

Agent Connection Planning 2026 Calendar

Preparing for your monthly Agent Connection Planning

Connection Planning will always **begin the day after the Zillow Preferred Refresh** and will typically **end on Friday of the following week.** The Agent Capacity SMS to agents will typically be sent on Wednesday, the week before Connection Planning begins. The day connection planning ends and when the Agent Capacity SMS text is sent may be subject to change due to holidays or other factors.

Month	Agent Capacity SMS to Agents	Connection Planning Start Date	Connection Planning End Date
January	1/21	1/29	2/8
February	2/18	2/26	3/8
March	3/18	2/26	4/5
April	4/22	4/30	5/10
May	5/20	5/29	6/7
June	6/16	6/25	7/5
July	7/22	7/30	8/9
August	8/19	8/27	9/6
September	9/23	10/1	10/11
October	10/21	10/29	11/8
November	11/24	12/3	12/13
December	12/29	1/6	1/17

For any questions or further information, please contact your Growth Advisor.

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Frequently Asked Questions

What happens if I don't submit agent connection targets by the entry deadline?

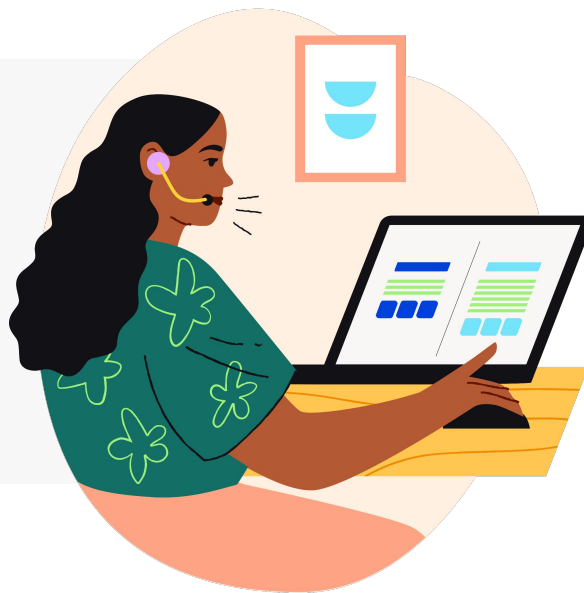
If you are unable to submit targets by the deadline, we will default to Zillow's recommended targets for the current month. We strongly recommend prioritizing the planning process and reaching out to your Growth Advisor if you have any questions.

Does the Team Lead have to use the connection targets Zillow recommends?

We recommend that you align as closely as possible to the provided data-driven agent targets to maximize your team's Zillow Preferred performance, but we empower you to make necessary adjustments.

Helpful Resources

- [Getting Started Partner Guide](#)
- [Zillow Academy: Video Walkthrough](#)



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