

# Partnership Best Practices

Providing clients with an integrated experience, helping them get home faster while supporting your individual growth.

Research shows that buyers who connect with a Zillow Preferred agent partner and Zillow Home Loans have a transaction rate that's 1.9\* times higher. Our most successful Zillow Partner agents understand how important it is to effectively introduce their clients to a loan officer and support them throughout the financing process.



## 1 Identify the right time to have the financing conversation

A good financing conversation happens after a relationship of trust is built and is best had at the first in-person showing unless the buyer brings it up naturally ahead of that.

At the first appointment, gain insights into the buyer – get to know who they are, learn more about their needs and desires in their future home, and where they are at in their financial journey. It's important to keep this conversation approachable and continue to revisit it as you tour more homes.

**Remember, as their agent it is your job to help them navigate the process with ease. Whether this is their first time or fifth time, things can get overwhelming.**

## 2 Confidently educate your buyer through your expertise

Ensure you're covering the "why" when discussing the home buying process as a whole and next steps with financing. It's important to be knowledgeable enough about available financing programs and the overall mortgage process, knowing your preferred loan officer can step in on the nuances.

"As your agent, my priority is to ensure you're well-prepared to secure your dream home when you find it. What are your plans for purchasing this home?"



To feel confident in taking the next step to introduce the buyer to a loan officer, consider if they are serious about buying a home, do they want to work with you as an agent, and do they need financing. If the answer is yes to all three, it's time to make an introduction!

### 3 Introduce your preferred loan officer at Zillow Home Loans

It's critical to set clear expectations with the buyer about next steps in the financing process. Inform them of how and when you'll connect them with your preferred loan officer at Zillow Home Loans and next steps in terms of when the loan officer will speak to them and things to be prepared to cover.

Assure the buyer that you aren't going anywhere and will be there to answer questions along the way!

"Our next step is to connect you with [Name], a loan officer that my team and I trust and work with often! They're easy to work with and as a bonus, if you choose to finance your home with Zillow Home Loans while continuing to work with me, they'll waive your appraisal fee\*. I'm going to introduce you both in a group [text/email] now so you can schedule a time to talk."



- Let them know that in working with Zillow Home Loans they are eligible for a no-cost appraisal.
- Make sure they are aware that the loan officer will be in touch and answer any questions they may have before transferring.

### 4 Solidify next steps

Guide your buyers on clear next steps and action items in order to obtain financing and secure their dream home.

"Once we finalize your pre-approval amount, we can move forward with our search for a home that fits your needs. I'll keep looking for properties that match your criteria. How does that sound?"



- This lets the buyer know you will continue to find properties that fit their needs and will ensure you can secure the home when you find the right fit.



Offer available on initial appraisal for purchase and refinance transactions only, where an appraisal is required by Zillow Home Loans. Appraisal must be ordered by Zillow Home Loans. Appraisal fee will not be charged to borrower when the loan closes with Zillow Home Loans. Appraisal fee may appear as a loan cost on loan disclosures. Offer does not apply to any subsequent appraisal, including re-inspections, desk reviews, etc. Zillow Home Loans, in its sole discretion, reserves the right to change or end promotion at any time.

## 5 Introduce your preferred loan officer at Zillow Home Loans

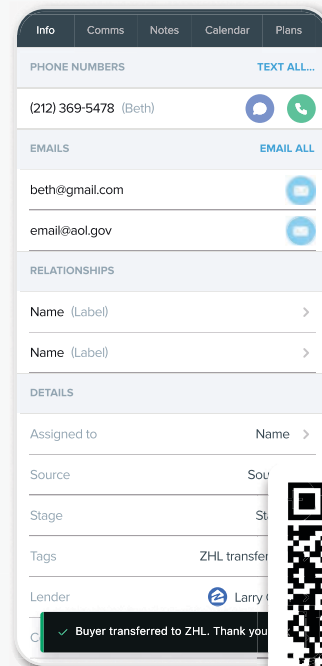
Once your connection is ready to be transferred to Zillow Home Loans, use Follow Up Boss to transfer your buyer and connect with a loan officer. Then you can send a group Zillow Message, text, or email introducing your client and loan officer. When available, Zillow Messages is the best option to streamline your workflow and increase your messages' reach.

Zillow connections with any contact status except **Rejected** can be transferred to a preferred loan officer.

**Be sure to leave a note for the loan officer with key details about your client including:**

- Their stage in the home-buying journey
- Interest in ZHL's down payment assistance program
- Timeline
- Budget
- Pre-approval status
- Desired location

Then you can send a group text or email introducing your client and loan officer. We have found text to be the most effective introduction method.



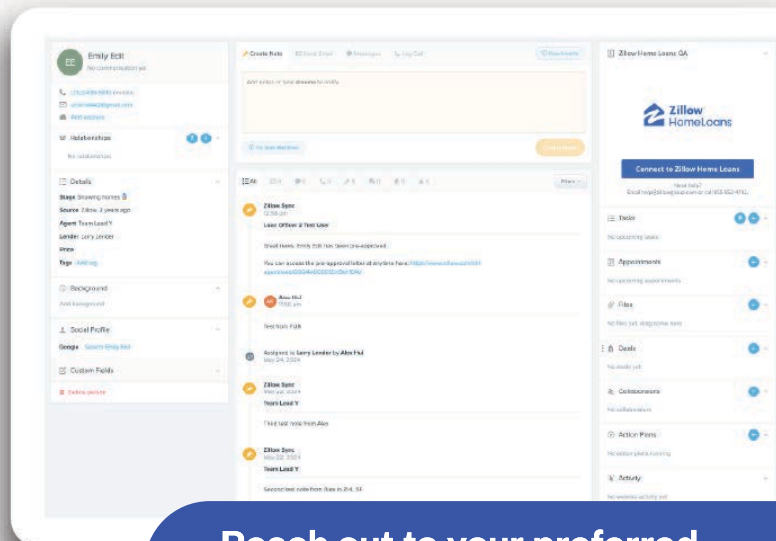
Follow Up Boss transfer video

### Example of a great transfer note

"He is originally from California. He's employed here in Denton. His employer is also in Denton. The house we looked at today he likes – I think we can make it work. He's very particular about this budget so let me know. The house has been on the market for about 70 days. It's going to need a lot of repairs but he seems kind of handy."

## 6 Stay up-to-date on your client's financing status

You and your loan officer will have shared notes, making it easy for you to stay in sync without playing phone tag. You'll receive automated updates via email and text at key milestones, along with real-time visibility into your client's loan status directly in Follow Up Boss—where you can also access, edit, and download the verified pre-approval letter once it's complete.



These best practices are intended to be informational resources only and you are not required to follow them as a condition for participating in Premier Agent.

Reach out to your preferred Zillow Home Loans loan officer