



# Using Zestimates to Unlock Listing Opportunities

## A Step-by-Step System for Generating Seller Leads

**Stop chasing listings. Start finding hidden sellers.**

Discover how high-performance teams transform stale databases into consistent listing opportunities. This guide reveals a 15-minute daily routine using Zillow's Zestimates and RealScout's automated nurture to identify motivated sellers before your competition. This playbook gives you everything needed to implement the ZMA Strategy today.





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# Introduction: Stop Waiting for Listings to Magically Appear

High-performance real estate teams know that listing inventory is their most valuable asset. Yet most agents still rely on passive methods to identify potential sellers—waiting for contacts to announce their intentions rather than proactively surfacing hidden opportunities.

## The Problem:

- Thousands of leads sitting idle in your database
- No systematic way to identify who's thinking about selling
- Valuable listing opportunities missed while competing agents swoop in
- Manual follow-up that's unsustainable as your business grows

## The Solution:

The ZMA (Zillow Market Analysis) strategy flips this reactive approach on its head. Rather than waiting for sellers to identify themselves, you'll systematically engage your database with value-focused property conversations that naturally reveal seller intent.

**In this playbook, we'll show you exactly how top-producing teams and agents use this proven strategy to:**

- Generate consistent listing opportunities from their existing database
- Create a scalable, repeatable process for surfacing motivated sellers
- Automate follow-up while maintaining personalized connections
- Increase ROI on their existing contacts without buying more leads

**This isn't theoretical—it's a battle-tested approach used by RealScout's most successful customers to consistently generate listing opportunities. Let's dive in.**



# What is the ZMA Strategy?

The ZMA strategy is a simple yet effective method for warming up contacts in your database by initiating property value conversations. Unlike traditional prospecting that can feel intrusive, this approach offers genuine value while naturally surfacing motivated sellers.

## The Three-Step ZMA Framework:

- 1 Initiate with Zestimates**  
Start value-based conversations by texting contacts a screenshot of their Zillow Zestimate with a simple question about the accuracy.
- 2 Provide Professional Analysis**  
When they respond, highlight the limitations of automated valuations and offer your professional expertise for a more accurate assessment.
- 3 Implement Automated Follow-Up**  
Set them up with RealScout's Home Value Alerts for monthly property value updates that keep you top-of-mind without manual effort.

As Peter Lorimer, Broker/Owner of PLG Estates, explains:



**"I'm literally getting a thousand to two thousand people a month opening their home valuations. I now have those people raising their hand, showing interest, and then I prospect them."**

The beauty of this system is that it transforms cold database contacts into engaged seller prospects through a non-intrusive, value-first approach. Then it uses automation to maintain engagement while surfacing the highest-intent opportunities.



The ZMA strategy is a proven method largely developed by Jimmy Mackin, Co-Founder of [Listing Leads](#).



# Why the ZMA Strategy Works

The ZMA strategy leverages several key psychological principles that make it extraordinarily effective:

- 1 Property Value Curiosity**  
Nearly every homeowner is curious about their property's value—even those with no immediate plans to sell. The Zestimate provides a natural conversation starter that feels informative rather than pushy.
- 2 Authority Positioning**  
By highlighting the limitations of automated valuations and offering your professional analysis, you position yourself as the trusted authority on local real estate values.
- 3 The Principle of Reciprocity**  
When you provide ongoing value through Home Value Alerts, contacts feel a natural obligation to consider you when they eventually decide to sell.
- 4 Intent Signaling**  
Engagement with valuation content is one of the strongest indicators of potential seller intent. Someone repeatedly checking their home's value is likely considering a move.
- 5 Low Friction, High Value**  
The approach requires minimal effort from the contact while delivering high-value information they genuinely want.

**This combination of psychological triggers creates a system that:**

- Feels helpful rather than "salesy"
- Naturally reveals who's thinking about selling
- Creates ongoing touchpoints without manual effort
- Positions you as the property value expert
- Surfaces high-intent opportunities from your existing database



# The Daily ZMA System

## (15-30 Minutes Per Day)

The ZMA strategy leverages several key psychological principles that make it extraordinarily effective:

### Step 1: Database Selection (5 minutes)

- **Choose 5-10 contacts daily** from your database or sphere of influence
- **Prioritize strategically** using these criteria:
  - Contacts you haven't spoken with in 3+ months
  - Homeowners in high-demand neighborhoods
  - Properties with high equity positions (owned 5+ years)
  - Areas with rising values or low inventory
  - Past clients approaching typical move timelines (5-7 years)

#### Pro Tip:

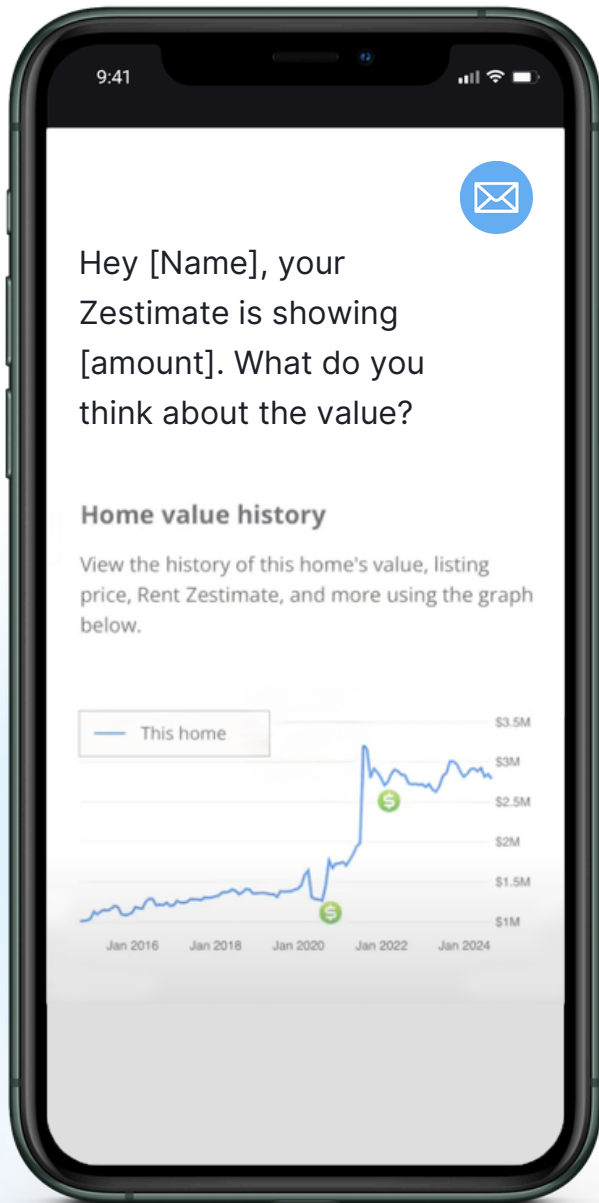
Create a daily rotation system in your CRM to ensure you're systematically working through your entire database over time.



## Step 2: Initial Outreach (10 minutes)

For each contact:

1. Look up their home on Zillow
2. Click "Zestimate history & details"
3. Take a screenshot showing both the current value and the price history graph
4. Send this text message:



**Why This Works:** This simple, curiosity-driven question achieves remarkable response rates because it's:

- Personalized to their specific property
- Asks for their opinion rather than pushing a service
- Addresses a topic of natural interest to homeowners
- Creates an opportunity to demonstrate your expertise



### Step 3: Response Handling (10-15 minutes)

When they respond (and many will), guide the conversation based on their reply:

**If they think the value is too low:**

When they respond (and many will), guide the conversation based on their reply:

**If they think the value is accurate:**

Zestimates can be in the ballpark, but they miss important details. The market is changing rapidly in your neighborhood. I'll set you up with my monthly valuation tool so you can track your home's value more accurately.

**If they express interest in selling:**

Great timing! I'd love to provide a detailed valuation and discuss your timeline. When would be a good time to stop by for a quick 15-minute conversation?

**If they don't respond:**

Don't worry—they've still seen your message. Add them to RealScout's Home Value Alerts anyway to begin automated nurture.

### Step 4: Home Value Alerts Setup (5 minutes)

Within 24 hours of your conversation, send this follow-up email:

**Subject:** Following Up on Our Conversation

Hi [Name],

I wanted to follow up on our text thread about your home's value. While algorithms like Zestimate provide a ballpark figure, they don't account for all the details that make your home unique.

To give you a clearer picture, I'm setting you up with a Home Value Alert which includes:

- Two separate value estimates for your home
- A list of recent neighborhood sales that directly influence your home's value

You'll receive these updates monthly to keep you informed as the market changes.

Of course, if you ever want a more detailed professional opinion on your home's value, just reach out - I'd be happy to help!

Best,

[Your Name]



## Step 5: RealScout Home Value Alerts Setup (5 minutes)

- Add the contact to RealScout
- Enable Home Value Alerts for their property
- Set the alert frequency to monthly
- Add relevant notes about your conversation in your CRM
- Tag the contact as part of your "ZMA Campaign"

### Client Email Example of Home Value Alert

#### Home Value for 3139 Jazz St

Hi Amanda,

Understanding your home's value empowers you to make strategic financial decisions related to your home investment. For your convenience, I've created this custom home value report based on your home at 3139 Jazz St and market trends we're seeing in your area. The report includes:

- Estimated home value
- Homes that have sold nearby
- Pricing trends

This report is kept up-to-date with the latest market information for your review at any time. Please don't hesitate to reach out with any questions, or to request a complete pricing analysis.

[VIEW HOME VALUE](#)

#### Recently Sold Near 3139 Jazz St



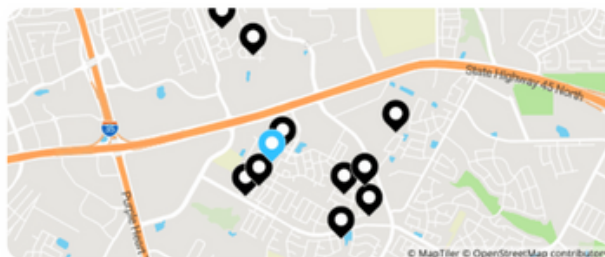
**\$385,000**  
4 bd · 2.5 ba · 2,292 sq  
1505 Arusha Street



**\$359,000**  
3 bd · 2.5 ba · 2,168 sq  
1501 Van Horn Drive



**\$307,000**  
4 bd · 3 ba · 1,878 sq  
1610 Balmorhea Lane



[SEE HOW YOUR HOME COMPARES](#)

**The Power of Automation:** Once set up, RealScout will automatically send monthly Home Value Alerts to your contact. Each alert creates an opportunity for engagement while providing valuable information about their property.



# Tracking & Follow-Up: Converting Signals into Opportunities

The real magic of the ZMA strategy happens after you've initiated contact and set up automated nurture. RealScout's engagement tracking reveals which contacts are actively considering selling, allowing you to focus your efforts on the highest-intent opportunities.

## Monitoring Engagement

Use RealScout Pro+ to track who's engaging with their Home Value Alerts:

### High-Priority Follow-Up Indicators:

- Opening multiple Home Value Alerts consecutively
- Clicking the "View Home Value" button
- Viewing their valuation multiple times in a week
- Checking comparables in their neighborhood

Each of these actions represents a stronger signal of potential seller intent than cold calling or generic marketing campaigns could ever identify.

## Immediate Response to High-Intent Signals

When a contact clicks "View Home Value," send this text within 1 hour:

Hi [First Name],

Thanks for requesting a home valuation. I will start to put a report together for you. Before I do how old is the roof? Do you have a pool? Any other updates to the kitchen or bathroom?

Thanks,

[Your Name]



## Why This Works: This approach:

- Responds to their expressed interest in real-time
- Asks specific questions that require a response
- Gathers valuable property information
- Creates a natural opportunity to discuss selling timeframes

## Creating a Follow-Up Cadence

Based on engagement levels, implement this proven follow-up system:

### High Engagement (Viewed multiple times or requested valuation):

- Immediate text response (within 1 hour)
- Phone call within 24 hours
- Detailed valuation offer via email
- Suggest in-person meeting to discuss value-maximizing improvements

### Medium Engagement (Opened alerts consistently):

- Text message: "Noticed you've been checking out your home valuation—any questions I can answer about the current market?"
- Email with neighborhood market update
- Add to monthly call list for check-ins

### Low Engagement (Receiving but not opening alerts):

- Continue monthly automated alerts
- Quarterly value check-in text
- Include in broader database marketing

**This tiered approach ensures you're investing your time in the opportunities most likely to convert while maintaining a connection with your entire database.**

## Unlock Hidden Deals

RealScout's engagement tracking reveals which contacts are actively considering selling.

[REQUEST A DEMO](#)



# Scaling with Automation: Do More with Less Effort

For high-performance teams looking to scale this strategy across hundreds or thousands of contacts, automation is key. Here's how to systematize the ZMA approach for maximum efficiency:

## CRM Integration

Configure your CRM to:

- **Tag contacts** in your ZMA campaign
- **Create follow-up tasks** based on engagement level
- **Schedule regular database segments** for outreach
- **Track conversion metrics** from initial contact to closed transaction

## Specialized Team Roles

For larger teams, consider specialized roles:

- **Database Manager:** Identifies daily contacts for ZMA outreach
- **Outreach Specialist:** Sends initial Zestimate texts and handles responses
- **Listing Specialist:** Handles high-intent follow-up and presentations
- **Transaction Coordinator:** Tracks success metrics and ROI

## Time-Saving Templates

Create saved templates for:

- **Initial text messages**
- **Follow-up emails**
- **Responses to common questions**
- **Valuation follow-up sequences**

## Team Accountability System

Implement daily tracking of:

- **Number of ZMA contacts reached**
- **Response rate percentage**
- **RealScout setup completion**
- **High-intent leads identified**
- **Listing appointments scheduled**

This system allows your team to consistently implement the ZMA strategy at scale while maintaining personalized interactions with your highest-value opportunities.



# Measuring Your Success: The Numbers That Matter

To evaluate and optimize your ZMA strategy effectiveness, track these key metrics:

1

## Response Rate

**What it is:** Percentage of contacts who respond to your initial Zestimate text

**Target benchmark:** 30-40%

**How to improve:**

- Test different message variations
- Send at optimal times (typically 10am-1pm or 6pm-8pm)
- Include property-specific observations

2

## Engagement Rate

**What it is:** Percentage who consistently open Home Value Alerts

**Target benchmark:** 45-60%

**How to improve:**

- Ensure accurate property addresses
- Use personalized subject lines
- Include neighborhood-specific market updates

3

## Conversion Rate

**What it is:** Percentage of ZMA contacts who convert to listing appointments

**Target benchmark:** 3-5% within 6 months

**How to improve:**

- Faster follow-up on engagement signals
- More personalized valuation offers
- Better qualification during initial conversations



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## ROI Calculation

**What it is:** Total GCI from ZMA-sourced listings divided by time invested

**Target benchmark:** Minimum 10x return on time invested

**How to calculate:**

- Track hours spent on ZMA activities
- Calculate your hourly worth
- Compare to commission generated from ZMA listings

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## Time-to-Conversion

**What it is:** Average days from initial contact to listing agreement

**Target benchmark:** 45-90 days

**How to improve:**

- More targeted initial database selection
- Better follow-up on high-intent signals
- More compelling listing presentations

**By tracking these metrics consistently, you can continuously refine your approach and maximize the ROI on your database investments.**



# 30-Day Quick-Start Implementation Plan

Ready to implement the ZMA strategy? Here's your day-by-day plan for the first month:

## Week 1: Setup & Preparation

### Day 1-2: System Setup

- Set up RealScout account and integrations
- Create templates for texts and emails
- Configure CRM tags and follow-up sequences

### Day 3-5: Database Preparation

- Identify first 50 contacts for outreach
- Verify property ownership and contact information
- Segment database into priority tiers based on potential

#### **Weekend Task:**

Review your implementation plan and make any necessary adjustments

## Week 2: Initial Implementation

### Day 6-10: First Contact Wave

- Send 5-10 Zestimate texts daily
- Respond to all replies within 2 hours
- Set up Home Value Alerts for responsive contacts
- Document initial response rates

#### **Weekend Task:**

Analyze initial results and refine messaging based on responses



## Week 3: Optimization & Follow-Up

### Day 11-15: Continue Daily Outreach

- Continue with 5-10 new contacts daily
- Begin following up with Week 2 contacts based on engagement
- Refine your approach based on what's working
- Schedule appointments with highly interested contacts

#### **Weekend Task:**

Create a tracking dashboard for your key metrics

## Week 4: Scaling & Analysis

### Day 16-20: Increase Outreach

- Scale to 10-15 contacts daily if response handling is manageable
- Begin monitoring engagement patterns in Home Value Alerts
- Conduct initial listing appointments from early responses
- Document successful conversion approaches

### Day 21-30: System Refinement

- Analyze your first month's metrics
- Identify highest-converting segments for prioritization
- Create a sustainable daily workflow
- Set goals for month 2

#### **Key Success Factors:**

- Consistency: Stick to your daily contact goals
- Response Time: React quickly to replies and engagement
- Value First: Focus on providing information before pushing for listings
- Analysis: Track what's working and double down
- Persistence: The full value emerges over time as your database engagement grows



# Conclusion:

## From Database to Deals

The ZMA strategy transforms your existing database into a dynamic pipeline of listing opportunities. By combining simple outreach, valuable information, and automated nurturing, you create a systematic approach to discovering sellers before they've announced their intentions.

What makes this approach so powerful for high-performance teams is that it:

1. **Leverages assets you already have** — your existing database
2. **Creates a repeatable system** that any team member can implement
3. **Automates the nurture process** so no opportunity falls through the cracks
4. **Surfaces high-intent opportunities** based on actual engagement data
5. **Scales efficiently** as your database grows

Remember: Consistency is key. The agents who achieve the greatest success with this strategy are those who implement it as a daily habit rather than a sporadic activity.

By following the step-by-step system outlined in this playbook, you'll transform your dead-a-base into a consistent source of listing opportunities, giving you a significant competitive advantage in your market.

### Ready to supercharge your ZMA strategy with automated Home Value Alerts?

RealScout is the #1 lead nurture platform in real estate, combining marketing automation with deep MLS integrations and market data to unlock growth for high-performance teams and brokerages.

[REQUEST A DEMO](#)