

# Zillow Partnership

## Company Lead Standards

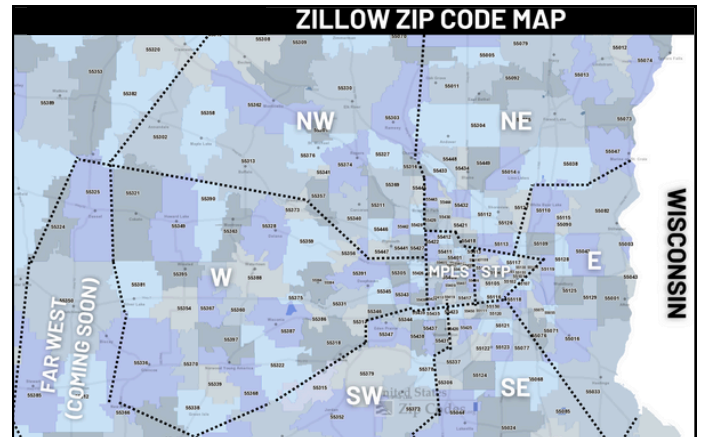
Agents receiving team leads must maintain minimum metric standards.

- Pickup rate: 30%
- Appointment rate: 67%
- Met with rate: 45%
- Showing homes rate: 30%
- Offer rate: 15%
- Conversion rate: 10%
- CSAT score: 90%

## Real-Time Touring

Zillow's acquisition of ShowingTime has created Real-Time Touring leads. Here's the details:

- Consumer chooses tour time options, which reduces the number of no-shows
- Integrates directly with ShowingTime, which saves agent's time
- Leads are vetted for readiness before they reach the agent, which means showing fewer houses per lead
- Conversion rate is up, no-show rate is down



## Showcase+

Showcase+ provides an upper hand to help you win and sell more listings. Here's the details:

- New product available to fewer than 5% of local agents
- Boosts position on Zillow
- Lead generation without referral fees
- Your listing, your lead
- Increases views and connections

The numbers are in...

SHOWCASE LISTINGS ON ZILLOW RECEIVE:

**82%**

MORE PAGE VIEWS

**61%**

MORE SAVES

**79%**

MORE SHARES\*

\*Compared to non-Showcase listings on Zillow.

