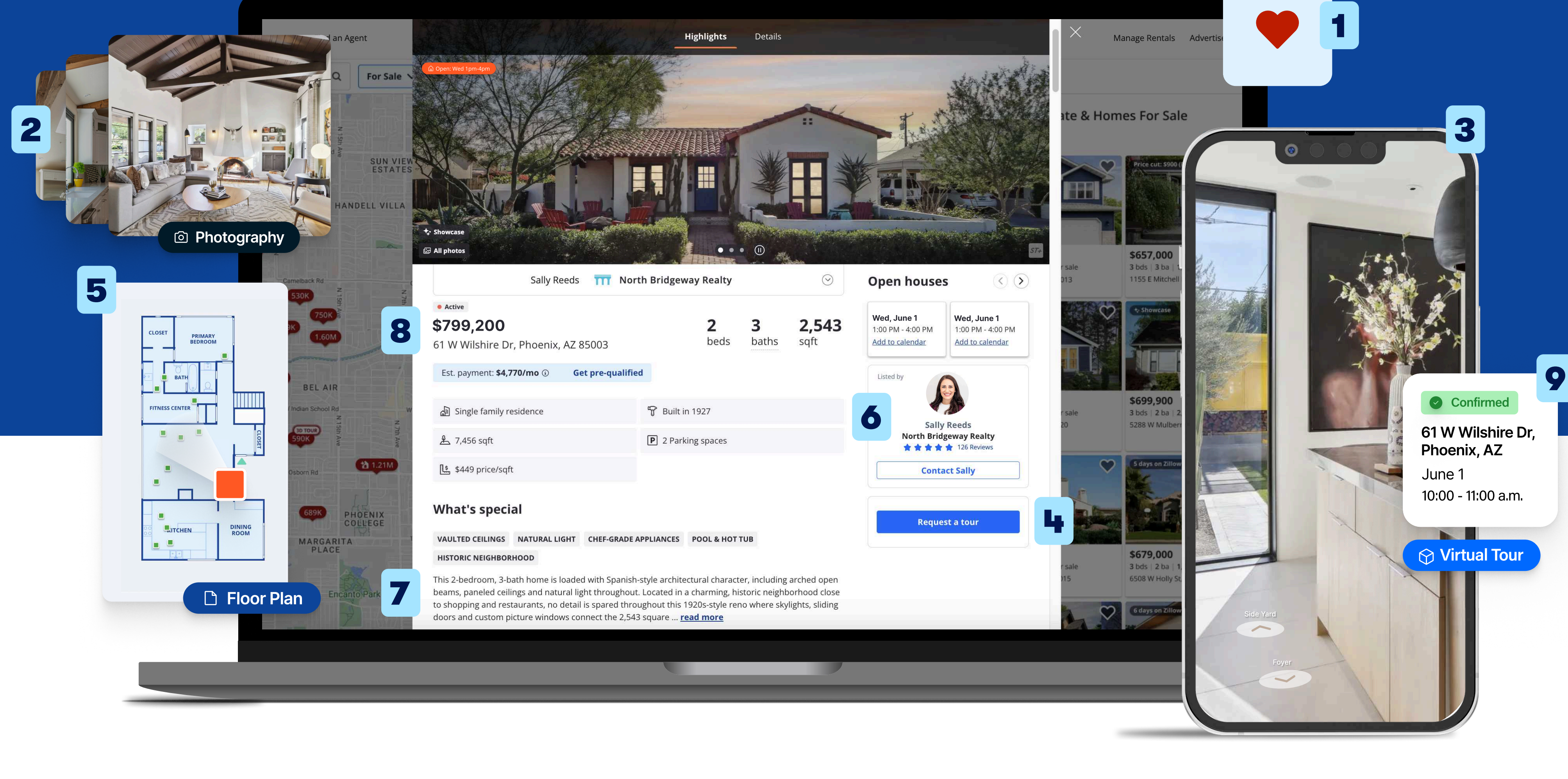


ELEMENTS OF A HIGH-PERFORMING LISTING

New research for optimizing your team's listing strategy based on what resonates most with consumers.

 Zillow Showcase



The listing is more than just some pictures, words, and a price.

We analyzed data from Zillow's **200 million unique monthly users** to uncover the details that make a listing perform strongest. If you want to help your agents stand out to buyers who are scrolling and shopping, here's where to start.

1 Exposure to a large audience

A pre-requisite for a successful listing is making sure [everyone can see it](#).

250 ↗

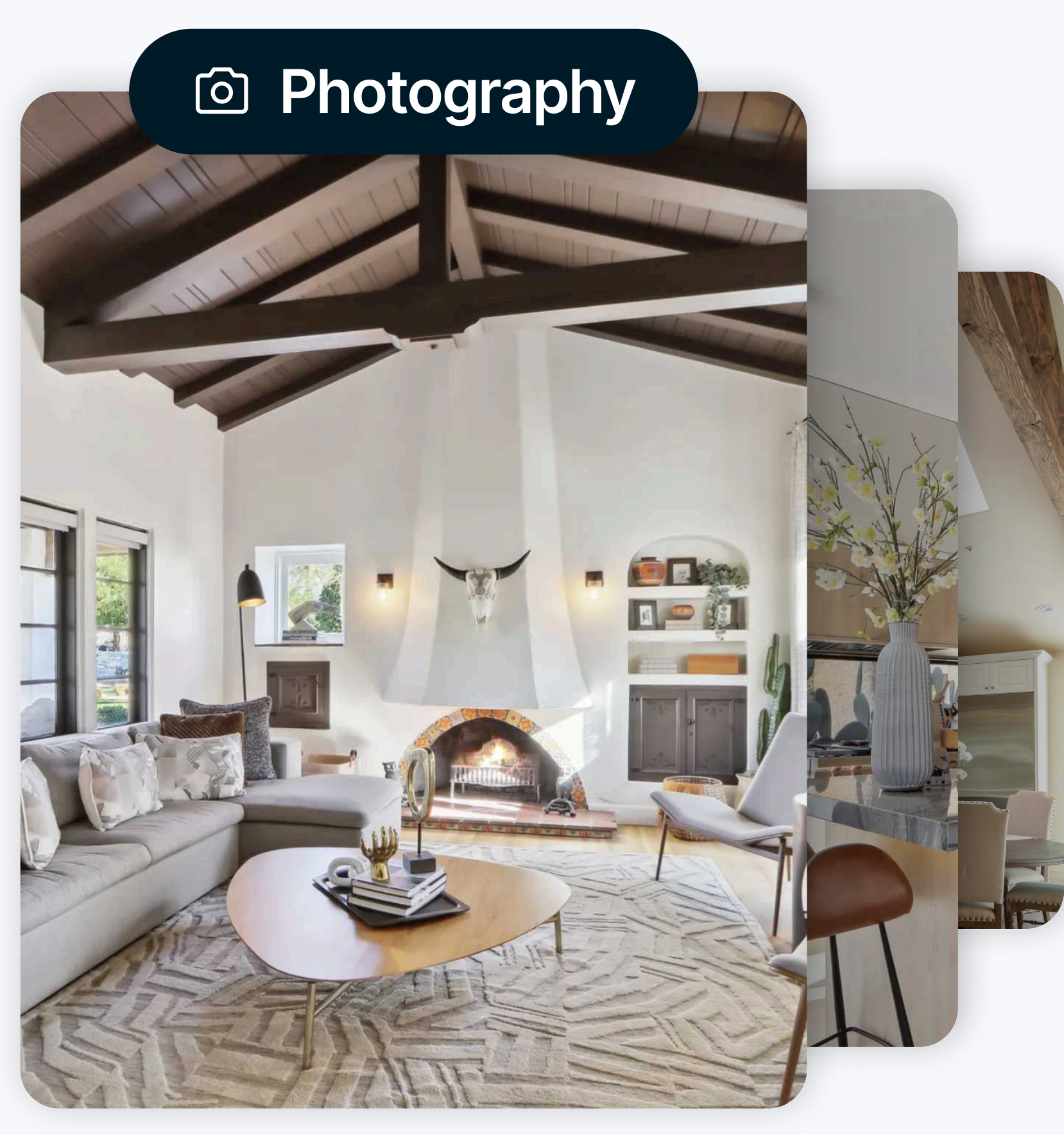
Homes that get 250 views per day on Zillow typically go pending in a week, **twice as fast** as the median listing on Zillow.

500 ↗

Listings with more than 500 views per day often sell for **more than the original list price**.



Sources: Zillow Research 2024, 2025



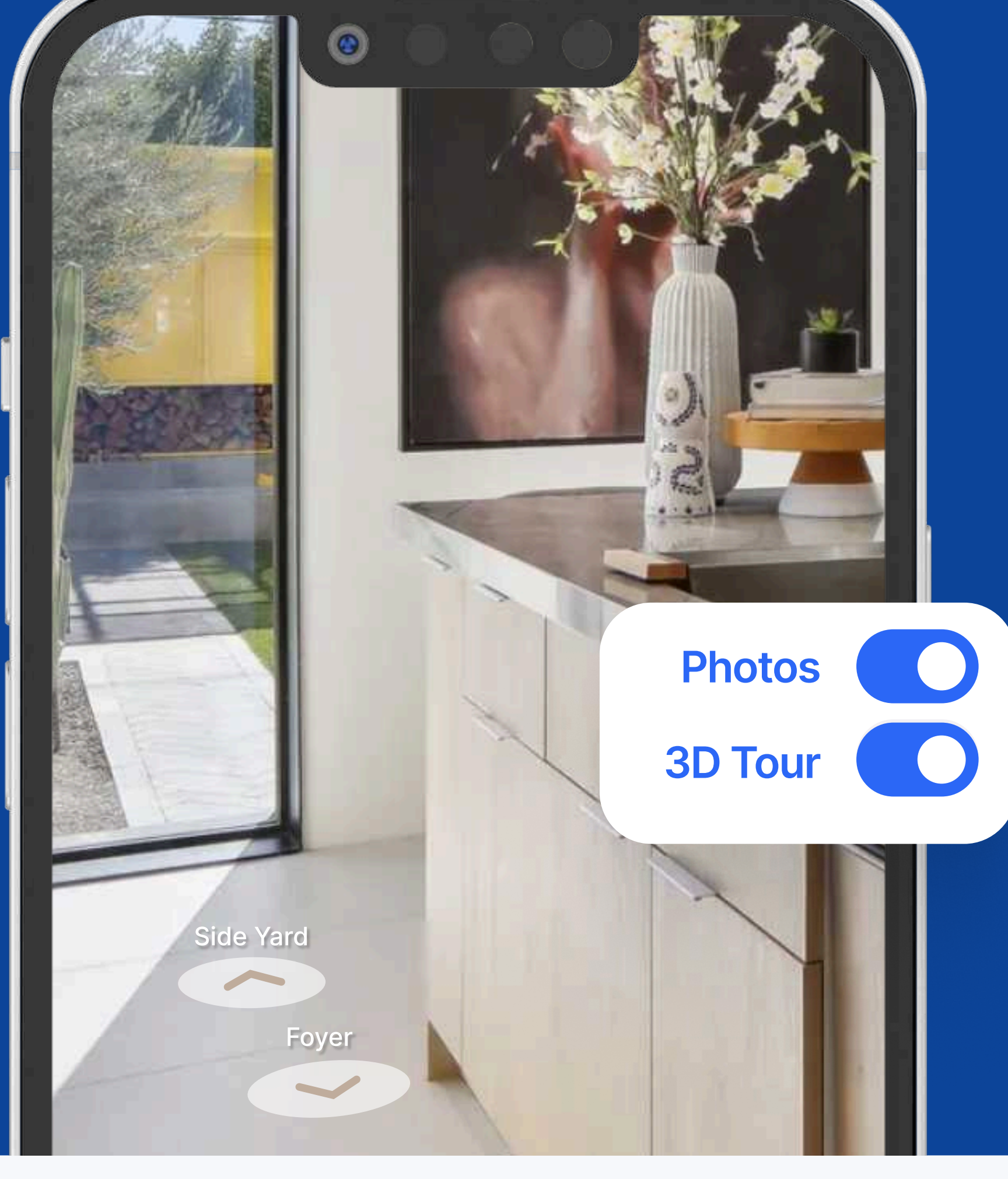
2 High-resolution photography

On Zillow, the average listing includes 33 photos. After analyzing about [1 million listings](#), we found that popular features like outdoor TVs, pizza ovens, and outdoor kitchens help homes sell for more than expected. Rounded corners, frameless shower doors, and fenced yards help homes sell faster than expected.

3 Interactive 3D tour

70% 

of buyers agree that 3D tours would give them a **better feel for the space** than static photos.



64%

of buyers prefer to **schedule in-person tours online**.

Contact Sally

Request a tour

Convenient tour request

4 Dynamic floor plan

77%

of buyers agree that a [dynamic floor plan](#) showing what part of the home each photo depicts would help determine if the home is right for them.



67%

of sellers who used an agent said online reviews and ratings were **highly important**.

Clear agent branding

Showcase listings display unique agent branding with a dropdown that highlights customer reviews.



5.0 ★★★★★
125 Reviews

Keyword-optimized description

16%

of buyers said the [written description was the most important element](#) in a listing. User search trends can help guide what you focus on. Top search terms on Zillow include "garage," "walk-in closet," and "family room."

Garage

Open Floor Plan

Family Room

Fireplace

Charm pricing

\$499,999

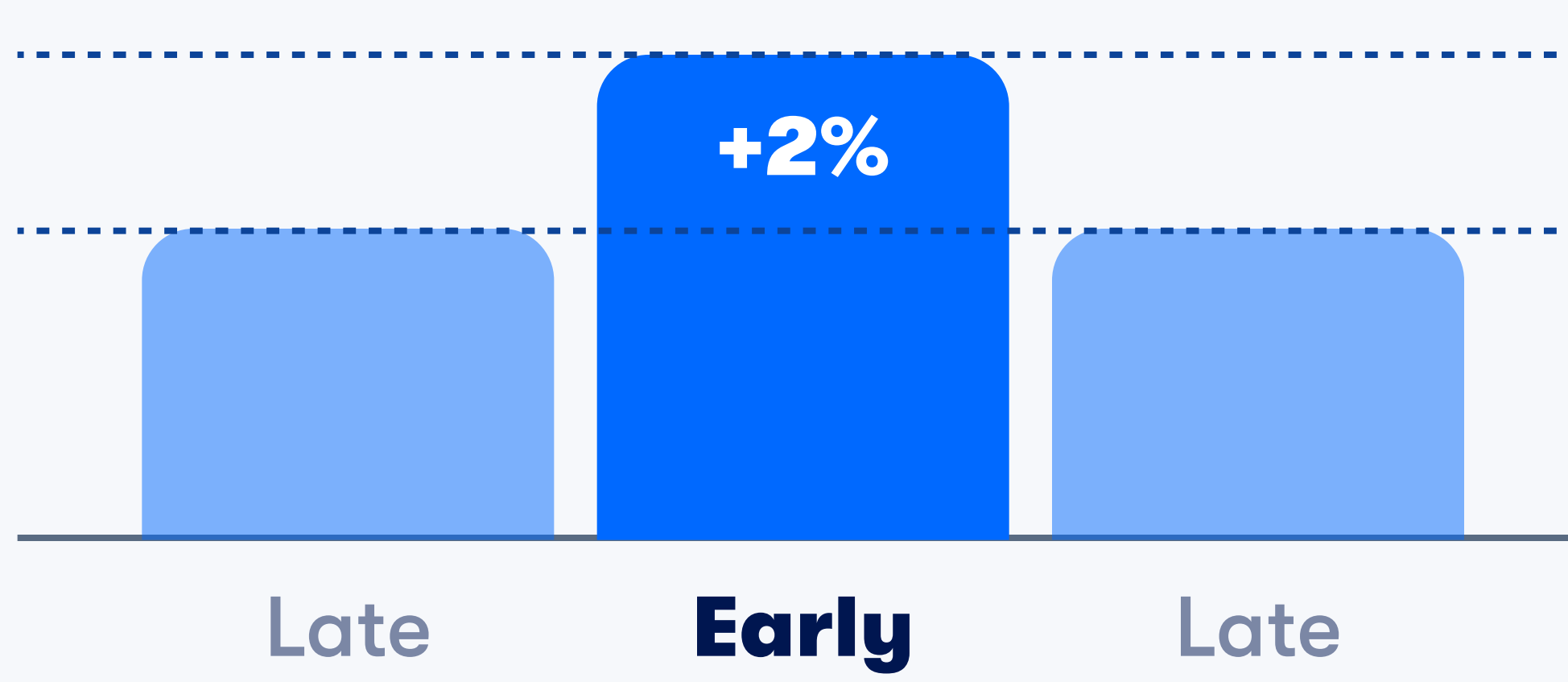


\$500,000

Our brains rely on [mental shortcuts to make judgments](#). One example is that consumers are disproportionately influenced by the left-most digit in a price, which is why \$499,999 may look better than \$500,000.

Strategic timing

Spring remains the best time to sell, but [recent data](#) suggests that homes listed in the first half of June sell for over 2% more.



Discover how Zillow Showcase can help you stand out in your market