



SHOWCASE

**Win more listings
with Zillow
Showcase**

SM*

*Showcase Fast Facts



**Reaching a new
seller base.**

Moving old inventory.

Establishing trust and
credibility online.

**Winning
the listing.**

Standing out with sellers has never been harder.

Transitioning from
the buy side.

**Getting into
more living
rooms.**

**Marketing to
your sphere.**

Offer something others can't.

Join an exclusive group of agents who are making sellers happy with **Showcase**.

What we'll cover:

What it does

What it looks like

How to win more with it

Zillow Showcase is designed to not exceed

10%

of listings in your market



Showcase moves sellers.

// When our Showcase listing went live,
we were shocked at how many views
and saves we were getting!

We kept logging in to see the numbers
go up! Our house sold for more than
any other house in our neighborhood
ever did in a slow market //

Pam & Randy K
Peachtree City, GA

Listings with Showcase

Sell faster and
Sell for more

than similar nearby
non-Showcase listings on Zillow.



A new way to say hello.

High-intent buyers and sellers are on Zillow.

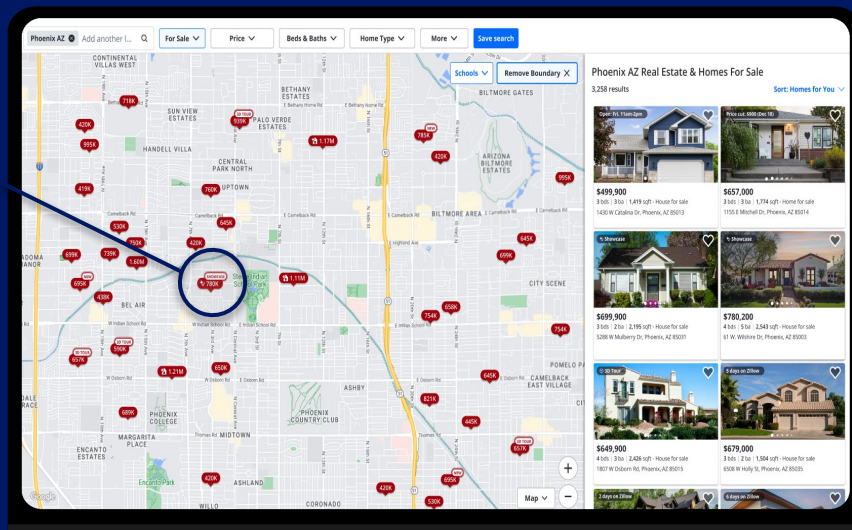
Showcase listings receive

76% more views,
saves and shares

on Zillow compared to similar
non-Showcase listings.*

SHOWCASE

🌟 **780K**



Zillow

This home has been listed at
\$800,000.



**10744 SE 3rd St, Bellevue,
WA 98004**
\$800,000 | 3 bd, 3 ba | 3,240 sqft

[View home details](#)

Screen appeal is the new curb appeal.

Upgrade your listings with
beautiful and interactive media.

Media Requirements

HD Photography

Zillow 3D Home tour &
interactive plan

The screenshot shows a Zillow listing for a single-family residence at 61 W Wilshire Dr, Phoenix, AZ 85003. The listing is active and priced at \$780,200. It features 2 bedrooms, 3 bathrooms, and 2,543 sqft. The estimated monthly payment is \$4,770. The listing is by Sally Reeds, a realtor at North Bridgeway Realty, who has 126 reviews. The listing includes a large HD photo of the house, a map on the left, and a sidebar with details and open house information.

Highlights Details

Open: Wed 1pm-4pm

Showcase All photos

Sally Reeds | North Bridgeway Realty

Active

\$780,200

61 W Wilshire Dr, Phoenix, AZ 85003

Est. payment: \$4,770/mo Get pre-qualified

Single family residence Built in 1927 7,456 sqft

2 Parking spaces \$449 price/sqft

Open houses

Wed, Oct 30 1:00 PM - 4:00 PM Add to calendar

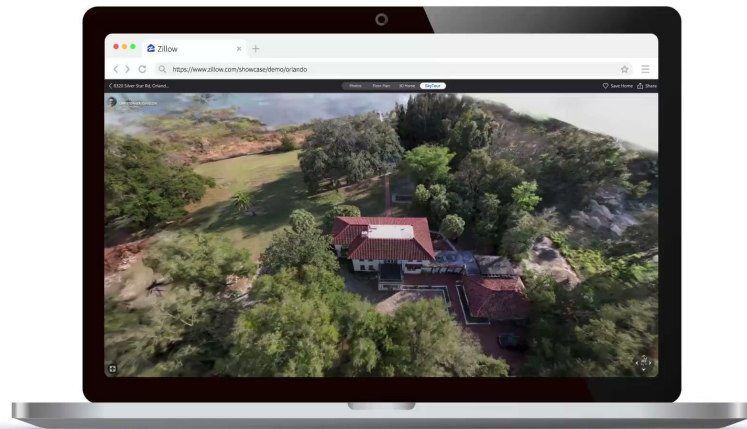
Thu, Oct 31 1:00 PM - 4:00 PM Add to calendar

Listed by Sally Reeds North Bridgeway Realty 126 Reviews

Take listings to new heights with SkyTour

Offer an immersive experience that wins listings: a visually unique and engaging experience that makes your clients properties stand out.

Provide a truly unique marketing advantage: SkyTour is exclusive to Showcase listings.

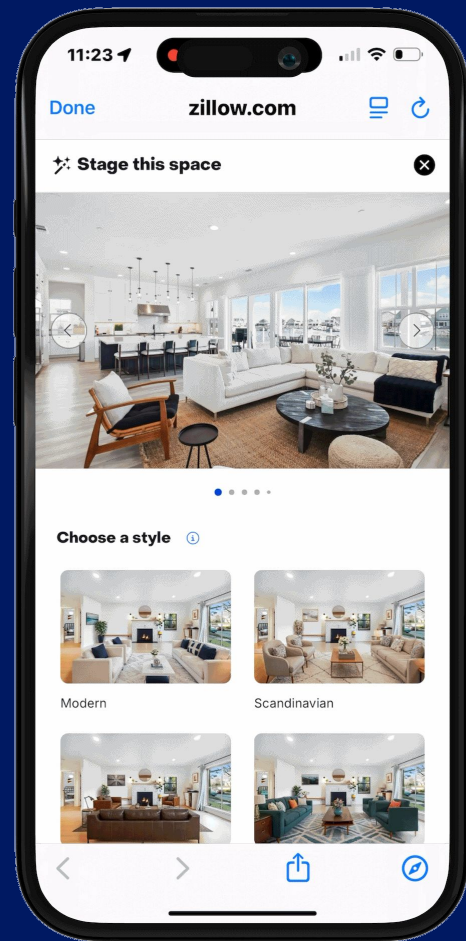


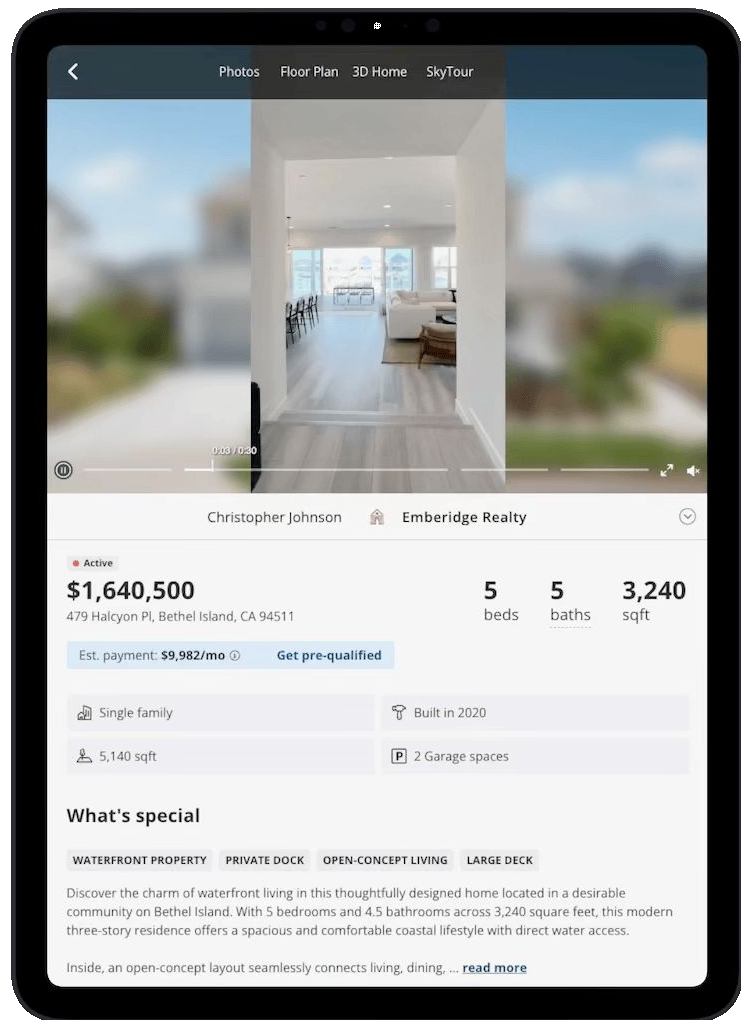
Introducing Virtual Staging

Transform rooms in seconds to help your listings stand out.

- AI-powered staging in 7 curated styles — from Modern to Coastal
- Transform select furnished or unfurnished rooms instantly with interactive before-and-after sliders
- Win listings and sell faster* with this premium feature available first in Zillow ShowcaseSM, at no extra cost

* All claims are based on the data available on our [website](https://www.zillow.com/showingtimeplus.com/showcase-facts): [showingtimeplus.com/showcase-facts](https://www.zillow.com/showingtimeplus.com/showcase-facts)





Bring your listing to life with **Showcase Video**

New Zillow ShowcaseSM video integration to make your listings and brand stand out

- Agents asked, we delivered. One of the most requested Showcase features is here and available exclusively for Showcase listings at no extra cost
- Win seller confidence by promoting their home with stand out video available only through Showcase
- Boost shopper interest with attention-grabbing video set to autoplay directly in the listing's hero carousel
- You can also appear in the video to highlight your expertise and personal brand



Your digital yard sign.

Unleash high impact agent branding on your listings

Showcase agents
receive up to

15% more views

on their agent profile on zillow
compared to similar
non-Showcase agents.*

The laptop screen displays the Zillow agent profile for Sally Reeds, a North Bridgeway Realty agent. The profile includes a header with 'Highlights' and 'Details' tabs, a 'Showcase' badge, and a 'My Website' link. The main content area features a bio, a 'Listed by' section with a 'Contact Sally' button, and an 'Open houses' section with two upcoming events. The bottom of the profile shows the property price as \$741,000, 5 beds, 3 baths, and 2,800 sqft, along with the address 1826 SE Lambert St, Portland, OR 97202.

Highlights Details

Showcase All photos

Sally Reeds | North Bridgeway Realty

Sally Reeds
North Bridgeway Realty
DRE: #01234567
★★★★★ 126 Reviews

My Website

Sally Reeds is a longtime resident of Portland with a deep connection to the community. Since 2002, Sally Reeds has provided clients with excellent service and a professional acumen along the way. Sally Reeds and North Bridgeway Realty leverage the most cutting-edge technology and immersive media tools to present all homes in their best light that will generate superior exposure for your home. Since the beginning of the year, Sally Reeds has represented clients in three of the top 20 highest value transactions in the Portland area. Call Sally Reeds directly to see how she can help you with the sale of your next home!

Active

\$741,000
1826 SE Lambert St, Portland, OR 97202

5 beds 3 baths 2,800 sqft

Open houses

Tue, Sep 24
1:00 PM - 4:00 PM
[Add to calendar](#)

Wed, Sep 25
1:00 PM - 4:00 PM
[Add to calendar](#)

Listed by

Sally Reeds
North Bridgeway Realty
★★★★★ 126 Reviews

[Contact Sally](#)

[Request a tour](#)

Enhanced Agent Branding

The smartphone screen displays a Zillow listing page. The top section features the text 'See it, Tour it, Own it.' and a 'View all media' button. The middle section, titled 'Meet the listing agent', introduces Sally Reeds, a North Bridgeway Realty agent. The bottom section, titled 'Immerse yourself in this home', describes the Showcase listings feature, which includes localized photos, 3D tours, and interactive floor plans to provide a better sense of the home. A 'View listing' button is located at the bottom.

See it, Tour it, Own it.

[View all media](#)

Meet the listing agent

Sally Reeds
North Bridgeway Realty

Immerse yourself in this home

Showcase listings have localized photos, 3D tours, and interactive floor plans to give you a better sense of the home.

[View listing](#)

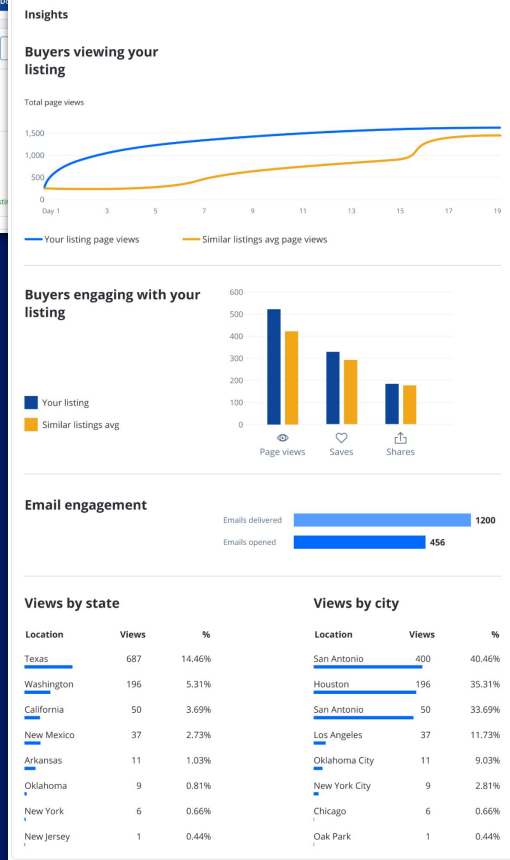
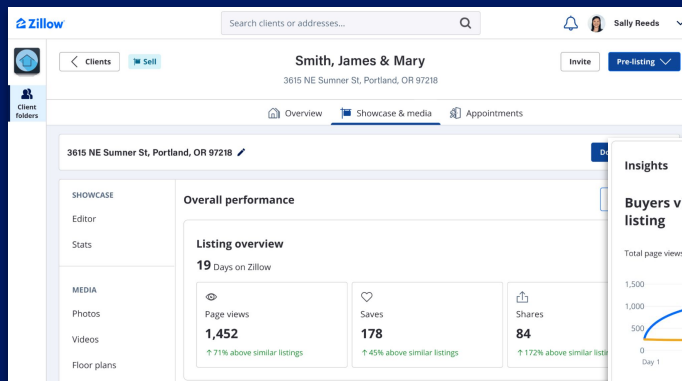
Dedicated Emails

Instill client trust and loyalty with transparent insights.

Showcase agents gain exclusive access to:

Enhanced visibility into listing performance with detailed performance metrics, including views, saves, and shares.

Shareable insights that empower clients with data on their listing performance, fostering trust and engagement.



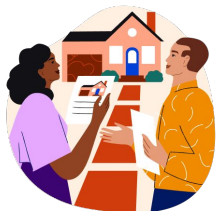
Be unforgettable. Own your market.

Unlock growth by using Showcase in all of your marketing.



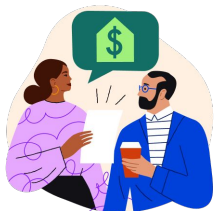
**Reach a new
seller base.**

Leverage in your
digital marketing



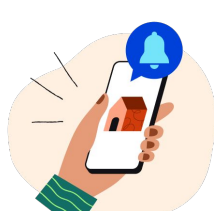
**Get into more living
rooms.**

Include in email
marketing



Seal the deal.

Focus on it in your listing
presentation



Market to your sphere.

Share it across channels

Win More Listings!

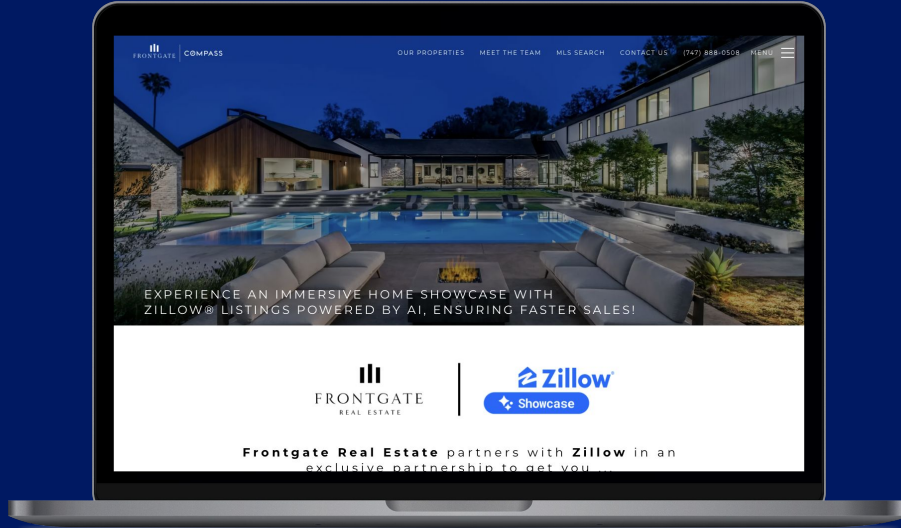


Agents using Showcase
on the majority of their listings
on Zillow are winning almost

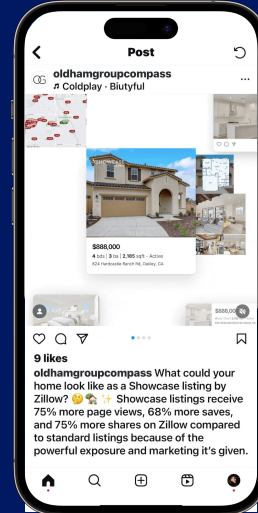
**30% MORE
LISTINGS**

than similar Non-Showcase Agents*

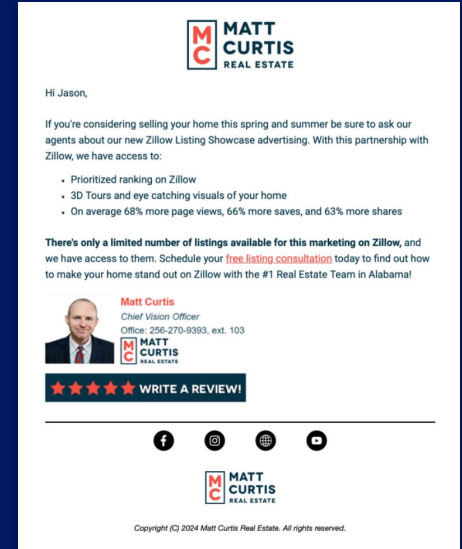
Level up your digital game.



Website
Frontgate Real Estate
Hidden Hills, CA



Social
Oldham Group Compass
San Francisco, CA



Email
Matt Curtis, Matt Curtis Real Estate
Huntsville, AL

Print Something new.



A direct mail card for Bernice Maez, Realtor®. The card features a background image of a house. On the left, there is a circular profile picture of Bernice Maez. To the right of the photo, her name and title are listed: "BERNICE MAEZ, REALTOR®" and "CRS, GRI, SFR, SRES". Below this, there is a gold seal that says "CLUB GUILD". The card also includes the text "INSTITUTE for LUXURY HOME MARKETING". In the center, it says "Scan me to see what your home is worth!". Below this, there are three icons: a phone, an email, and a website, each followed by its respective contact information: "214.773.7460", "bernice@vivorealty.com", and "www.vivorealty.com". A QR code is located at the bottom right of the card.

BERNICE MAEZ, REALTOR®
CRS, GRI, SFR, SRES

CLUB GUILD

INSTITUTE for LUXURY HOME MARKETING

Scan me to see what your home is worth!

214.773.7460
bernice@vivorealty.com
www.vivorealty.com

Would you like 226 million potential buyers viewing your home online? Ask me about Zillow Listing Showcase. 

Direct Mail
Bernice Maez, VIVO Realty
Dallas, TX



A listing flyer for the Slocum Home Team. The flyer features a large image of a house at night with a fire pit in the foreground. To the right of the main image, there is a map showing the location of the property. Below the main image, there is a section titled "GETTING IT SEEN IS STEP ONE IN GETTING IT SOLD". This section lists several benefits of the Zillow Listing Showcase, including: "Eye-catching media like high-resolution photography, interactive floor plans, and virtual tours to entice potential buyers.", "Increased visibility on Zillow with prioritized placement in personalized search results, special map callouts and email alerts to Zillow's customer database.", "Interested shoppers can contact your agent directly from your listing.", "Powerful exposure on the one residential website that hosts over 104 million average monthly unique users." Below this list, it says "Ask your Slocum Home Team agent today to see what a tour of your home would look like with a Showcase Listing." To the right of the text, there is a section titled "SHOWCASE LISTINGS ON ZILLOW RECEIVED:" which lists "75% more PAGE VIEWS", "68% more SAVES", and "75% more SHARES". Below this, it says "Compared to similar nearby non-Showcase listings on Zillow." At the bottom of the flyer, there is a section titled "SLOCUM HOME TEAM" with the text "20% more likely to go pending in the first 14 Days compared to local nearby non-Showcase listing on Zillow". To the right of this, there is a box that says "Sell for 2% MORE than similar non-Showcase listings on Zillow".

SHOWCASE LISTINGS ON ZILLOW RECEIVED:

75% more PAGE VIEWS
68% more SAVES
75% more SHARES

Compared to similar nearby non-Showcase listings on Zillow.

20% more likely to go pending in the first 14 Days compared to local nearby non-Showcase listing on Zillow

Sell for 2% MORE than similar non-Showcase listings on Zillow

Listing Flyer
Nick Slocum, Slocum Home Team
Warwick, RI

Become a one-click marketing genius

Access ready-made materials
to jumpstart your strategy:

Videos

Flyers

Emails

Social

Postcards

Listing Presentations

AGENT RESOURCE CENTER



Agents in the know, already know.

// In every listing presentation that I've done, where I have gone through this, [the sellers] have done a Showcase listing. It happens every time. They know they're signing up for something special. //

Jake Mullins, Peachtree, GA

President and Managing Broker of Dwelli
ShowingTime+ Advisory Board Member



Shane Burgman

Indian Harbour Beach, FL
Team Leader of the Burgman Group



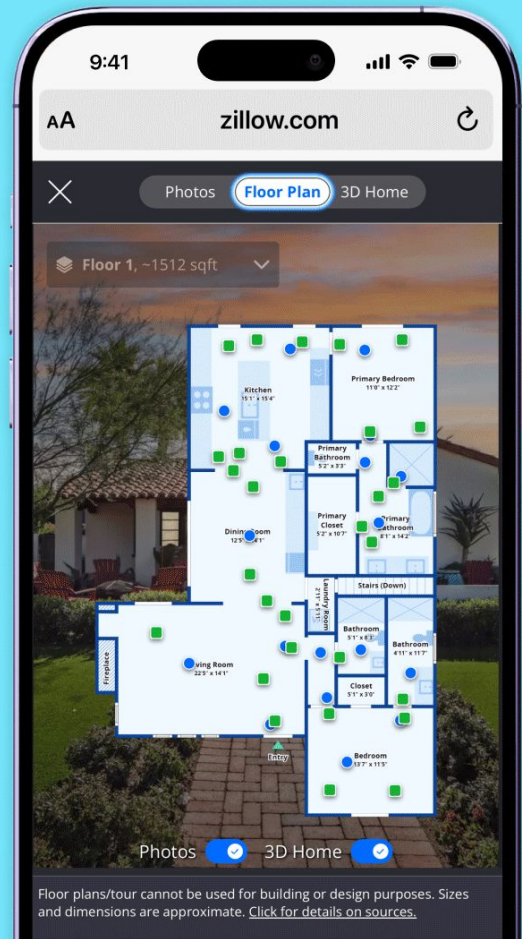
Focus on your listing, we'll handle the media

Professional, Showcase-ready listing media at a predictable flat rate.

Our **Zillow Media Experts** team includes experienced Zillow employed photographers ready to capture high-quality media aligned to Showcase standards, so your listing can be ready from day one.

Why agents choose Zillow Media Experts:

- Seamless integration into Zillow Workspace
- End-to-end Zillow support
- Reliable, on-time delivery
- Easy scheduling as soon as next day
- A full range of options: photo, video, and more



How Zillow Media Experts work with Showcase



Choose your media package

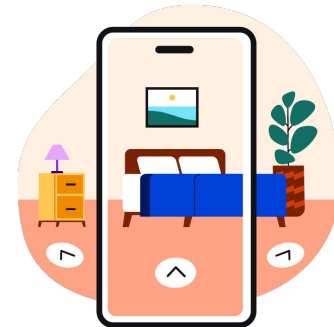
Essentials: HDR photography, interactive floor plan, 3D virtual tour

Premium: Essentials + drone photography,* social video, and more!



Schedule a time

See real-time availability and book as soon as the next day.



Receive your media

Professionally edited assets delivered directly into Workspace.

*Aerial and drone footage are subject to FAA regulations, local ordinances, and environmental conditions. Availability may vary by property location and conditions.