

FROM SHOWING TO VIP BUYER

Two moments decide whether a Zillow connection becomes your client: **the door**, and **the kitchen**. Page 1 is the conversation; page 2 is the paperwork.

1 SET THE STAGE

AT THE DOOR · BEFORE YOU GRAB THE KEYS

PREP Home open, lights on, blinds up — windows showing natural light.

GOAL Tour + kitchen = the standard Zillow process, agreed to at the door.

SAY THIS

"Hi [**buyer**] — so nice to meet you in person! I'm looking forward to showing you around.

For today's Zillow tour I won't hover — I'll stay close for any questions about the home. No rush: wander through, and let's see how it fits your needs."

Buyer: "Sounds good."

"When we're done viewing the home, I'll meet you in the kitchen to finalize your Zillow tour experience with our VIP buyer presentation — no more than five minutes, tops. As your Zillow Premier Agent (or: "the buyer specialist"), I'll be able to complete your buyer profile so we can serve you at the highest level possible, and answer any questions about the home-buying process. Sound like a plan?"

Buyer: "Yeah — let's do it."

"Okay — let's go..."

- **It's the process, not a preference.** "Today's Zillow tour" makes the kitchen conversation standard procedure — easy to accept, awkward to opt out of.
- **"I won't hover — I'll stay close"** relaxes the tour, and **"Sound like a plan?"** locks in the kitchen conversation before the door ever opens.

2 THE KITCHEN

THE MOMENT THE TOUR ENDS · NOT THE DOORWAY

WHY After the tour you have their full attention — mid-tour, the home itself distracts from your selling points.

SAY THIS

"So — on a scale of one to ten, what would you rate the home?"

Buyer: "Honestly? Probably a seven."

(Walking them to the kitchen counter — or any table-top surface)

"Okay — now let's finalize your buyer profile, and that will complete your Zillow tour today.

This is our VIP buyer book — yours to keep. It walks you through the entire experience our VIP buyers get, including our Love Your Home Guarantee. I'll go over it at a high level now, and you can dig in later when you have more time."

(Hit the points that fit this buyer — the Love Your Home Guarantee is the go-to.)

"Now — I'll go through those final questions to complete your Zillow buyer profile. Three minutes, tops."

Then the four questions below — exactly as written, one at a time. Stop talking and listen. Dig deeper — **"Tell me more about that"** is always a go-to. Capture it all on page 2.

ON THE TOUR — BETWEEN 1 AND 2 Two jobs only: build rapport and trust, and be the absolute expert on this home and its neighborhood — comps, schools, commute, what's coming. They're sizing you up as much as the house.

THE FOUR QUESTIONS — MINIMUM STANDARD, EVERY SHOWING

1 FINANCING

"Where are you in the financing process — are you fully preapproved, or will you be paying cash?"

LISTEN FOR preapproval vs. prequalification, how recent, whether the number covers this home — their answer picks your question-2 script.

2 LENDER

PREAPPROVED → "Perfect! Who's handling the loan?" (*they answer*) "Awesome! As our VIP buyer, Zillow is offering you a match-or-beat rate guarantee, they've offered to cover your appraisal, and they'll give \$3,000 toward your closing costs. Are you open to a second opinion on lowering that rate and saving on fees?"

NO LENDER YET → "That's great news! As a Zillow Premier client you've been offered a lowest-rate guarantee, your appraisal fee covered by Zillow, and \$3,000 toward your closing costs. I can make the intro to [**your ZHL lender's name**] right after this tour, or later today — which works best for you?"

PAYING CASH → "Awesome!" — straight to question 3.

THEN → "Okay — two more questions..."

ON THE YES → transfer them to ZHL in FUB before you pull away, and check it off on the debrief.

"Our VIP buyer" and "Zillow Premier client" are interchangeable — use whichever feels most comfortable.

3 MOTIVATION & TIMELINE

"Can you share why you're moving — and any potential goal dates we'd need, or want, to hit?"

LISTEN FOR the real why (lease ending, growing family, relocation, school calendar) and the need-by vs. want-by dates.

DIG DEEPER → "Tell me more about that." It matters most right here — every layer they share sharpens your search and their offer.

4 THE ASK

"Last question — based on your experience today and the information I provided on our VIP buyer program, is there anything that would prevent me from earning the job of finding you the perfect home as your Zillow Premier Agent?"

LISTEN FOR a clean "no — nothing." Anything else just named the objection for you: "Tell me more about that," hear it, handle it, ask again.

THE CLOSE On the "no — nothing": "Awesome! I'm honored, and I look forward to working with you. Here is our VIP buyer agreement — it goes over my commitment to you as your Zillow Premier Agent." Sign on the spot, or lock the VIP consultation *before you leave*.

SHOWING DEBRIEF

One per Zillow showing. Fill it in at the counter or in the driveway while the answers are fresh — then **turn it in to your growth partner within 24 hours.**

AGENT	DATE OF SHOWING	OFFICE	BUYER'S 1-10 RATING
PROPERTY ADDRESS		BUYER NAME(S)	

THE FOUR ANSWERS — WRITE WHAT THEY SAID, NOT WHAT YOU HOPED

1 FINANCING	☐ Preapproved ☐ Prequalified only ☐ Cash ☐ Not started
	Approved amount \$ Letter date / how recent
2 LENDER	Current lender ☐ Committed
	☐ Wants a second opinion (rate guarantee · appraisal covered · \$3,000 closing costs) ☐ Transferred to ZHL in FUB
3 MOTIVATION & TIMELINE	Why they're moving — and what happens if they don't find it?
	Need-by date Want-by date ☐ Home to sell ☐ Lease ends:
4 THE ASK	☐ Yes — earned the job ☐ Committed to another agent ☐ Hesitation — objection:
	☐ VIP buyer book handed to buyer ☐ Walked through it together

OUTCOME — CHECK ONE, FILL THE BLANK

☐ VIP buyer agreement signed on the spot	☐ VIP consultation booked — date/time:
☐ Follow-up — next touch date:	☐ Not a fit / nurture — why:

The next step I own, and by when:

PROCESS CHECK — EVERY SHOWING

☐ Disposition form complete
 ☐ This form turned in to growth partner

GROWTH PARTNER SIGN-OFF

Reviewed together — what's the coaching note, and what happens next with this buyer?

GROWTH PARTNER	DATE RECEIVED	INITIALS