



Showcase Listings on Zillow Received:

68% More Page Views

66% More Saves

63% More Shares

Compared to similar nearby non-Showcase listings on Zillow.*



First Name, Last Name

0 (000) 000-0000

email@email.com

www.website.com

Stand Apart with a Showcase Listing

- Receive an eye-catching listing display with innovative design on Zillow.
- Get prioritized placement in personalized search results on Zillow.
- Enable easy contact from interested home shoppers directly from your listing.
- Attract buyers and elevate your listing with high resolution photography, virtual tours, social media videos and more.

***Substantiation:** Showcase listings on Zillow include an interactive floor plan, a virtual tour, and specialized exposure on Zillow (the “Showcase Treatment”). This claim is based on Zillow data analyzed in Showcase markets with at least one For Sale By Agent listing during the initial fourteen day period a listing in these markets with the Showcase Treatment was active on Zillow, up to pending (the “Showcase Listings”). The Showcase Listings were compared to For Sale By Agent listings on Zillow: (i) without the Showcase Treatment; (ii) of the same home type; (iii) located in the same city and within two miles of the Showcase Listings; (iv) on the market during the same time period as the Showcase Listings or the immediately prior month; (v) containing a similar list price as the Showcase Listings; (vi) having similar square footage as the Showcase Listings; and (vii) having a similar bedroom count. *The data is from January 14, 2024 and is an average from the immediately preceding six month period. The data excludes the top 5% and bottom 5% lift of total page views, saves, and shares from each month and the immediately preceding six month average.