

Connections in Follow Up Boss

August 2026

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CONNECTIONS IN FOLLOW UP BOSS

Overview

How Zillow is evolving connections

As Zillow doubles down on helping buyers find and win their next home through an integrated experience, we're building the tools you need to better support that journey — and Follow Up Boss is where that's happening.

That's why you'll see more of your Zillow connections delivered in Follow Up Boss this year, where you already manage your pipeline and client relationships.



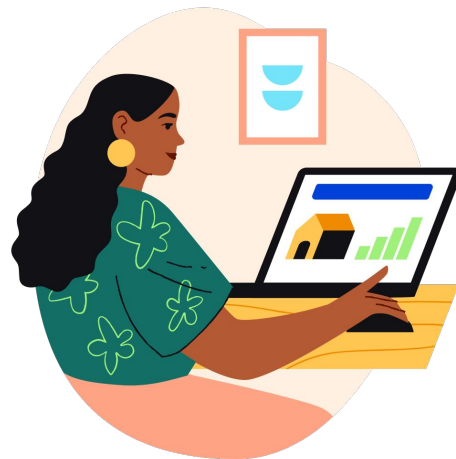
What's launching

Zillow is evolving how you receive and manage connections — bringing them directly into Follow Up Boss so you can respond faster, reduce interruptions, and manage your workflow in one place.

Here's what's new:

- Connections arrive via push notification and SMS
- Claim and manage connections directly in Follow Up Boss
- Connect with buyers on their terms — whether that's right away, at a scheduled time, or via text

This experience applies to property-related connections, such as Contact Agent, Standard Tour, Real-Time Touring, and now to live buyer and seller connection calls.



What this means for you



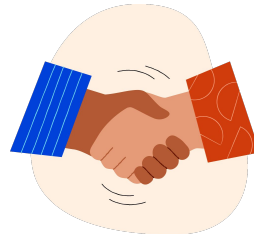
Work every opportunity from one system

Handle new connections, messages, notes, and follow-ups directly in Follow Up Boss instead of juggling multiple tools, so nothing slips through the cracks.



Get the context before you get connected

Knowing your buyer before you engage is what separates a strong first impression from a forgettable one — and it's what Follow Up Boss makes possible every time you claim a connection.



Build trust from the first message

Make a strong first impression before connecting or right after a live call. Zillow sends buyers a personalized introduction with your first Zillow Message, highlighting your ratings and experience, so you show up credible from the very first touchpoint

Zillow partner agents are expected to follow the [Zillow Good Neighbor and Conduct Policy](#) when accepting or rejecting leads.



CONNECTIONS IN FOLLOW UP BOSS

Agent Experience

What to expect next

You're already receiving some of your Zillow connections in Follow Up Boss (property-related connections, delivered via push and SMS).

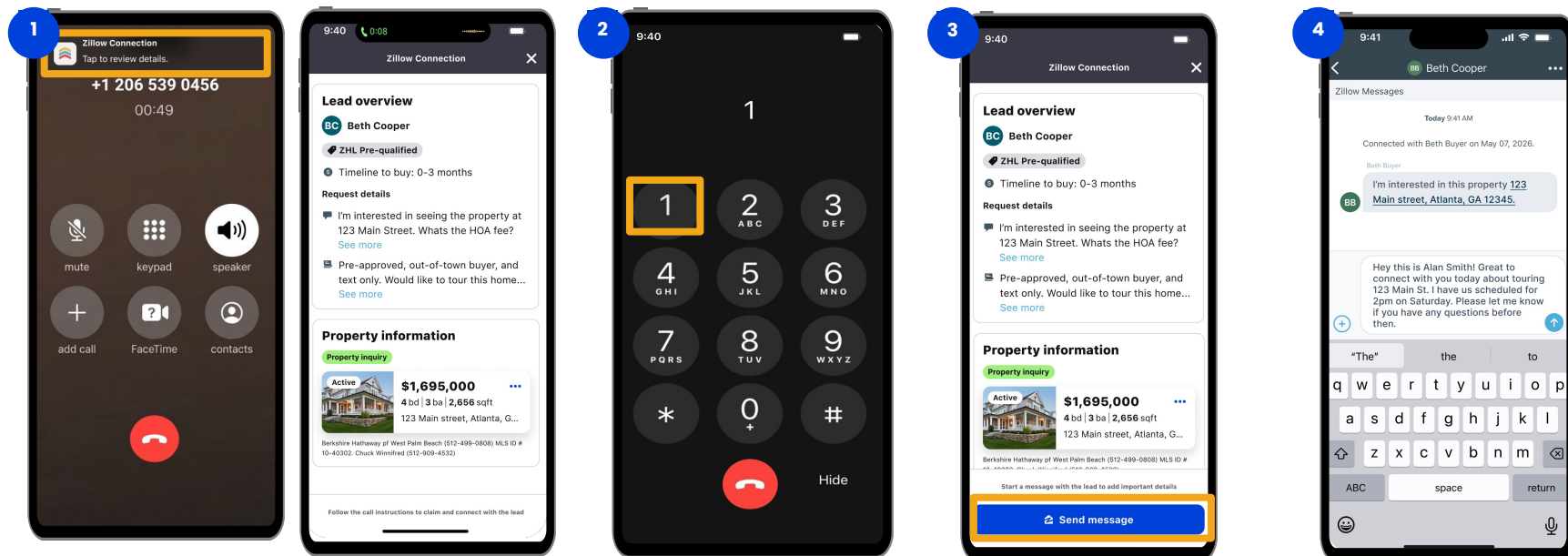
With this launch, Zillow will start delivering live connection calls in Follow Up Boss:

- Live buyer connection calls
- Live seller connection calls*

*Applicable to Preferred teams who currently receive seller connection calls.



How you'll receive live buyer connections calls



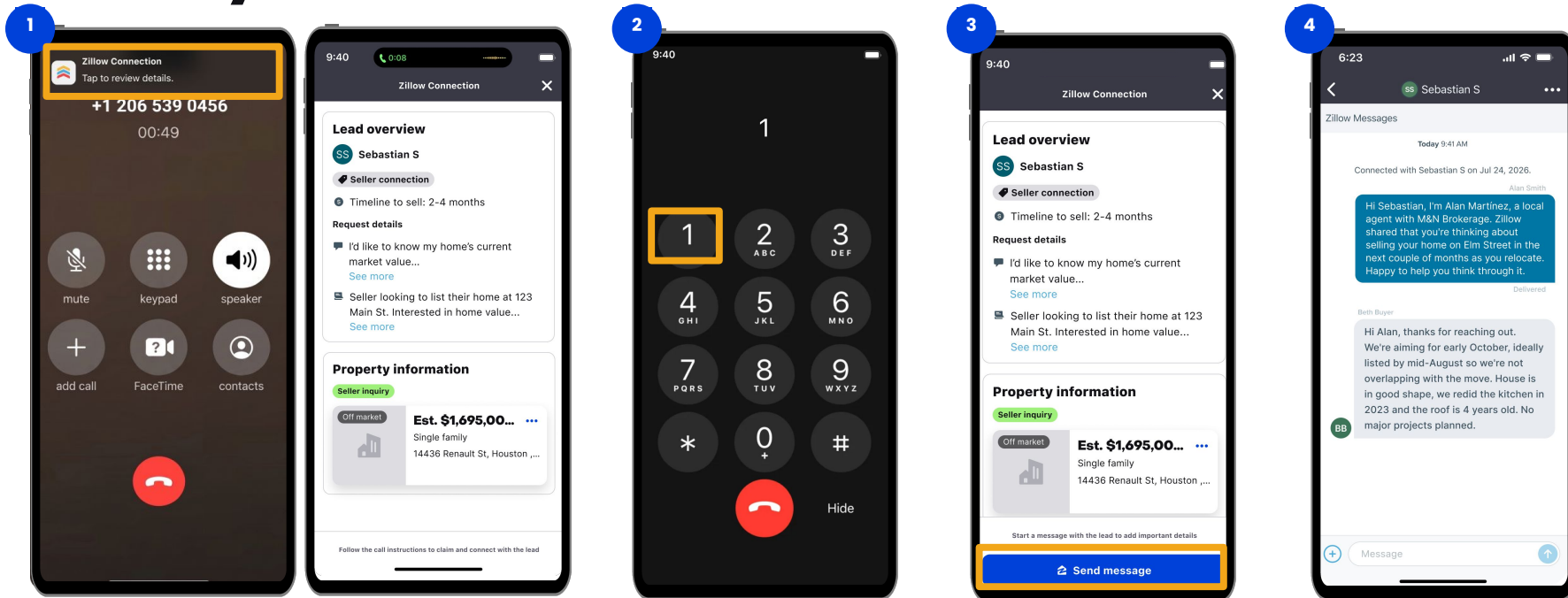
You will receive a standard phone call and a notification to open Follow Up Boss. Once you open the notification, you can check the lead details before you get connected with the buyer on the call.

After checking the details, go back to the call screen and press **1** to claim and connect with the buyer.

After pressing 1, during the live call or after it ends, you can navigate back to the connection details screen in Follow Up Boss.

There, you can click "Send message" to start communicating with the buyer through Zillow Messages.

How you'll receive live seller connections calls



You will receive a standard phone call and a notification to open Follow Up Boss. Once you open the notification, you can check the lead details before you get connected to the seller on the call.

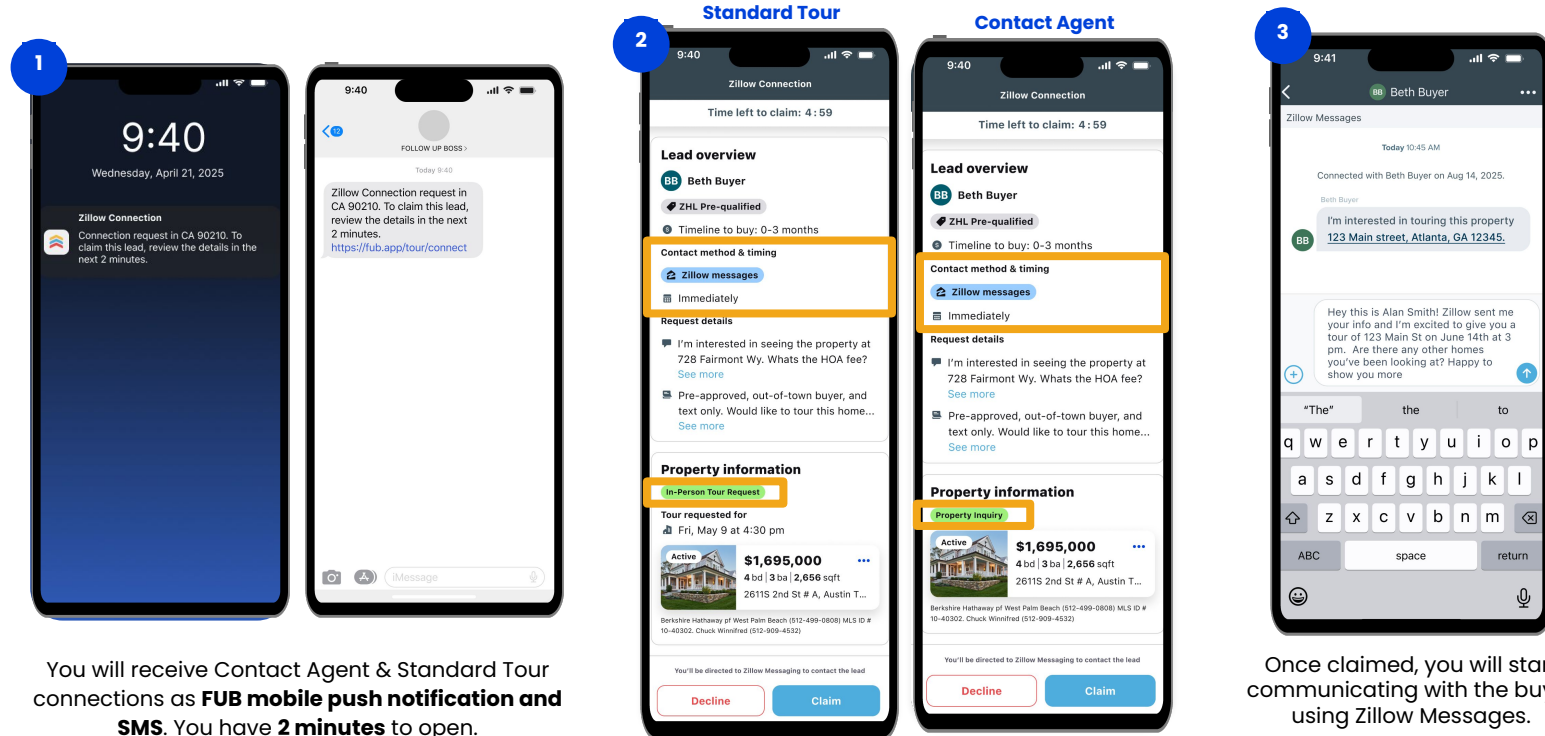
After checking the details, go back to the call screen and press **1** to claim and connect with the seller.

After pressing 1, during the live call or once the call ends, you can navigate back to the connection details screen in Follow Up Boss.

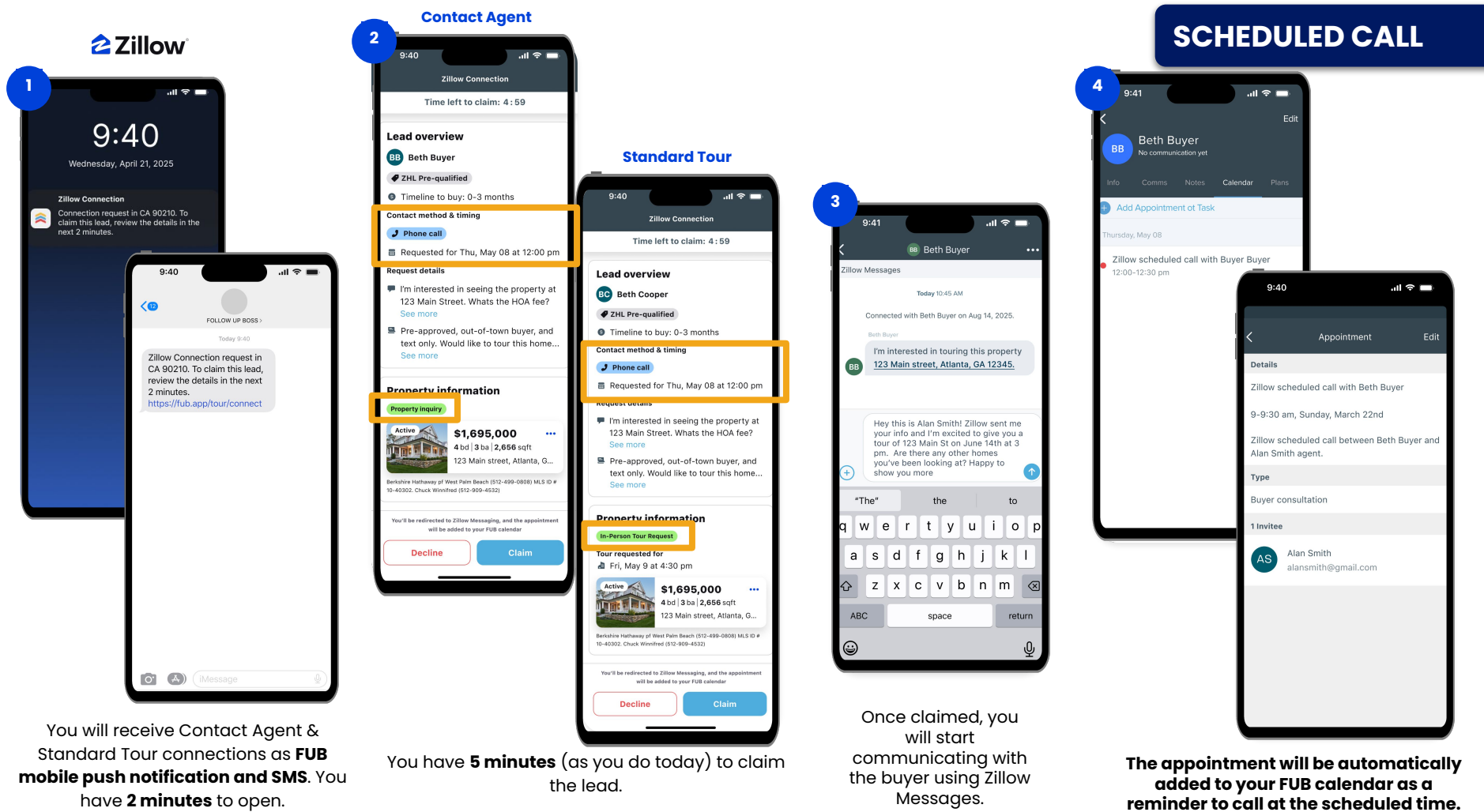
There, you can click "Send message" to start communicating with the seller through Zillow Messages.

How you'll receive **Contact Agent & Standard Tour** connections

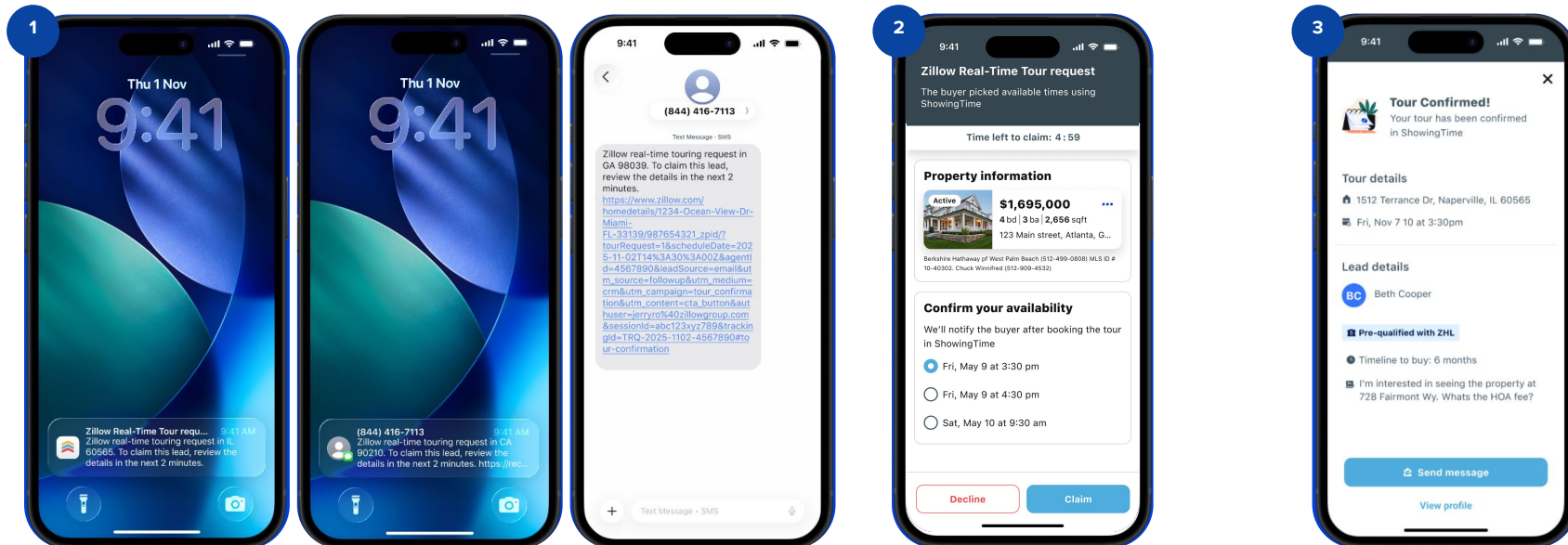
MESSAGE-FIRST



You have **5 minutes** (as you do today) to claim the lead.



How you'll receive Real-Time Touring connections



You'll receive Real-Time Touring connections as FUB mobile push notification and SMS. You will have 2 minutes to open the SMS or push notification.

You have 5 minutes (as you do today) to select a time and confirm the tour to claim the lead.

Once confirmed, you'll get a confirmation message* with additional details, and a way to send a Zillow Message or view the contact profile page.

Best practices for **live buyer** connection calls

Appointment

After greeting the customer, immediately set a time to see the property they inquired about: "Great, when would you like to see the property?" If the home is unavailable, keep the momentum by asking when they'd like to see similar homes. Leading with the appointment shows you're ready to help them take the next step.

Location

Once you've set a time to see the home, learn what else they're interested in. Aim to show more than one property per appointment. If they haven't identified other homes, offer to help: **"Are there any other properties you've been interested in? I'd be happy to arrange tours for those as well."** This positions you as someone actively working on their behalf.

Motivation

Understanding why the customer wants to move helps you find homes that fit and build a long-term relationship. Ask open-ended questions such as: **"What interests you about this property?" "How long have you been looking?" "Have you seen any other properties?"** The more you understand their motivation, the more you become their trusted advisor throughout the buying process.

Best practices for **live seller** connection calls

Converting seller leads takes a unique approach. **Use these tips to set more appointments during live seller connection calls:**

- ✓ **Ask for the appointment** and find the best time to see their home.
- ✓ **Set the appointment within 24 hours** of receiving the lead.
- ✓ **Schedule between 10 a.m. and 4 p.m., if possible**, to avoid dinner or other activities.
- ✓ **Keep the initial appointment to about 40 minutes.**
- ✓ **Highlight your brand and your partnership with Zillow.**
- ✓ **Uncover the seller's why** and keep it at the forefront of the conversation.

Best practices for starting conversations with **Standard Tour** connections

We encourage prompt responses to initial messages to increase buyer engagement. Here are examples:

MESSAGE-FIRST

"Hey it's Alan with Bold Realty! Zillow sent me your info, and I've got your request to tour 114 NE Pine at 3pm tomorrow, I'll check with the listing agent and confirm with you as soon as I hear back. In the meantime, let me know if you have any questions."

SCHEDULED CALL

"Hey, it's Alan with Bold Realty! Zillow sent me your info — I've got your tour request for 114 NE Pine and I'm looking forward to our call at 2pm on Saturday. I'll confirm availability with the listing agent before then so we're ready to go. Feel free to message me in the meantime if anything comes up!"

Best practices for starting conversations with **Contact Agent** connections

We encourage prompt responses to initial messages to increase buyer engagement. Here are examples:

MESSAGE-FIRST

"Hey, it's Alan with Bold Realty! Zillow sent me your info — I saw you're interested in 114 NE Pine. Are you looking to get a feel for the property first, or would you like to set up a tour? Either way, happy to help — just let me know where you're at in your search!"

SCHEDULED CALL

"Hey, it's Alan with Bold Realty! Zillow sent me your info — I saw you're interested in 114 NE Pine. Looking forward to our call at 2pm on Saturday! Before then, feel free to message me with any questions about the property. And if you'd like to tour it, I can look into availability so we have options ready for our call."

Best practices for starting conversations with **Real-Time Touring** connections

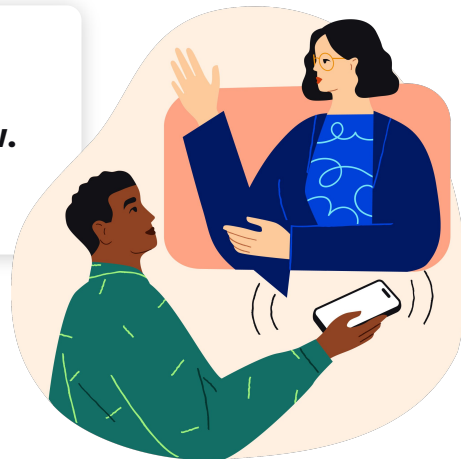
We encourage prompt responses to initial messages to increase buyer engagement. Here's an example:

"Hey it's Alan with Bold Realty! Zillow sent me your info, and I'm excited to give you a tour of 114 NE Pine at 3 pm tomorrow. Just to confirm, does this time still work for you?"



In Follow Up Boss, team leads or admins can set up a team-wide introduction message to automatically send for Real-Time Touring connections.

[Help Article](#)





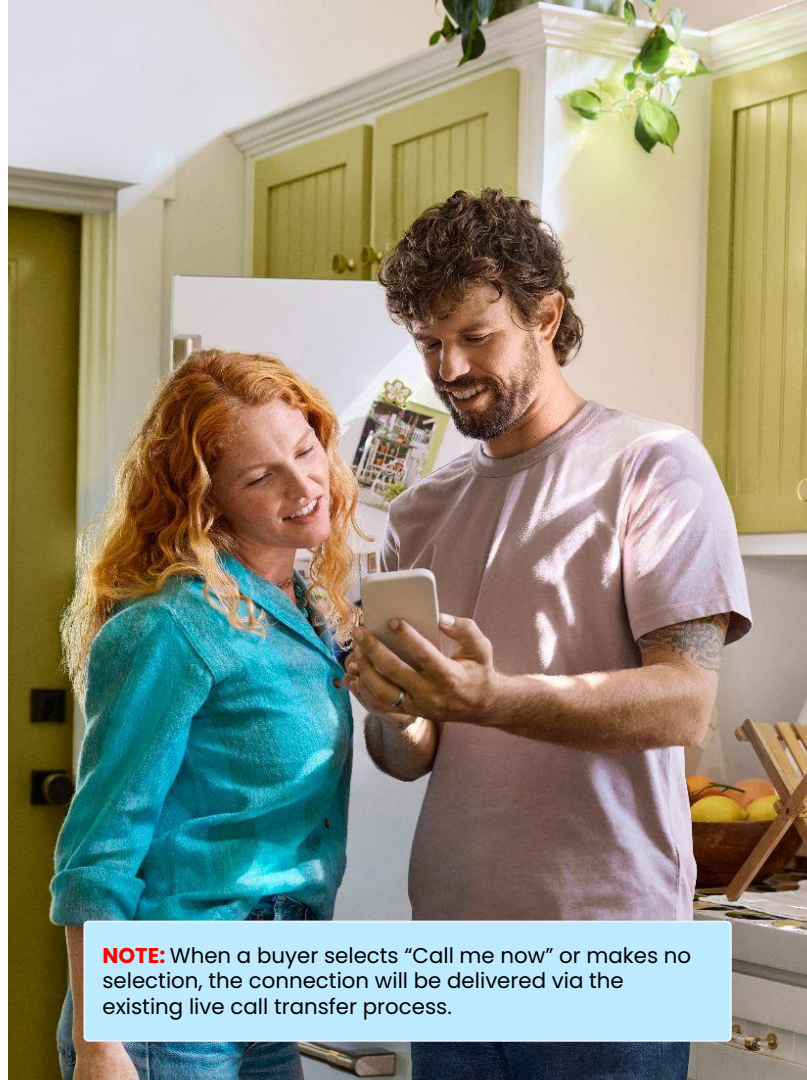
CONNECTIONS IN FOLLOW UP BOSS

Buyer Experience

Ways buyers can connect with you on Zillow

When buyers click **Contact Agent** or **Request a Tour** on Zillow, they can choose how they want to be contacted:

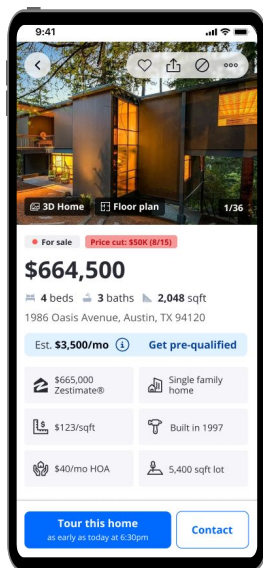
- **Call me now:** Buyer wants to be contacted by an agent now
- **Schedule a call:** Buyer schedules the time they'd like to be contacted with an agent.
- **Text me:** Buyer wants to be contacted by the agent via text or message, instead of a phone call.
- **No selection:** When the buyer doesn't select any option, it defaults to a phone call.



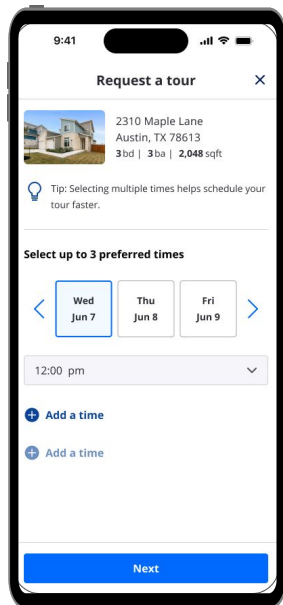
NOTE: When a buyer selects "Call me now" or makes no selection, the connection will be delivered via the existing live call transfer process.

How **Standard Tour** buyers get in touch with you

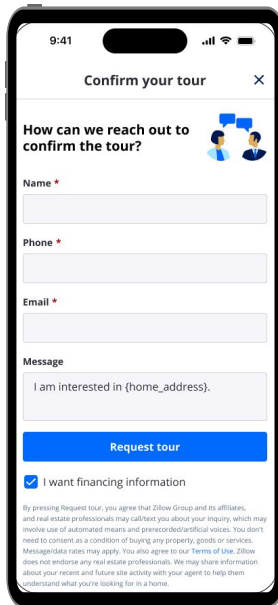
Buyer requests a tour



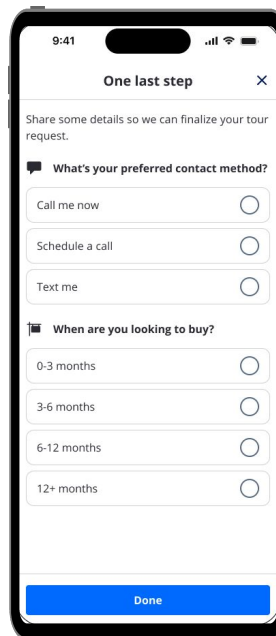
Buyer selects the time they'd like to tour the property



Buyer enters their contact information and a message

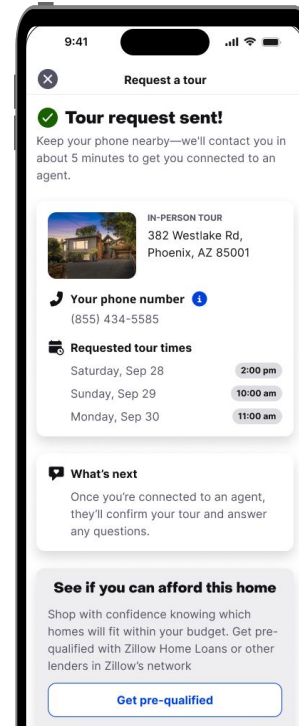


Buyer has options on how they want to be contacted and timeline to buy



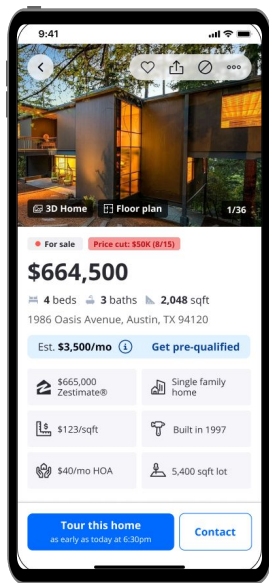
If the buyer selects "Call Now" they will be connected with an agent via a Live connection call

If buyer selects Call or Text me, they see a tour request confirmation

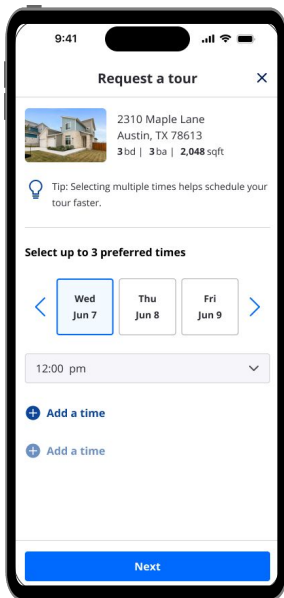


How **Standard Tour** buyers get in touch with you

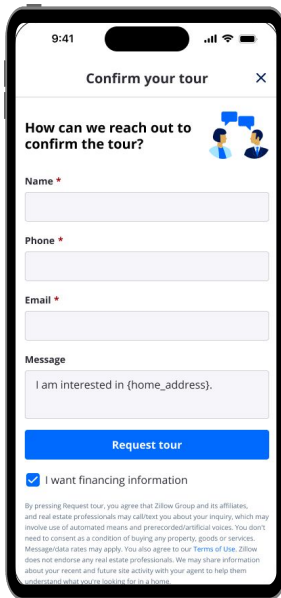
Buyer requests a tour



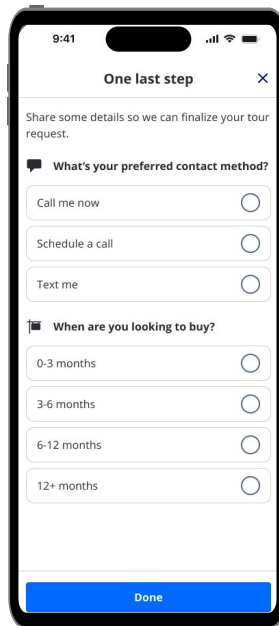
Buyer selects the time they'd like to tour the property



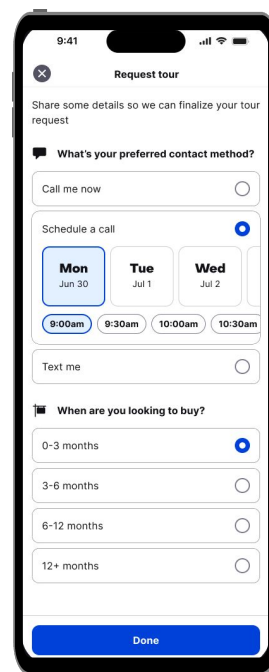
Buyer enters their contact information and a message



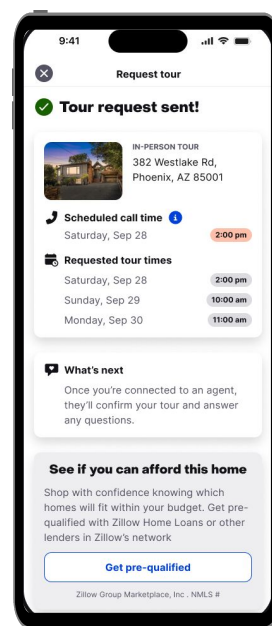
Buyer has options on how they want to be contacted and timeline to buy



If buyer selects to schedule a call, they can enter the day & time

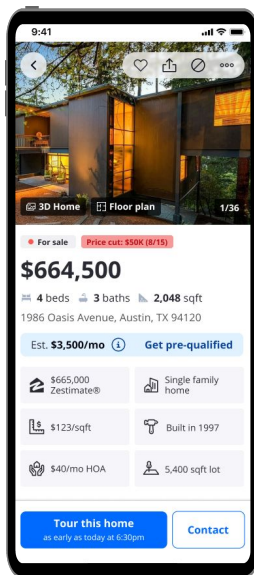


Buyer sees a request confirmation and call scheduled

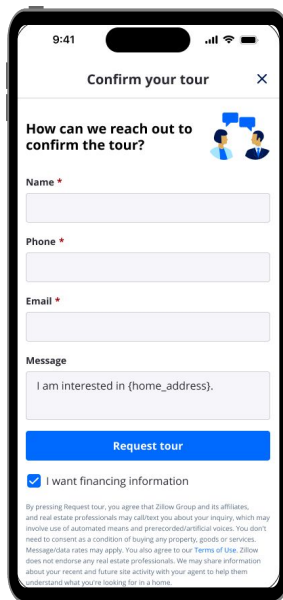


How **Contact Agent** buyers get in touch with you

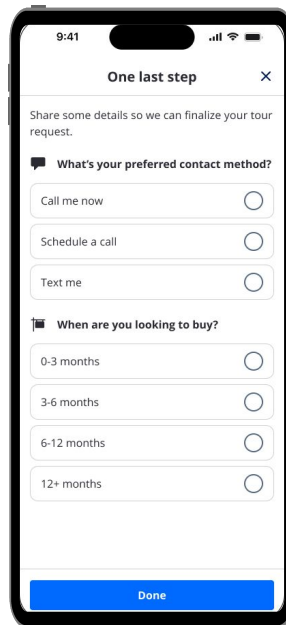
Buyer clicks on
Contact Agent



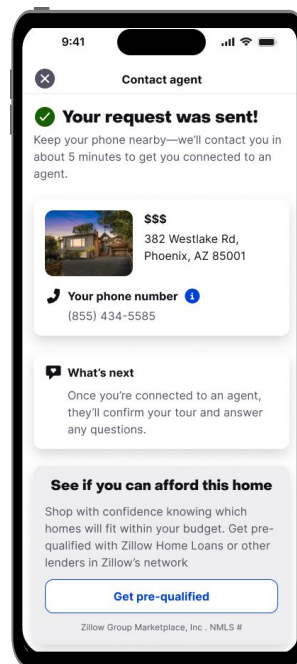
Buyer enters their
contact information and
a message



Buyer has options on how
they want to be contacted
and timeline to buy

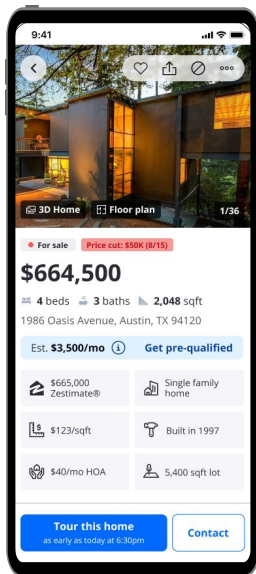


If buyer selects Call or
Text me, they see a
confirmation screen

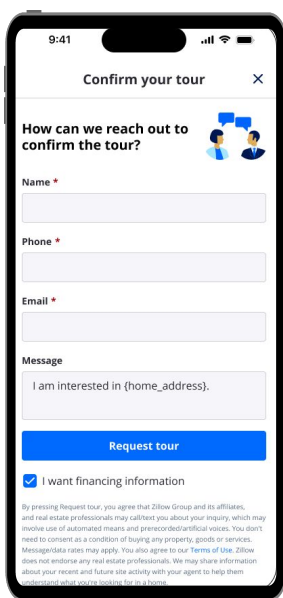


How **Contact Agent** buyers get in touch with you

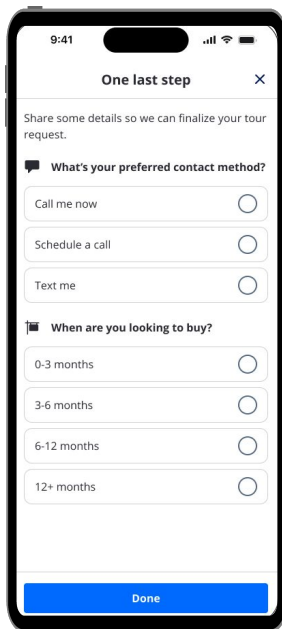
Buyer clicks on
Contact Agent



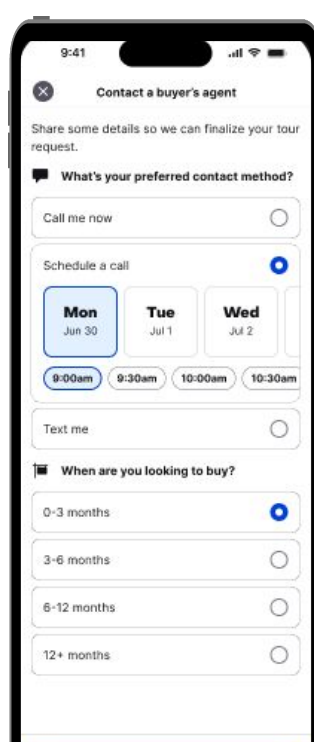
Buyer enters their
contact information and
a message



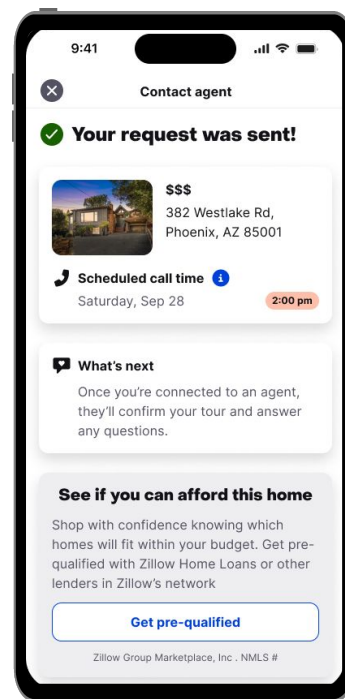
Buyer has options on how
they want to be contacted
and timeline to buy



If buyer selects to
schedule a call, they can
enter the day & time



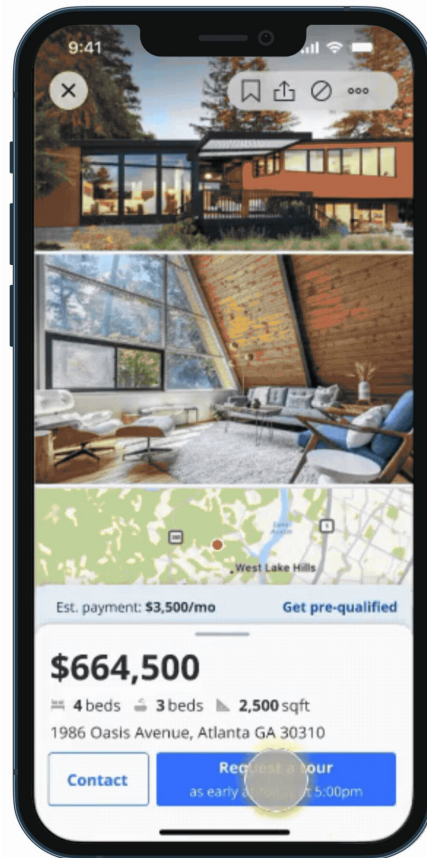
Buyer will see a request
confirmation and call
scheduled



How **Real-Time Touring** buyers will get in touch with you

- 1 Buyers can request a tour instantly on eligible listings
- 2 Available times are powered by ShowingTime
- 3 Buyers select a time that works for them and submit their request
- 4 Once confirmed, they're connected with you to move forward

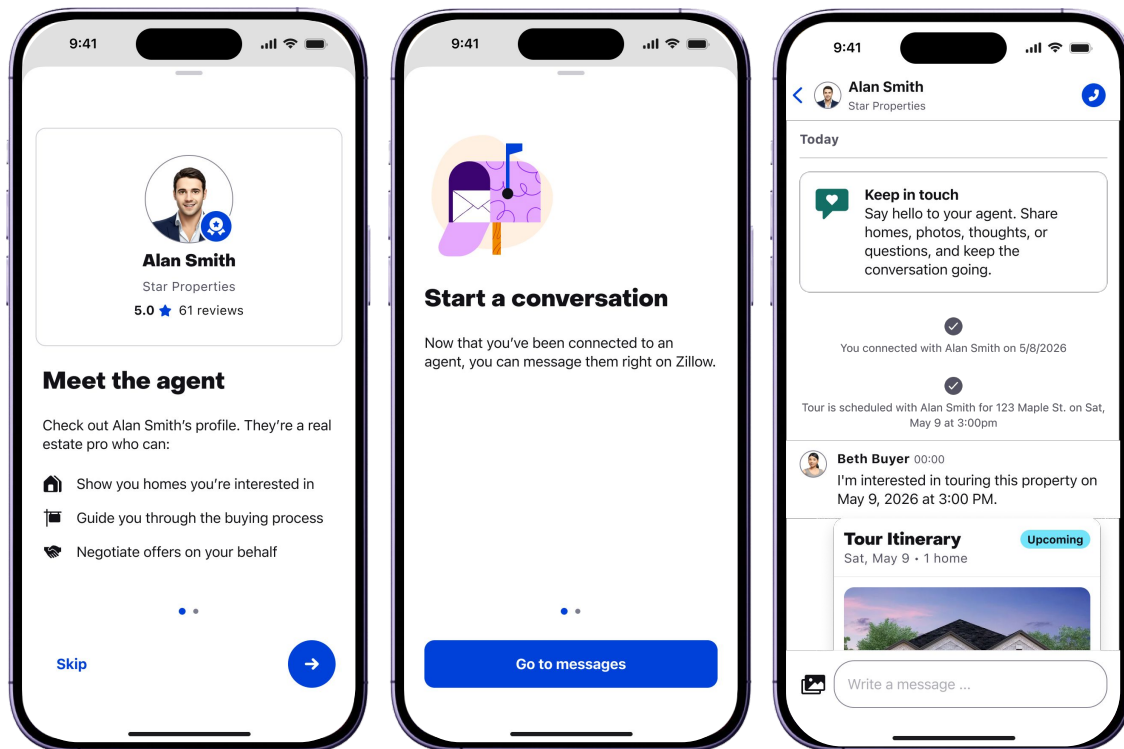
NOTE: Message-first and scheduled calls do not apply to Real-Time Touring connections.



Spotlighting agents in Zillow Messages

Buyers are greeted by an introduction card when you send the buyer your first Zillow Message, highlighting your profile, reviews, and the key role you play in guiding them through the home buying journey.

They'll also see a reminder to use Zillow Messages to easily connect with you along the way.



CONNECTIONS IN FOLLOW UP BOSS

Technical Requirements

Technical requirements

MUST HAVE

- Ensure you are logged into the FUB mobile app
- Team leads must [enable two-way integration](#)
- Confirm you've [linked your Zillow and FUB accounts](#)
- Verify you have the latest FUB mobile app version (v6.07.2700 or newer) - *we suggest having your automatic app updates turned on to ensure get the newest version automatically*

OPTIONAL (for an enhanced experience)

- Enable FUB mobile app [push notifications](#): These have a dedicated alert sound so they are easier to notice so you can respond quickly to new connections and buyer replies. You can learn about these notifications [here](#).
- To have access to the time-sensitive push notifications feature, ensure your phone's operating system is on these versions or above: iOS 15+ or Android Android 13+ (API level 33)

Those who do not meet the above technical requirements will not be eligible to receive connections in Follow Up Boss and will continue to receive property-related connections via the current experience (a live call in the PA app).

CONNECTIONS IN FOLLOW UP BOSS

Frequently Asked Questions & Agent Resources

Frequently Asked Questions – Live connection calls

What changes when my live connection calls are delivered in FUB instead of the PA app?

The only change is that you will receive a push notification with the connection details from FUB instead of from the PA app, so you will be able to review the details on FUB while on the call.

How should I approach these buyers and sellers?

Please check the Best Practices section on this deck for additional guidance for each connection type.

Will this impact my pickup rate?

There is no impact on how pickup rate is measured for live connection calls. The measurement happens when the agent picks up the live call, just like today, before they even open the push notification.

If you are delivering connections in FUB, is the Premier Agent app going away?

Today, agents who are not in FUB or who do not meet the requirements to receive these connections in FUB will continue to receive them in the PA app. Zillow is focused on ensuring agents have the best tools to support buyers throughout an integrated home-buying experience. Zillow is building those tools inside FUB — where you already manage your pipeline — so it's a natural home for your Zillow connections too. You'll see more of that come to life throughout this year, and we'll have more to share about what's ahead as we get closer.

Frequently Asked Questions –

Async connections

How will I know when a new connection arrives?

You'll receive a push notification and SMS alert from Follow Up Boss when a new connection comes in. We've added persistent push notifications that mimic a phone call with a dedicated alert sound and vibrations for connection delivery so they are easier to notice.

What should my first message to the buyer look like?

Start by introducing yourself and confirming their request. Responding quickly helps maintain engagement and move the conversation forward. We provided a great example message earlier in this deck.

Will this impact my pickup rate?

Connections delivered through Follow Up Boss won't count toward your pick-up rate—only live connections are included in this performance metric. Because of this shift, you will receive fewer live calls over time, which means each one carries more weight. Be sure to stay responsive to make the most of every connection.

Will connections be sent to agents via FUB push notifications and SMS outside operating hours?

No. Operating hours are from 8 AM to 9 PM local time. If a connection is submitted outside of operating hours, it will be delivered to the agent the following morning.

If you are delivering connections in FUB, is the Premier Agent app going away?

Today, agents who are not in FUB or who do not meet the requirements to receive these connections in FUB will continue to receive them in the PA app. Zillow is focused on ensuring agents have the best tools to support buyers throughout an integrated home-buying experience. Zillow is building those tools inside FUB — where you already manage your pipeline — so it's a natural home for your Zillow connections too. You'll see more of that come to life throughout this year, and we'll have more to share about what's ahead as we get closer.

Agent Resources

Resource	Link
Help Article: Connections in Follow Up Boss	Here
Zillow Academy Course: Connections that Convert	Here
Help Article: Enabling Two-way Integration	Here
Help Article: Linking Agent FUB and Zillow Accounts	Here
Help Article: Enabling FUB Push Notifications	Here
Help Article: Calendar Overview	Here
Help Article: Automated Intro Message for Real-Time Touring Connections	Here
Demo Video: Live Connection Calls with Buyers	Here
Demo Video: Live Connection Calls with Sellers	Here



CONNECTIONS IN FOLLOW UP BOSS

Thank you!