen the new relationships she's trying to nurture and demonstrate walkthroughs of her product offerings, including guided product demos of Showcase listings.

Seeing Allison's friendly face in a video email serves as a reminder to Sam and his partner of the warm rapport they share with this agent.

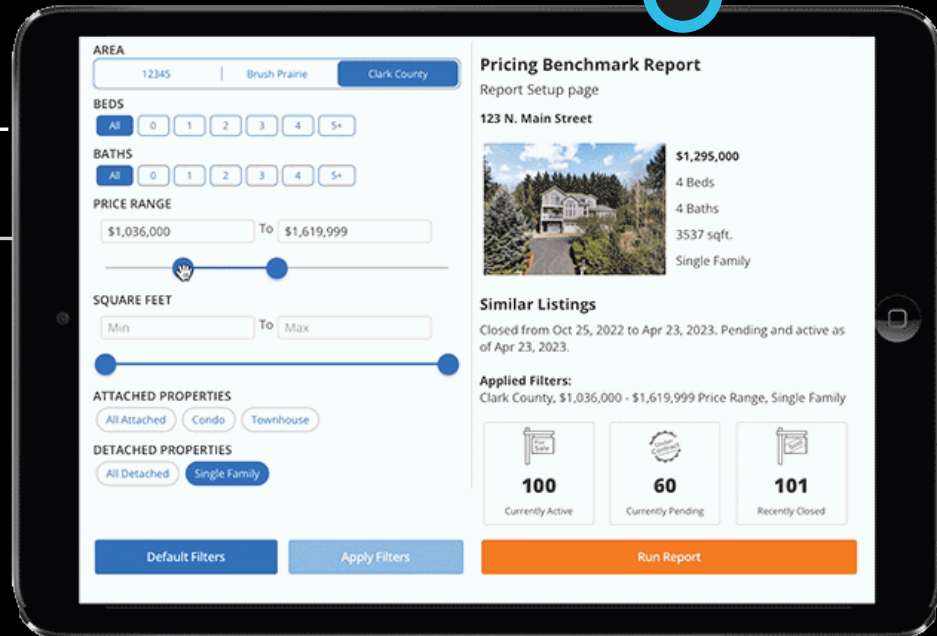
PERSONALIZE COMMUNICATION

Having read a study that found personalized subject lines increase open rates up to 50%, Allison plans to personalize her email subject lines, using the recipients' first names to grab their attention as soon as they see the email in their inbox.

She knows that personalizing her content through subject lines in emails, customized messages and even handwritten invitations and thank-you cards will go far in "warming" strong seller leads like Sam and his partner.

Allison read the Zillow research on today's seller and realizes that many potential listers motivated to sell are looking for a home with upgraded features. She uses this information to tailor her blog content accordingly with topics like outdoor living features and trending kitchen designs.

This content is on point with Sam and his partner and fulfills a need that's top of mind for them.



OFFER VALUABLE CONTENT

Allison wants to continue creating fresh, up-to-date valuable content to keep the traffic flowing from interested prospects like Sam to her website blog.

Therefore, she is constantly adding educational content covering topics of interest, such as market trends, home selling tips, upgraded home features and neighborhood guides to help establish credibility and build trust with potential sellers.

She tries to provide a mix of topics, ranging from blogs containing helpful education for first-time sellers to more product-focused webinars that help her promote her Showcase listings.

Allison knows that, according to *Zillow's Consumer Housing Trends Report 2023*, more than half (**55%**) of sellers reported maximizing profit as their top priority in selling their home. Therefore, she plans to create content around how Zillow Showcase listings can help sellers achieve their goals by selling their home for **2% more***, or **\$9,000** more on a home sold at the average U.S. home sales price.

Sam and his partner do the math and agree that a Showcase listing can help them attain their selling and buying goals.

ANALYZE AND ADJUST TO IMPROVE ENGAGEMENT

For all of her content, Allison makes it a monthly practice to analyze the metrics of their performance, using her email and website provider's reporting features, including:

- *open rates of emails*
- *average time customers spend on her site*
- *conversion rates of those who have signed up for her emails and taken some action, such as requesting a listing appointment*

She adjusts her content accordingly, swapping low-performing content for higher-performing materials.

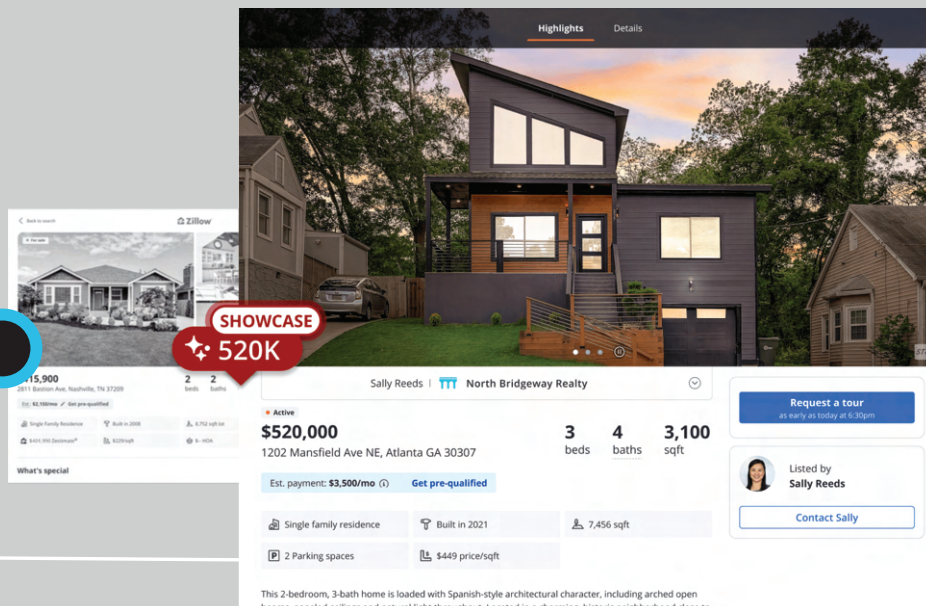
HIGHLIGHT SUCCESS STORIES

Allison knows the value of a good testimonial**, especially for interested sellers who need validation of her services before they commit to asking her to represent them on the listing.

As a Showcase agent, she plans to share examples of her Showcase listings that have helped sell homes for other sellers like Sam and his partner so they can see how these listings stand out compared to standard listings on Zillow.

Allison will include these previously successful home-sale stories and honest client testimonials in emails and a dedicated page on her site to help demonstrate her expertise in selling properties.

Sam and his partner read the testimonials from previous clients and become further convinced that Allison would make the perfect agent for them.





SCHEDULE A CONSULTATION

Allison wants to encourage potential sellers like Sam to schedule a listing appointment with her to discuss their specific needs and their home's unique characteristics.

She reinforces the value of a listing appointment in the pre-listing packet emailed to every listing prospect. This customizable template allows her to communicate to sellers everything they need to know before listing their home, including:

- *5 characteristics to look for in an agent*
- *Documents potential sellers will need to gather in advance of a sale*
- *Tips for a smart pricing strategy*
- *How to create a stand-out listing and marketing plan*
- *An overview of Allison's products and services*
- *What previous customers are saying about Allison's brand*
- *Next steps in the listing process*

Allison also makes it a common practice to post on her social media about how a listing appointment offers a great opportunity for her clients to learn how she can help them achieve their selling goals.

After following Allison's blog, reviewing her pre-listing packet and viewing several videos, Sam and his partner are ready to take the next steps and set up a listing appointment.

Stay tuned for the final part of this three-part series, where we explore how Allison leverages the Listing Appointment to win Sam and his partner as new listing clients.



*Substantiation: 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 March 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 June 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

**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.