



# BEACH HAVEN ZILLOW LEAD PROCEDURES

Beach Haven Realty provides Zillow leads for agents who have completed Performance 101- Success Begins with Connection Calls and Performance 201- Converting Calls into Clients.

Complete [Performance 101- Success Begins with Connection Calls](#)  
Complete [Performance 201- Converting Calls into Clients](#)

## Zillow Teams

Beach Haven Lead Routing is comprised of 2 teams: Team A and Team B. Once an agent has completed both Zillow trainings, the agent will be placed on a team.

## Zillow Lead Routing

Each Team will have specific days in which they are required to answer Zillow calls. If you are on vacation or unable to take Zillow calls on your Lead Routing Day, please make Broker/Owner [Molly McGrory](#) or Administrator [Amye Cornn](#) aware so that you may be placed on pause until you're available to handle leads.

## Zillow Inbox

It is extremely important that you answer a Zillow call when you receive one, as our team is scored on call rate. However, once you have answered the call and established a relationship (or lack of), you must go into the Zillow inbox and update the lead status and complete any notes necessary. You will update the lead as you work it in the Zillow inbox. Keeping our inbox up-to-date ensures that we are receiving the best leads possible.

## Zillow Referrals

If you receive a contact from a Zillow lead, you must notify Beach Haven Realty by checking the YES/NO box on the Contract Cover Sheet (this must be filled out for all contracts). Zillow leads have a 25% referral fee that is paid at the time of closing. Please add Molly McGrory as an inside referral with the 25% referral fee on the Contract Cover Sheet.

## Lead Closing Status

Once you have closed the lead, go into your Zillow dashboard and change the status to "sale closed."