

The Close's Guide to Effective Zillow Lead Follow-Up



There's nothing more frustrating than making the investment in a real estate lead generation platform, receiving leads on a weekly basis, but not converting them into clients. You're paying for this service, but not getting anything out of it. What gives?

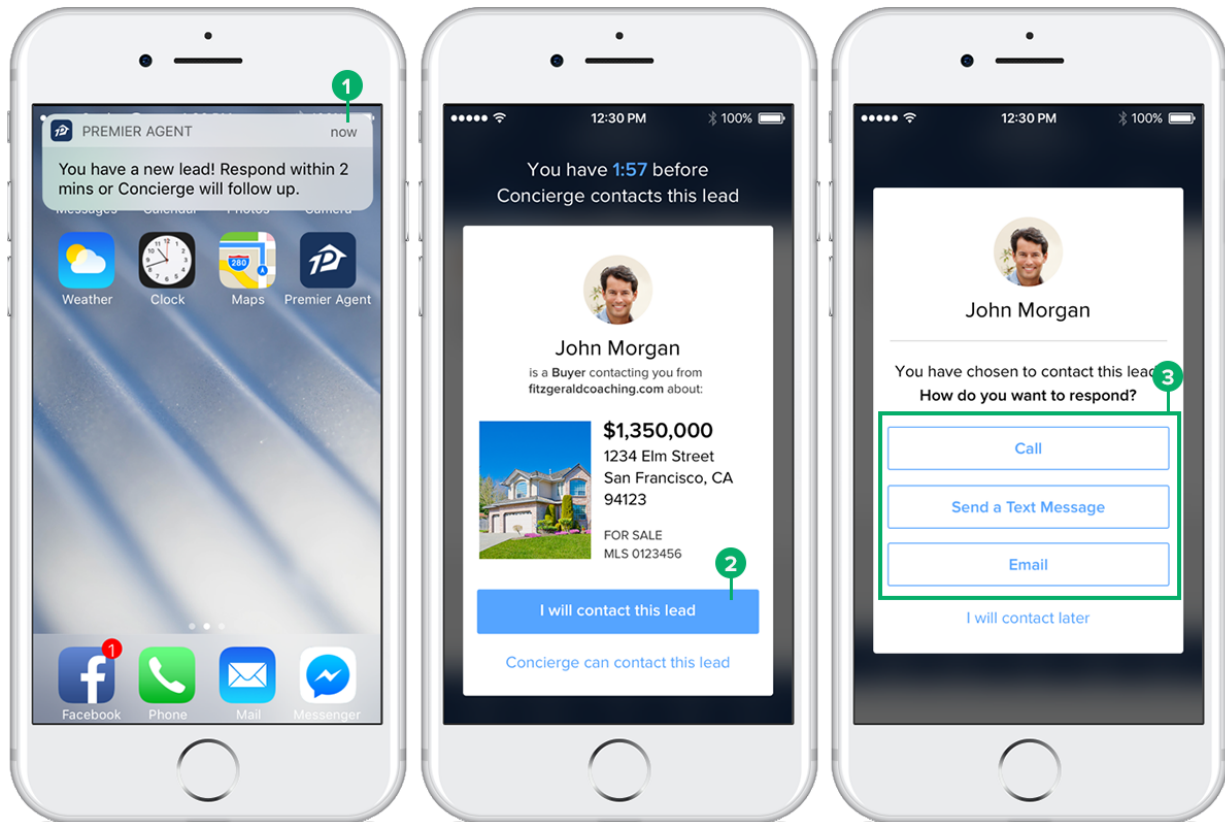
Often, the problem is in your follow-up. Zillow leads can be a little fickle; they expect as close to immediate follow-up as possible, but often won't end up converting for months. So, how do you take these leads from the maybe column to the yes column? Here are five strategies you can use.

1. Use Zillow's Live Leads Feature To Connect Immediately

Zillow has embraced this culture of immediacy with their new LIVE LEADS feature, connecting potential buyers or sellers in some markets directly with Premier Agents over the phone, taking out the pesky communication in between.

For busy agents who can't always answer the phone, companies like Ruby Receptionist provide virtual assistance to agents. Sure, there's a cost to this (Ruby Receptionist has plans for as little as \$10 per day), but if you build that cost into the requirements of success for the platform, it can be a viable option.

2. Have a Solid Email and Text Response Plan For Each Of Your Zillow Leads



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3. Be Ready to Convert Your Lead Into A Client

When you do have someone who's ready to buy, or at least ready to look, moving them from the prospective to the active category is a critical step.

Zillow provides lots of scripts in the Agent Toolkit area of their Resources section to help you start a real relationship with your new lead. Here's a little snippet of one from their "first contact" section:

Agent: Hi, it's [your name] from [brokerage name]. I just received your inquiry about [address] on Zillow. Are you interested in looking at this property?

Buyer: Yes, I'd love to take a look.

Agent: Excellent! How far along are you in the buying process?

Buyer: [Provides some details]

Agent: That sounds great. [Provide some details about your background and expertise] When are you available to take a look at this property?

Buyer: [States availability]

Agent: OK, [day, time] works for me. One more thing, just so I'm not stepping on anyone's toes. You aren't working with another agent right now, right?

Buyer: [Responds]

Agent: OK, see you then.

4. Have A Long Term Lead Nurture Plan Ready for Colder Leads

You've worked hard for your leads, you've paid good money for them, are you just going to discard them if they aren't ready to buy or sell immediately? Definitely not.



Nurturing these leads is also critical to your Zillow success. Email drip campaigns can be originated in the Zillow CRM or another external CRM we've already mentioned, schedule times to reach out and touch base, put them in contact with others in your professional network to start talking about financing, moving costs, etc.

Not everyone arrives at your doorstep at the end of their buyer's journey, so up your salesmanship game and keep them moving down the funnel.

Don't Forget: Your Luke Warm Leads are Still Leads

Zillow leads are typically lukewarm. Lots of sales professionals would scoff at the 5% conversion rate we've mentioned in this article, but many of the agents we have spoken to have echoed this same number back to us as consistent with their Zillow experience.

This is why your lead nurturing skills are equally as important as your follow up speed.

Learn more about effective lead follow-up. Get answers to all of your questions in The Close's Facebook Group!

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