



PREMIERAGENT

Unlock the Full Potential of Your Connections

My Agent and the Premier Agent CRM are the keys to converting connections into clients. From the moment you hang up the phone with a new connection, our CRM makes it easy to work with them across our network of sites and empowers you with data and insights you can't find anywhere else.

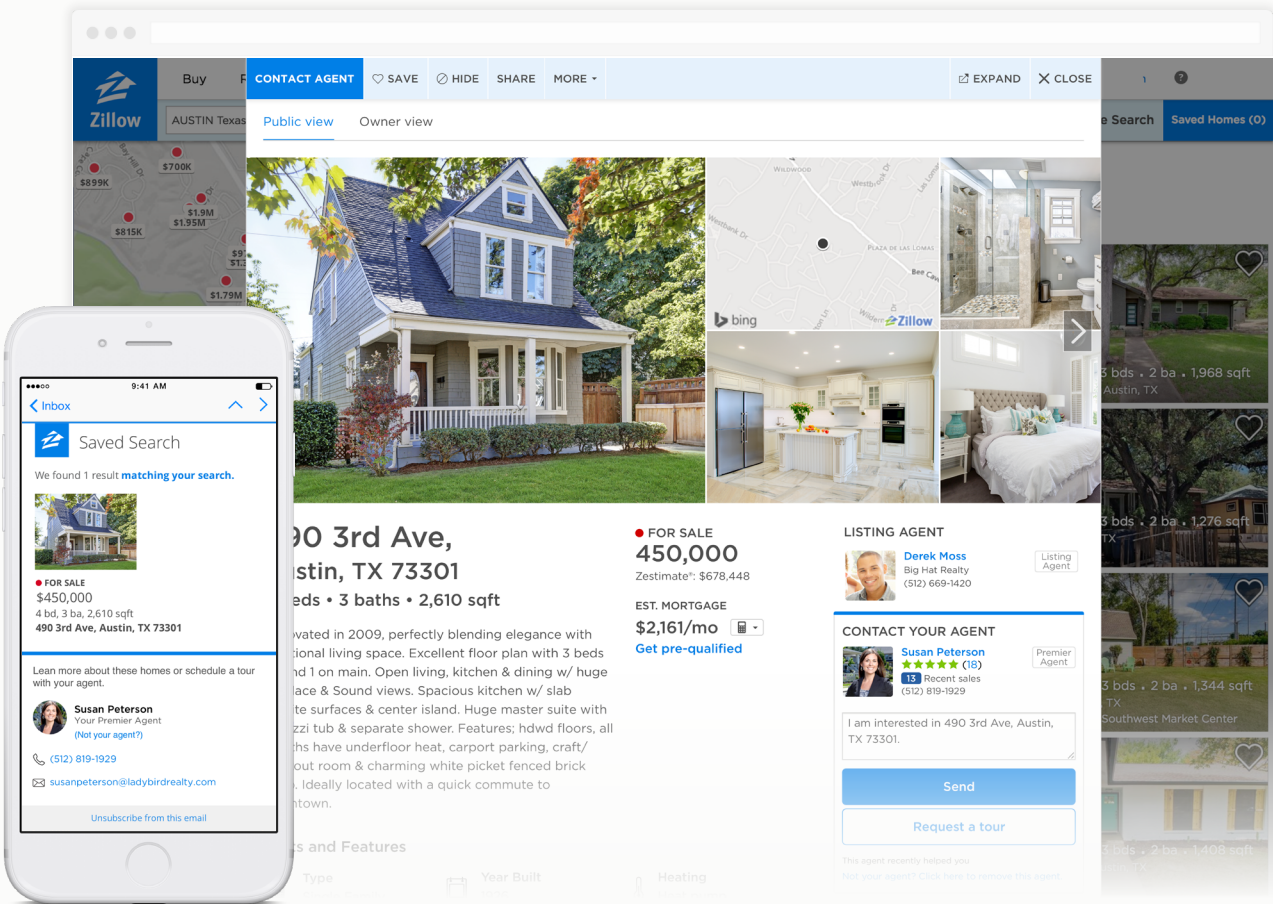
DID YOU KNOW?

After a buyer contacts an agent, they return to Zillow an average of 27 times and visit 77 listing pages in 30 days.¹

¹Source: Zillow internal data

Wherever They Go, There You Are

Exclusive branding via My Agent makes you the primary point of contact through every step of a client’s search for a new home. Stay top of mind when they browse our sites.



Stand out in their inbox

When you’re working with a client on Zillow or Trulia they’ll see your photo and contact information on home-search emails we send them.

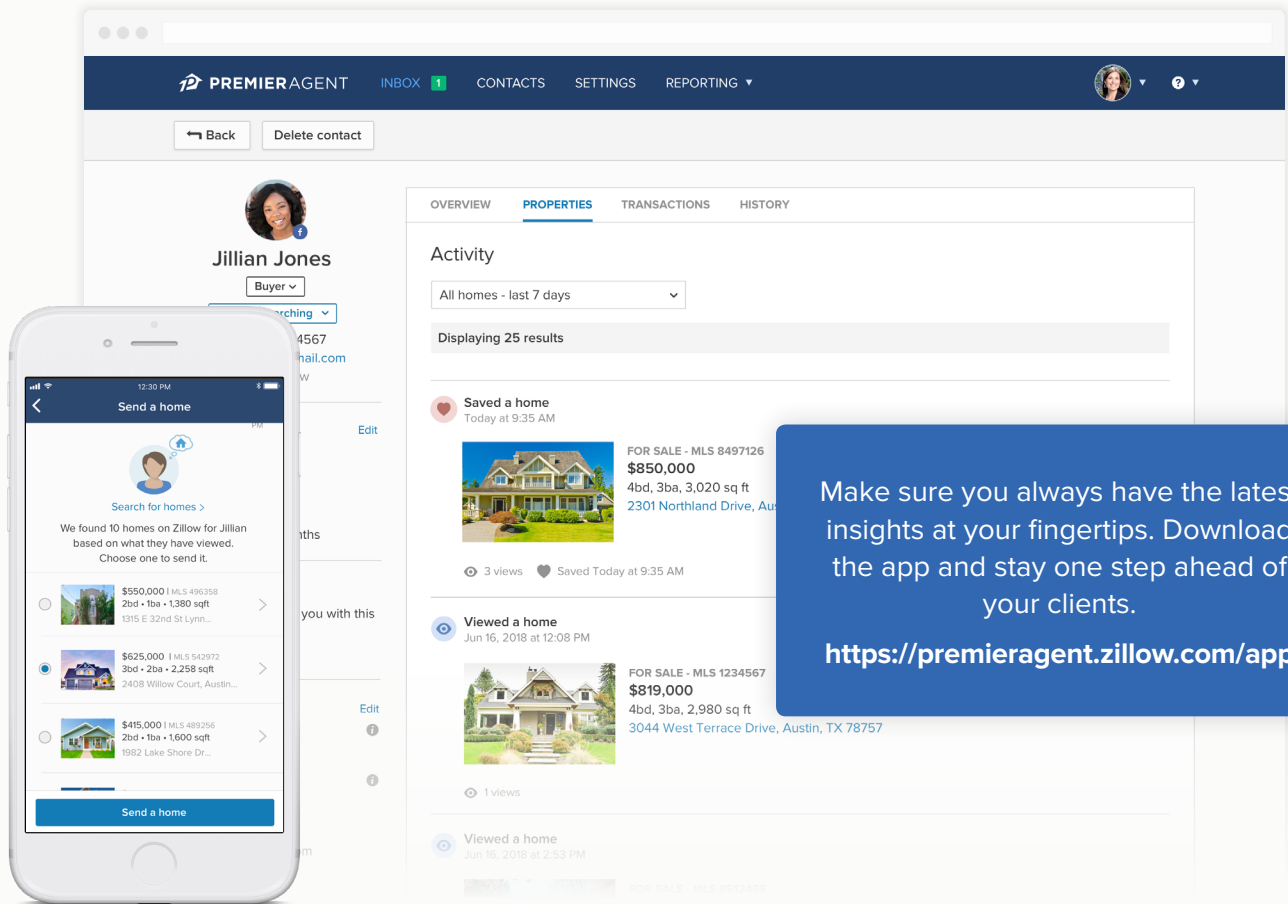


Your face on every listing

My Agent makes sure you’ll appear as the only buyer’s agent your clients see on the listings they view on our sites.

Convert Leads with Ease

Every agent wants to be able to make smart decisions quickly. The Premier Agent CRM is designed to empower you with both actionable, data-driven insights and fast, reliable notifications so you can always make the right move at the right time.



Show clients homes you know they’ll love

With My Agent, you’ll gain insight into what your clients really want with information about the homes they are viewing, saving and searching for on our sites.



AI-powered home recommendations

Our CRM uses artificial intelligence to break down user-specific search data, empowering you to text your clients personalized recommendations straight from the app.

Make sure you always have the latest insights at your fingertips. Download the app and stay one step ahead of your clients.
<https://premieragent.zillow.com/app>

Don't Let Important My Agent Relationships Expire

When you accept a connection from us, we'll automatically create an initial 30-day My Agent relationship between you and the client. During this period you'll appear as the only buyer's agent on listings they view. Additionally, you'll gain insight into homes they view, save and search for — keeping you up-to-date and one step ahead.

In order to extend the My Agent relationship past the first 30-days, you'll need to confirm that you're working together. You can do this one of two ways:

Send your connection a text with the Premier Agent App or CRM's built-in texting feature. Every time there's a back and forth exchange, we'll extend the My Agent relationship another 30-days.

— or —

Send a My Agent request with the Premier Agent App or CRM in four easy steps:

- 1 Visit their contact record in the Premier Agent App or CRM.
- 2 Select "Get started" in the "Be this lead's agent on Zillow" section.
- 3 Preview your message, then select "Send email."
- 4 Once they confirm the request, the My Agent relationship will be active for one year.

For more information and helpful tips, please check out our training page: [zlw.re/myagent101](https://zillow.com/myagent101) (case sensitive)

