

Zillow® ADVERTISING DIALOGUE

Disclaimer to our students. Although we wrote this dialogue for you to address the specific question you may get from a homeowner, it's important you understand in no way do we endorse Zillow. On the contrary, we recommend all agents stop giving money to Zillow Premiere Agent because of their open strategy to hurt Realtors.

To learn more, go to ---> DarrylSpeaks.com/Zillow-does-not-come-in-peace

"Will my home be featured on Zillow?"

"Mr. and Mrs. Hunna Hunna, yes. When you hire me as your real estate specialist, your listing information will go on REALTOR.com. It will also go on Zillow and be populated on hundreds of other home search websites around the world as part of our marketing.

Here's what you should know. Zillow used to be an outside company, but because of the power and value of the National Association of REALTORS®, Zillow actually changed from being a marketing company to becoming a REALTOR®. They are a member of our Association. That's how powerful we are. Said another way....we did not join Zillow, Zillow joined us. So yes, your listing will show up on Zillow, as well as hundreds of additional sites online, so that we can ensure we reach every possible qualified buyer for your home."

**For more dialogue and/or training sessions,
call Darryl Davis Seminars at 1-800-395-3905
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