



**Zillow**<sup>®</sup>  
Showcase

**BERKSHIRE  
HATHAWAY**  
HOMESERVICES

# Agenda

What is Showcase?

Product Training

Support

Q&A

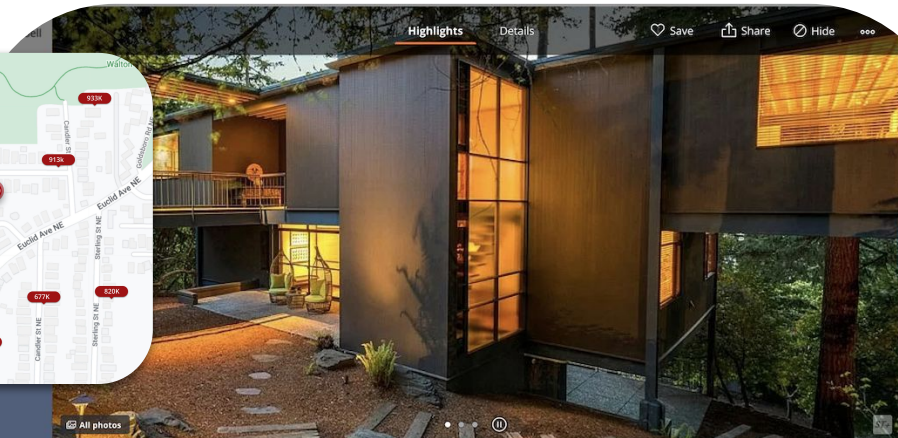


# What is **Zillow Showcase**?

A captivating **new display** for your agents' listings

A unique **map icon** and **search tag** to drive attention to the listing

**Prioritized placement** in personalized search results



Sally Reeds | North Bridgeway Realty

**Sally Reeds**  
North Bridgeway Realty  
283-182-2932  
★★★★☆ 37 Reviews

My Website

Open houses

<b>Fri, Jul 22</b> 5:00pm - 7:00pm Add to calendar	<b>Sat, Jul 23</b> 12:00pm - 3:00pm Add to calendar
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Listed by

**Sally Reeds**  
North Bridgeway Realty  
★★★★☆ 37 Reviews

Contact Sally

**\$800,000**  
1919 Killarney Way, Bellevue, WA 98004

**3** beds   **3** baths   **3,240** sqft

Request a tour  
as early as today at 6:30pm

# Showcase Benefits



# Amplified Exposure

## Put your listings on the map

Find greater engagement and more shoppers.

Active Showcase listings drove on average

More Page Views

75%

More Saves

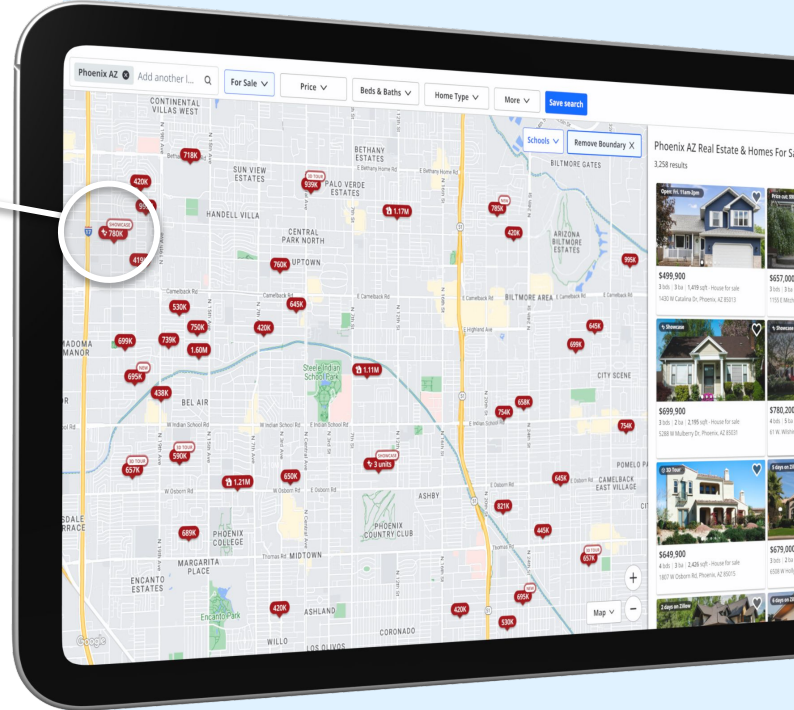
75%

More Shares

75%

than similar nearby non-Showcase listings on Zillow.\*

SHOWCASE  
780K



# Sell **Faster**, for **More** and Win **More Business**



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

**30% more listings**

than similar non-Showcase agents.\*

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Showcase listings are **10% more likely to go pending in the first 14 days**, compared to similar nearby non-Showcase listings on Zillow.\*\*

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Showcase listings sell for **2% more** compared to similar non-Showcase listings on Zillow.\*\*

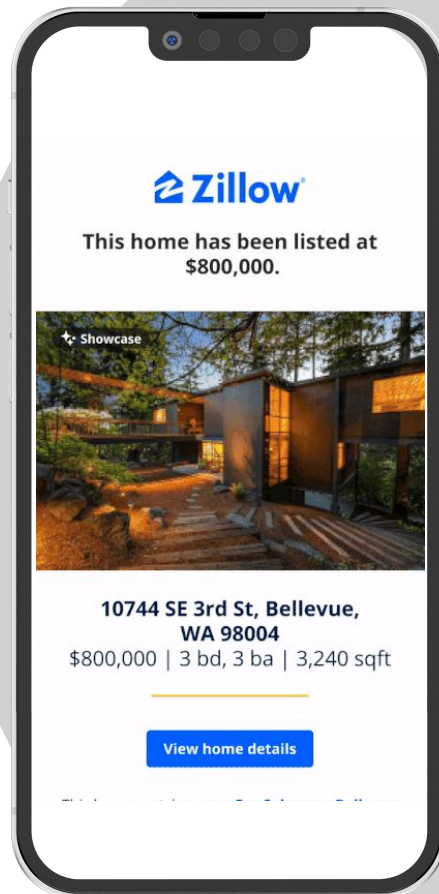
# Expand your **Reach** with **Zillow**

The day a Showcase listing goes live, an enhanced property email alert is sent from Zillow to prospective buyers and sellers in your local market.

# 600 recipients



**On each Showcase email alert on average,  
showing your brand and contact information.\***



# Resources Designed to Help **Win Listings**

Empower yourself with ready-made tools that unlock the benefits of Zillow Showcase for clients.

**Videos**

**Flyers**

**Emails**

**Social**

**Postcards**

**Listing Presentations**

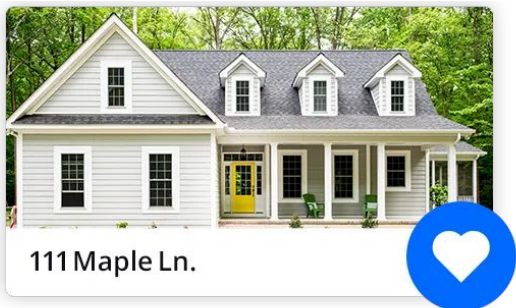
LISTING RESOURCE CENTER



# Media Requirements

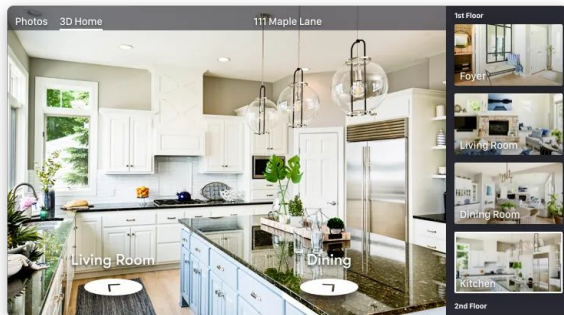


# Media Requirements for Showcase



Minimum 10 total photos

Minimum 3 interior rooms represented (at least one photo of three distinct rooms)



Zillow 3D Home Tour



Zillow 3D Home Tour's  
Interactive Floor Plan

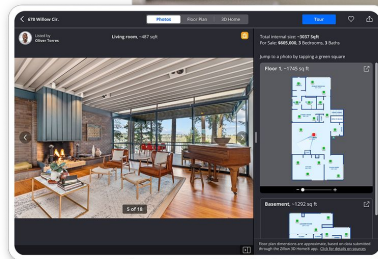
# Media Options





# The Photography and Media you need.

Take advantage of one streamlined path to get photography, virtual tours and floor plans to help showcase your clients' listings in the best light.



Essentials Package: \$245 no matter the size of the home size 🎉🎉🎉

71%

of sellers said they are more likely to hire an agent who includes virtual tours and/or interactive floor plans in their services.<sup>1</sup>







# Have Your **Own** **Photographer?** We Can **Support** That.

Photographers must:

- ✓ Secure the required gear
- ✓ Download the **Zillow 3D Home** app
- ✓ Review the training resources

Additional resources:

[Listing Showcase Training for Photographers](#)

[FAQs for Photographers](#)

# Photographer Resource Page and Checklist

- Simple, 5-min process
- No fees to participate
- Discount code offered to photographers who do not have the required gear
- Photographer-specific support line for assistance
- *Photographer **owns the rights** to the still photography, panos and the copyright to the virtual tour. Zillow Showcase receives a license to use the media to create the elevated Showcase listing experience.*



## You've received a Showcase media request

[Photographer name or photography company] has received a request from [AGENT FULL NAME] to upload media for [FULL ADDRESS] for a Showcase Listing.

### Here are the next steps:

1. Talk directly to you agent to confirm order and set appointment for the media capture. Showcase listings require:
  - Still photography
  - Zillow 3D Home interactive floor plan and virtual tour.
1. Review the [Photographer Resource Center](#) to learn the Zillow Interactive Floor Plan capture requirements.
1. Create a Zillow interactive floor plan with one of the [compatible 360 cameras](#) and capture still photography for the listing.
2. Ready to upload media? Accept your media request and upload the media to the listing created for you in Aryeo.
  - Media will be delivered to the agent's Showcase agent experience dashboard, through a direct integration with Aryeo.

Sign in to Aryeo

Thanks for sharing your skills with us and we look forward to displaying your media.

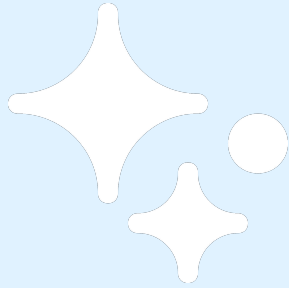
### Have questions?

Showcase agent experience [customer support](#) is here to help.

Unable to fulfill media request? - [Decline this request](#)

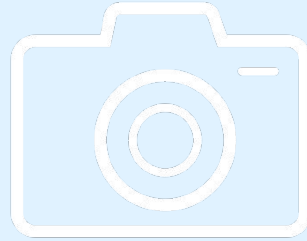


# The Exclusive Berkshire Hathaway HomeServices Package



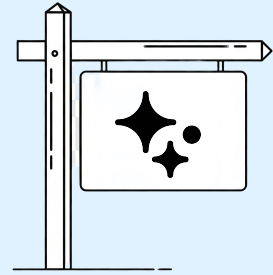
The **Showcase**  
"treatment" is  
\$150

+



Cost of required  
media: Zillow 3D  
Home Tour, floor  
plan and still  
photos = \$245  
Zillow Media  
Experts

=



Bringing your  
investment to  
**\$150 + Required  
Media Cost**



# What you need to know:

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Showcase listings **require specific media**: still photos, Zillow 3D Home Tour + interactive floorplan.



You will login with your **primary email in Resource Center**, allowing you to purchase with your credit card at the discounted rate.



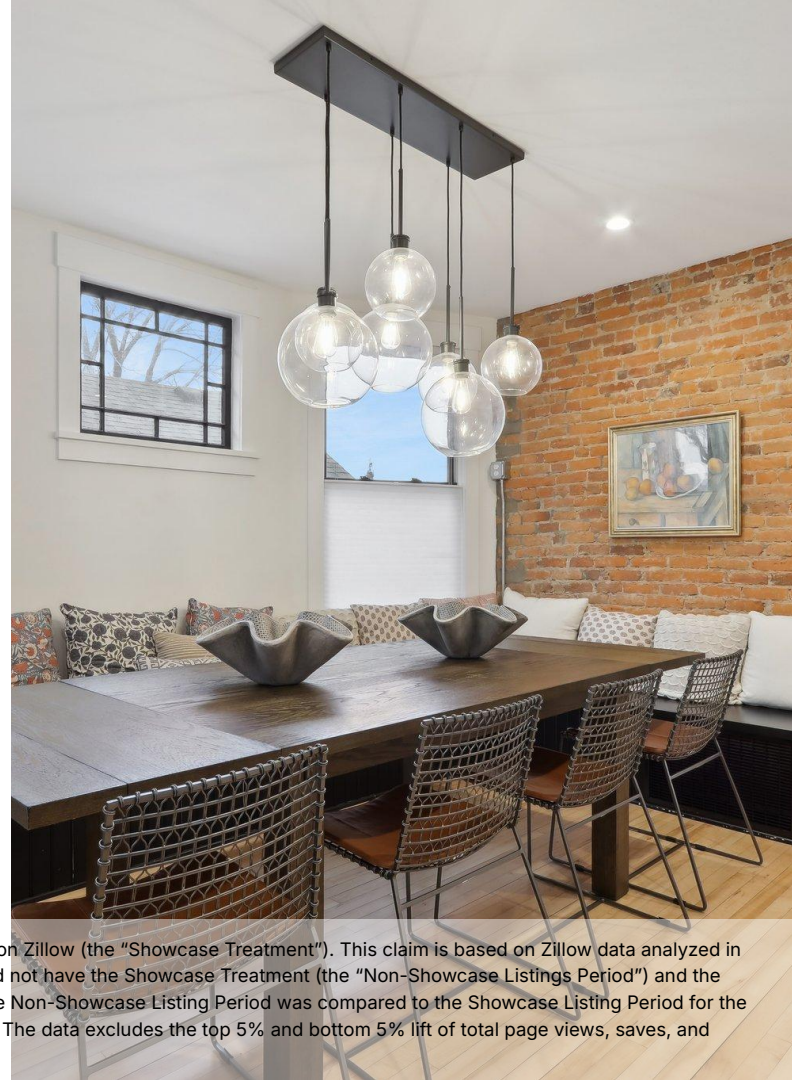
Creating a Showcase is ideally done as part of the new **listing process**, plus existing listings **can also be converted to** a Showcase listing.

# Convert **Existing Listings** to Showcase

After becoming Showcase listings, listings received over **75% more page views, saves, and shares** compared to when the same listings were on Zillow without Showcase.\*

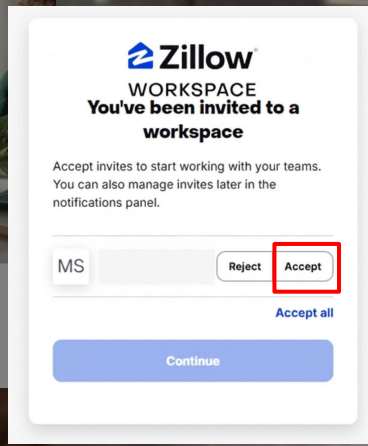
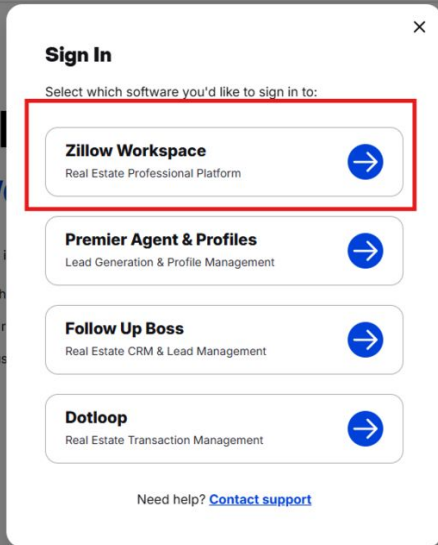
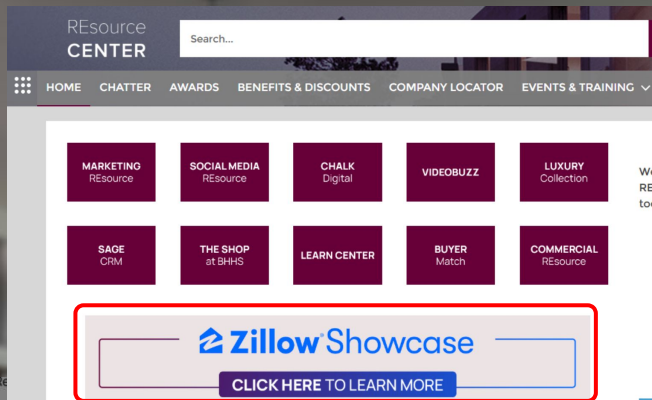
Requires Zillow 3D Home Tour and Interactive floor plan in addition to still photos.

\*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 seven day period a listing in these markets did not have the Showcase Treatment (the "Non-Showcase Listings Period") and the seven day period after a listing in these markets applied the Showcase Treatment (the "Showcase Listing Period"). The Non-Showcase Listing Period was compared to the Showcase Listing Period for the same listings. \*The data is from March 1st, 2026 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.



# Getting Started





## Getting Started | Login

**Step 1:** Go to **Resource Center** – Click on **Zillow Showcase Banner.**

**Step 2:** Click "New to Zillow Workspace? Sign Up"

**Step 3:** Enter your primary email\* in BHHS **Resource Center** and click "Continue"

**Step 4:** Create a password

**Step 5:** Add phone number and get sent a text code

**Step 6:** Once you get a verification email sent with a code (You may have to click re-send for it to send)

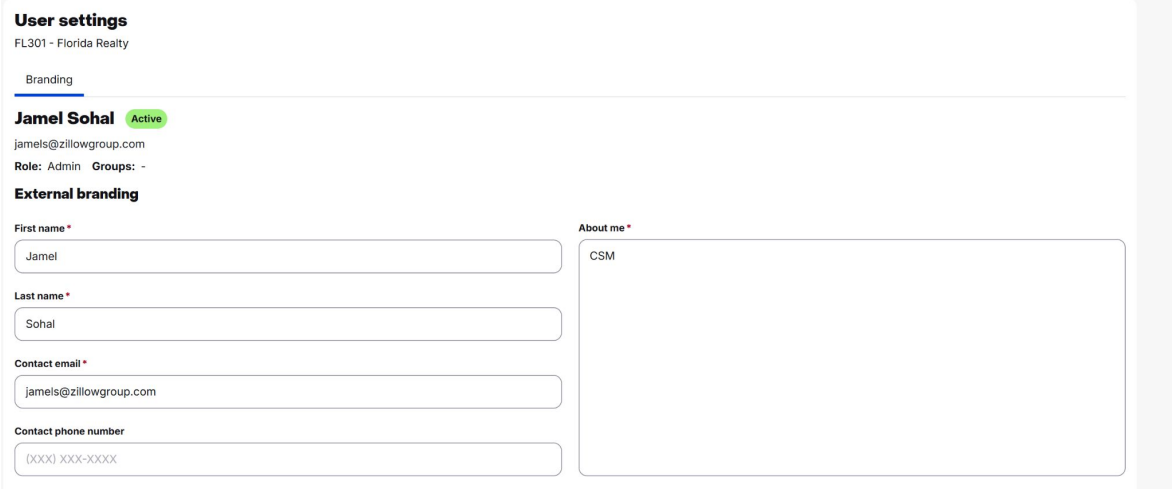
**Step 7:** Enter the code

**Step 8:** You should see the screen asking to accept the workspace "**FL302 – Florida Properties Group**"

# Getting Started | Agent Profile “External Branding”

Customize your Showcase agent profile to share who you are. This information **will be visible** on your Showcase listing.

- Agent Information
- Account Information



The screenshot shows the 'User settings' page for 'FL301 - Florida Realty'. The 'Branding' tab is selected. The user is 'Jamel Sohal', who is 'Active'. His email is 'jamels@zillowgroup.com', his role is 'Admin', and he has no groups. The 'External branding' section contains the following fields:

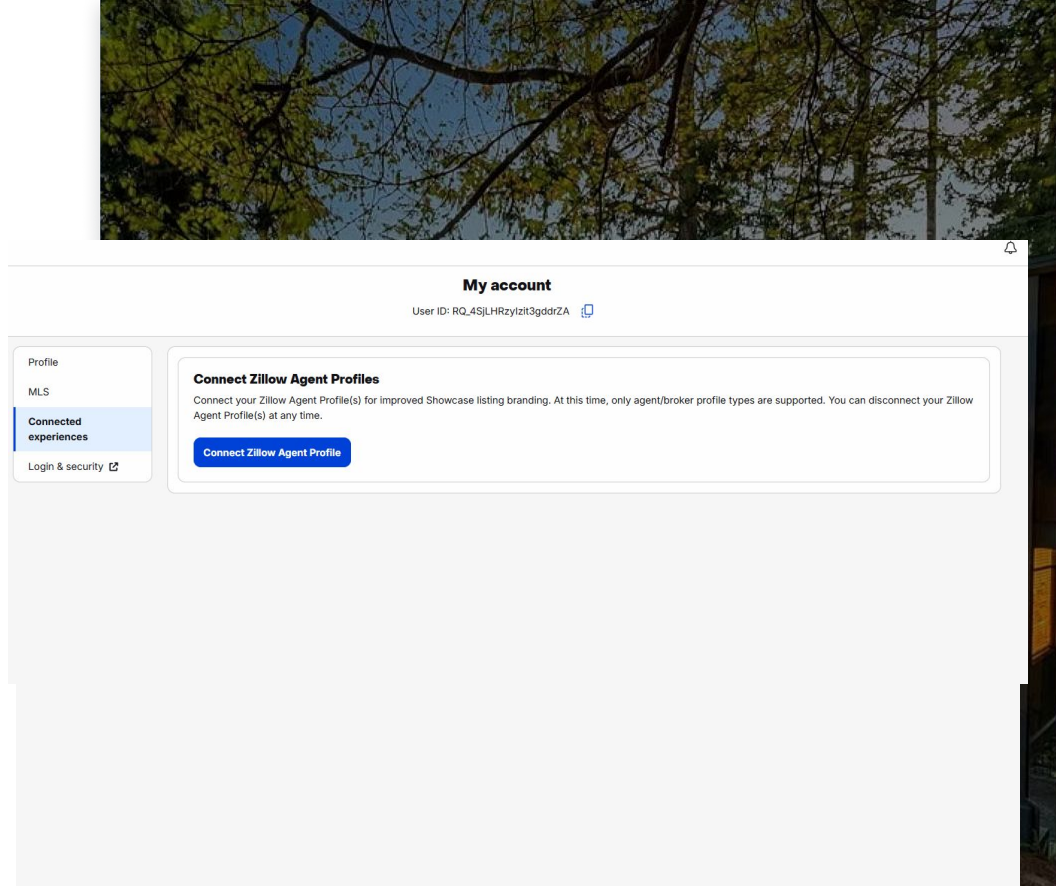
- First name \***: Input field containing 'Jamel'.
- Last name \***: Input field containing 'Sohal'.
- Contact email \***: Input field containing 'jamels@zillowgroup.com'.
- Contact phone number**: Input field with a placeholder '(xxx) xxx-xxxx'.
- About me \***: A large text area containing 'CSM'.



# Getting Started | My Account (MLS and Zillow Profile)

Set up your internal profile and link your MLS account and Zillow Profile. This information ***will not be visible*** on your Showcase listings.

- Link your MLS
- Link your Zillow profile



# Best Practices for Agent Branding



Don't be a floating avatar



Link your Zillow profile so your reviews show up



Use your preferred phone number and email



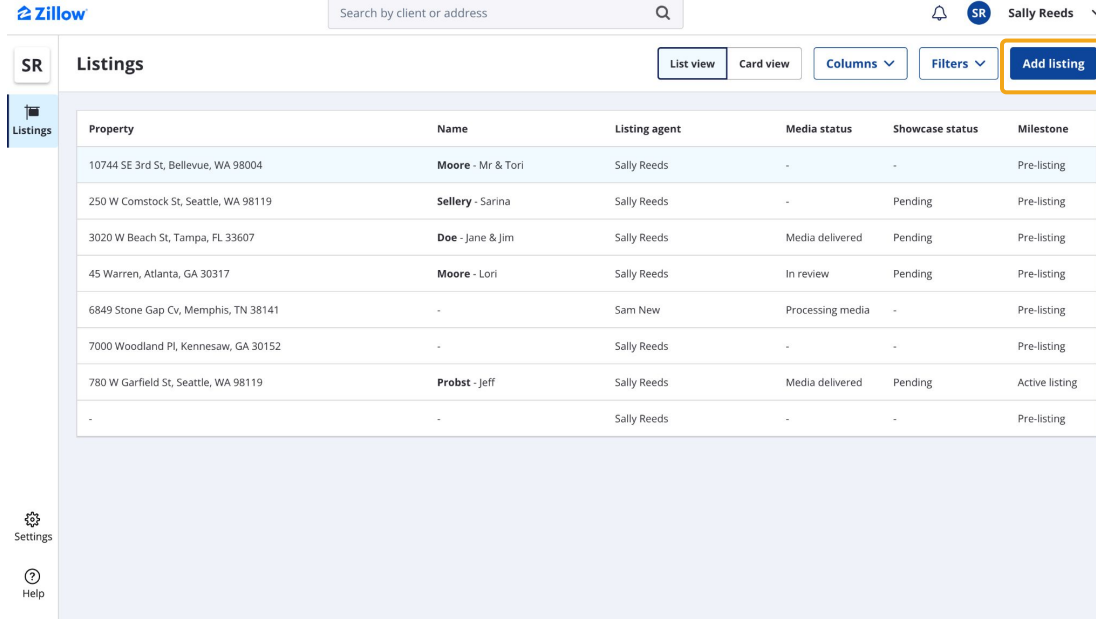
Include your social media and website links




# Creating a New Listing









# Creating a New Listing | Start a New Order

To add a new listing, click “Add listing”  
on the upper right of your Listings  
page.





**Zillow** Search by client or address   **SR** Sally Reeds 

**SR** Listings     

 Listings

Property	Name	Listing agent	Media status	Showcase status	Milestone
10744 SE 3rd St, Bellevue, WA 98004	<b>Moore</b> - Mr & Tori	Sally Reeds	-	-	Pre-listing
250 W Comstock St, Seattle, WA 98119	<b>Sellery</b> - Sarina	Sally Reeds	-	Pending	Pre-listing
3020 W Beach St, Tampa, FL 33607	<b>Doe</b> - Jane & Jim	Sally Reeds	Media delivered	Pending	Pre-listing
45 Warren, Atlanta, GA 30317	<b>Moore</b> - Lori	Sally Reeds	In review	Pending	Pre-listing
6849 Stone Gap Cv, Memphis, TN 38141	-	Sam New	Processing media	-	Pre-listing
7000 Woodland Pl, Kennesaw, GA 30152	-	Sally Reeds	-	-	Pre-listing
780 W Garfield St, Seattle, WA 98119	<b>Probst</b> - Jeff	Sally Reeds	Media delivered	Pending	Active listing
-	-	Sally Reeds	-	-	Pre-listing

 Settings

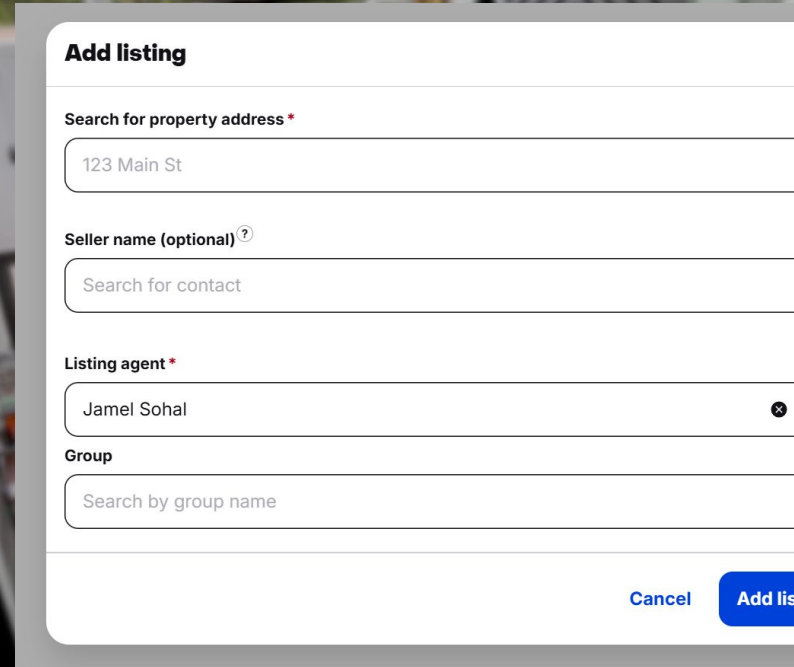
 Help



## Creating a New Listing | Start a New Order

Enter the listing details.

- Search for the listing address or enter it manually.
- Optionally add the seller(s) name and contact information.
- Add the listing agent.
- Click “Add listing.”



The screenshot shows a modal window titled "Add listing" with a light gray background. It contains four input fields with rounded corners and a search icon on the left. The first field is labeled "Search for property address \*" and contains the text "123 Main St". The second field is labeled "Seller name (optional) ?" and contains the placeholder text "Search for contact". The third field is labeled "Listing agent \*" and contains the text "Jamel Sohal" with a small 'x' icon on the right. The fourth field is labeled "Group" and contains the placeholder text "Search by group name". At the bottom right of the modal, there are two buttons: a "Cancel" button in light blue and an "Add listing" button in dark blue.

**Add listing**

Search for property address \*

123 Main St

Seller name (optional) ?

Search for contact

Listing agent \*

Jamel Sohal

Group

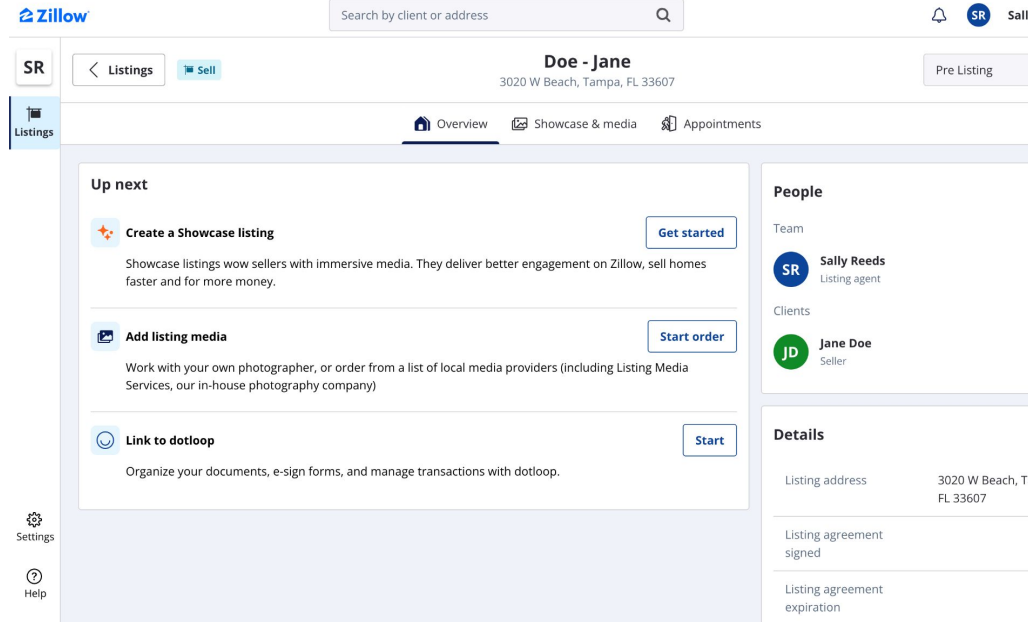
Search by group name

Cancel Add listing



# Creating a New Listing | Start a New Order

Once your listing is added, you can add people, edit property details, and update the listing status.



The screenshot shows the Zillow Seller Center interface for a listing titled "Doe - Jane" at 3020 W Beach, Tampa, FL 33607. The interface includes a search bar at the top, navigation tabs for "Listings" and "Sell", and a sidebar with "Listings" selected. The main content area is divided into three sections: "Up next", "People", and "Details".

**Up next**

- Create a Showcase listing** (Get started)  
Showcase listings wow sellers with immersive media. They deliver better engagement on Zillow, sell homes faster and for more money.
- Add listing media** (Start order)  
Work with your own photographer, or order from a list of local media providers (including Listing Media Services, our in-house photography company)
- Link to dotloop** (Start)  
Organize your documents, e-sign forms, and manage transactions with dotloop.

**People**

- Team**
  - SR Sally Reeds** (Listing agent)
- Clients**
  - JD Jane Doe** (Seller)

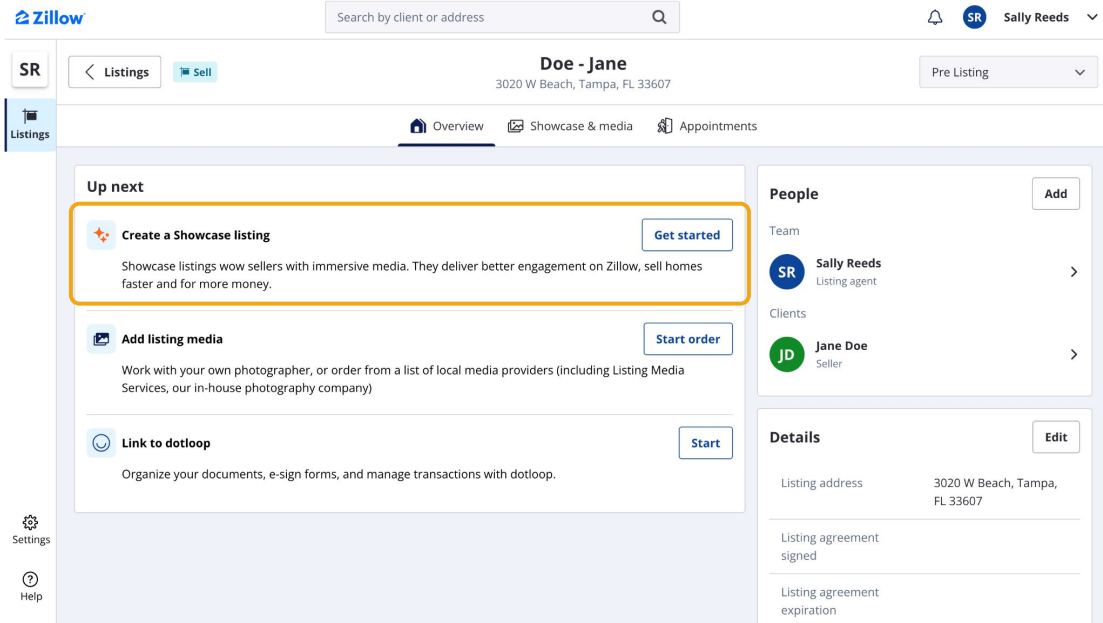
**Details**

- Listing address: 3020 W Beach, Tampa, FL 33607
- Listing agreement signed
- Listing agreement expiration

Navigation icons for Settings and Help are visible in the bottom left corner.

# Creating a New Listing | Make it a Showcase Listing

If you plan to create a Showcase listing, make sure to do it before you order media for the most seamless experience.



The screenshot displays the Zillow agent dashboard for 'Doe - Jane' (3020 W Beach, Tampa, FL 33607). The interface includes a search bar at the top, navigation tabs for 'Listings', 'Sell', 'Overview', 'Showcase & media', and 'Appointments', and a sidebar with 'Listings', 'Settings', and 'Help'. The main content area is divided into three sections: 'Up next', 'People', and 'Details'. The 'Up next' section is highlighted with an orange border and contains three items: 'Create a Showcase listing' (with a 'Get started' button), 'Add listing media' (with a 'Start order' button), and 'Link to dotloop' (with a 'Start' button). The 'People' section lists team members 'Sally Reeds' (Listing agent) and 'Jane Doe' (Seller). The 'Details' section shows the listing address and agreement status.

**Zillow** Search by client or address SR Sally Reeds

**SR** < Listings Sell **Doe - Jane** 3020 W Beach, Tampa, FL 33607 Pre Listing

**Listings** Overview Showcase & media Appointments

**Up next**

- Create a Showcase listing** Get started  
Showcase listings wow sellers with immersive media. They deliver better engagement on Zillow, sell homes faster and for more money.
- Add listing media** Start order  
Work with your own photographer, or order from a list of local media providers (including Listing Media Services, our in-house photography company)
- Link to dotloop** Start  
Organize your documents, e-sign forms, and manage transactions with dotloop.

**People** Add

Team

- SR** **Sally Reeds** Listing agent
- JD** **Jane Doe** Seller

**Details** Edit

Listing address 3020 W Beach, Tampa, FL 33607

Listing agreement signed

Listing agreement expiration

**Settings** **Help**

# Creating a New Listing | Make it a Showcase Listing

If you plan to create a Showcase listing, make sure to do it before you order media for the most seamless experience.

**Buy Showcase**

Listing Agent  
Jamel Sohal  
This agent is featured on the Showcase listing.

**Choose your payment method**

Use your own payment method

Cardholder Name \*

Card Number \*

Expiration Date \*      CVV \*

- Select One -      - Select One -      [ ]

Address 1 \*

Address 2

City \*      State \*      Postal Code \*

[ ]      [ ]      [ ]

**Confirm**

**Order summary**

Showcase listing	\$150.00
------------------	----------

**Buy & continue**

**Showcase media is unique**  
We'll help you order the special media you need or connect an existing media order.

**Zillow 3D Home interactive floor plan and virtual tour**  
Our dynamic floor plan and virtual tour that immerses buyers as they navigate the home.

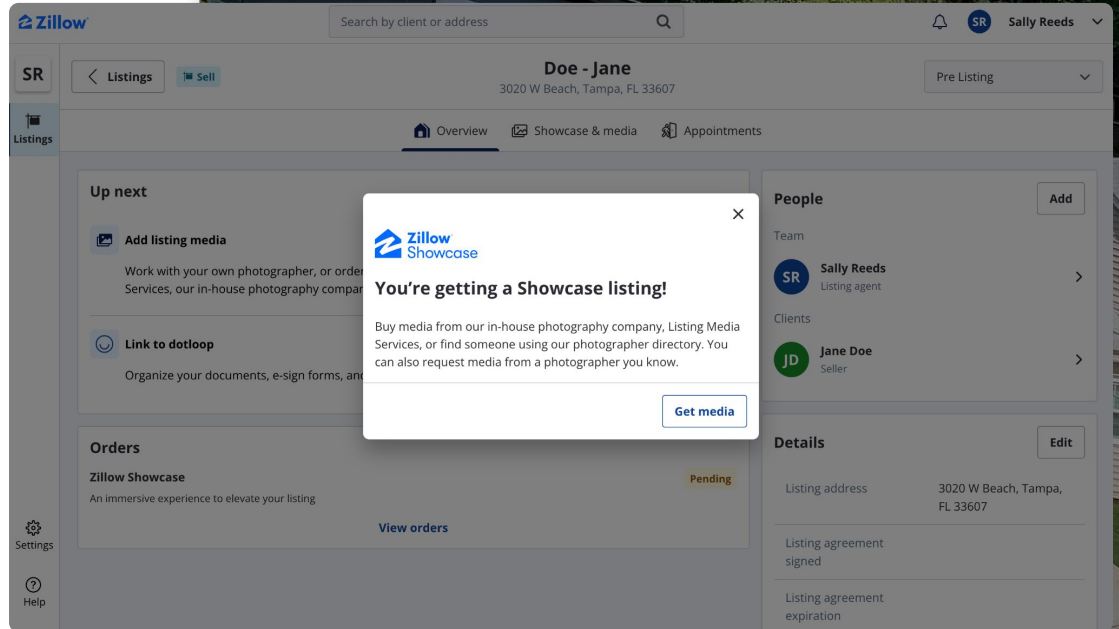
**High-resolution photography**  
Photography captured along side the interactive floor plan and tour will make your listing shine.

3020 W Beach, Tampa, FL 33607



# Creating a New Listing | Make it a Showcase Listing

Congratulations! Either click  
“Get media” or close the  
window to return to the client  
overview page.



The screenshot shows the Zillow Showcase listing interface for a client named 'Doe - Jane' at 3020 W Beach, Tampa, FL 33607. The interface includes a search bar, navigation tabs for Overview, Showcase & media, and Appointments, and a sidebar with Listings, Settings, and Help. A modal window is open in the center, displaying the Zillow Showcase logo and the message: 'You're getting a Showcase listing! Buy media from our in-house photography company, Listing Media Services, or find someone using our photographer directory. You can also request media from a photograph you know.' A 'Get media' button is located at the bottom right of the modal. The background of the interface is dimmed, showing sections for 'Up next' (Add listing media, Link to dotloop), 'Orders' (Zillow Showcase, Pending, View orders), 'People' (Team, Clients), and 'Details' (Listing address, Listing agreement signed, Listing agreement expiration).



# Media Ordering & Delivery



# Order Media | **Start the media order**

To start the process of ordering media, click “Start order” within the “Up next” section.

The screenshot shows the Zillow listing management interface for a listing titled "Doe - Jane" at 3020 W Beach, Tampa, FL 33607. The interface is divided into several sections:

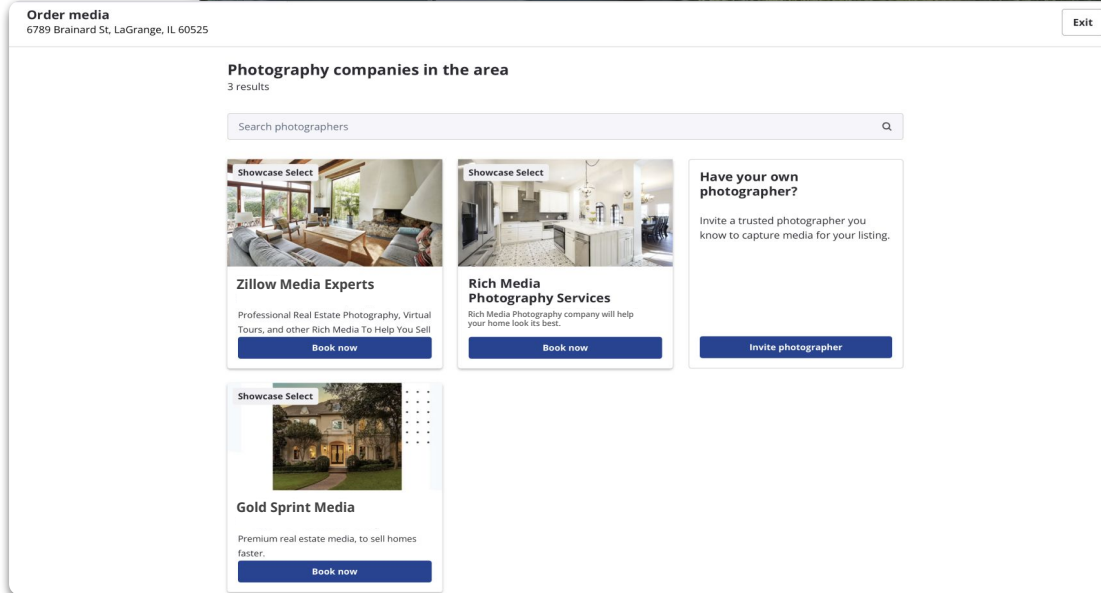
- Up next:** This section is highlighted with an orange border and contains two items:
  - Add listing media:** Includes a camera icon, the text "Work with your own photographer, or order from a list of local media providers (including Listing Media Services, our in-house photography company)", and a "Start order" button.
  - Link to dotloop:** Includes a smiley face icon, the text "Organize your documents, e-sign forms, and manage transactions with dotloop.", and a "Start" button.
- Orders:** Contains a "Zillow Showcase" item with a "Pending" status and a "View orders" link.
- People:** Lists team members and clients:
  - Team:** Sally Reeds (Listing agent).
  - Clients:** Jane Doe (Seller).
- Details:** Shows listing information:
  - Listing address: 3020 W Beach, Tampa, FL 33607
  - Listing agreement signed
  - Listing agreement expiration

Navigation elements include a search bar at the top, a "Listings" sidebar, and a bottom menu with "Settings" and "Help" options.

# Order Media | **Select a photographer**

There are multiple photography options available:

- Zillow Media Experts
- Invite your own photographer
- Showcase Select



The screenshot displays a web interface for ordering media services. At the top, it shows the location: "Order media, 6789 Brainard St, LaGrange, IL 60525". Below this, a search bar is labeled "Search photographers". The main content area is titled "Photography companies in the area" and shows "3 results".

The results are presented in three columns:

- Zillow Media Experts:** Features a "Showcase Select" image of a living room. Description: "Professional Real Estate Photography, Virtual Tours, and other Rich Media To Help You Sell". Includes a "Book now" button.
- Rich Media Photography Services:** Features a "Showcase Select" image of a kitchen. Description: "Rich Media Photography company will help your home look it's best.". Includes a "Book now" button.
- Have your own photographer?:** A text-based option with the description "Invite a trusted photographer you know to capture media for your listing." and an "Invite photographer" button.

A fourth result, **Gold Sprint Media**, is partially visible below the first column. It features a "Showcase Select" image of a house exterior. Description: "Premium real estate media, to sell homes faster." and includes a "Book now" button.



# Order Media | **Book the Shoot**

Confirm the address and details of the property that the photographer will be capturing.



Create a Showcase listing  
3020 W Beach St, Tampa, FL 33607 Exit

### Place Order

All of your order details are included below. You can login to your account to further access this.

1 Address 2 Services 3 Scheduling 4 Confirm

#### Address

Please enter your address below. If the address is at an apartment or unit, please make sure to note which one.

Street #	Street Name	Unit #
<input type="text" value="3020"/>	<input type="text" value="W Beach St"/>	<input type="text" value="Optional"/>
City	State	Postal Code
<input type="text" value="Tampa"/>	<input type="text" value="FL"/>	<input type="text" value="33607"/>

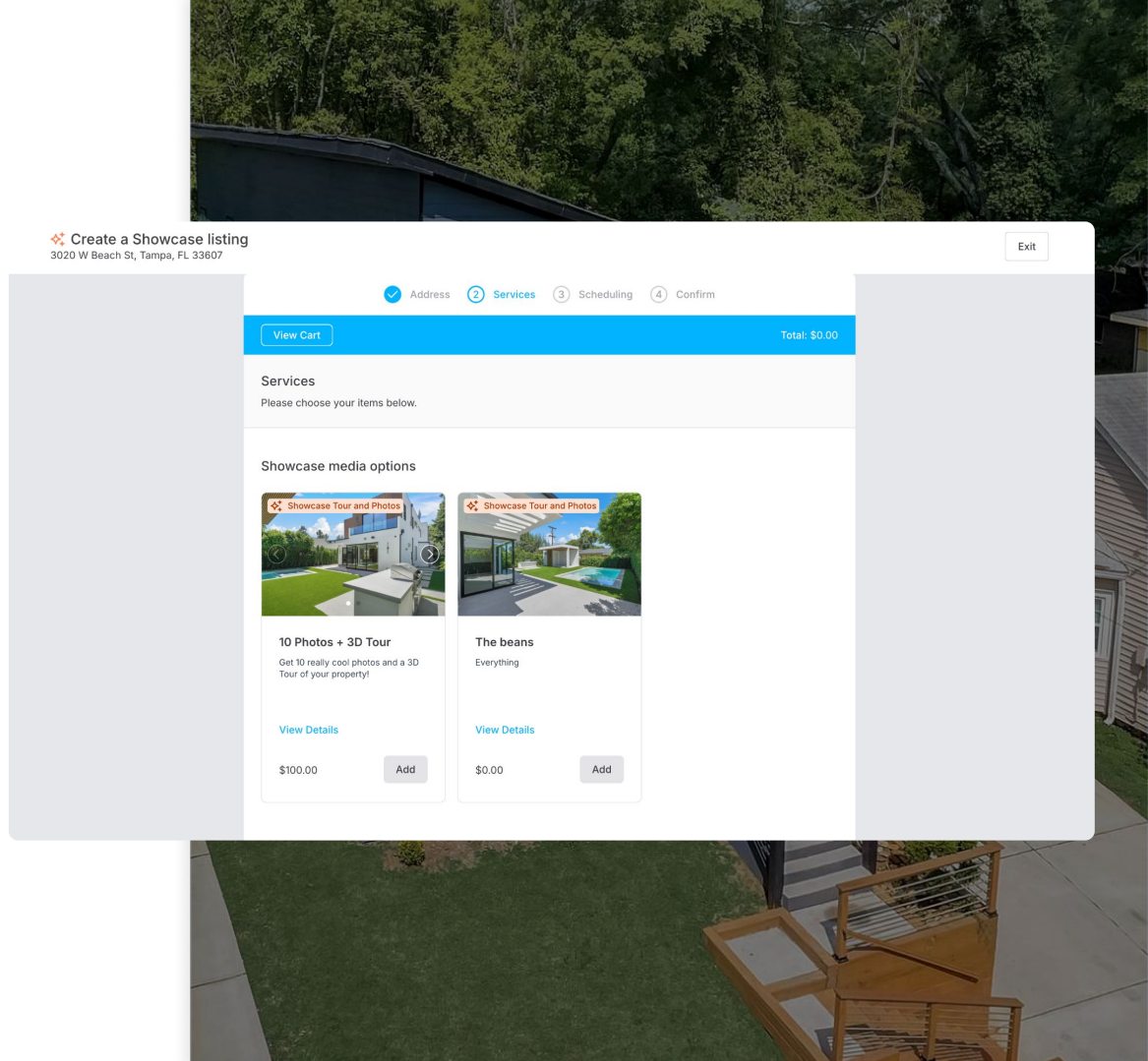
Location

Moving the pin on the map will update the Latitude and Longitude for this address



## Order Media | **Select the Add Ons**

Select which services you'd like to include in your media order. Click the "Add" button to select options separately.



The screenshot displays a web interface for creating a showcase listing. At the top, the title is "Create a Showcase listing" with the address "3020 W Beach St, Tampa, FL 33607". A progress bar shows four steps: 1. Address (checked), 2. Services (active), 3. Scheduling, and 4. Confirm. An "Exit" button is in the top right corner. Below the progress bar is a blue header with a "View Cart" button on the left and "Total: \$0.00" on the right. The main content area is titled "Services" and includes the instruction "Please choose your items below." Underneath, there is a section for "Showcase media options" with two cards. The first card, "10 Photos + 3D Tour", features a photo of a house and a 3D tour, with a description: "Get 10 really cool photos and a 3D Tour of your property!". It has a "View Details" link, a price of "\$100.00", and an "Add" button. The second card, "The beans", features a photo of a house and a pool, with a description: "Everything". It has a "View Details" link, a price of "\$0.00", and an "Add" button.



# Receive Media & Showcase Editing



## Receive Media | **Showcase is Ready to Review**

From “Overview” you will see when your listing is ready to review. It will be live on Zillow once the MLS listing is set to active.



Overview Listing IQ **Beta** Showcase & media Appointment

### Up next

**Showcase is ready to review** [Review Showcase](#)

Your Showcase listing is now ready to review. It will be live on Zillow when the MLS listing is set to active.

#### Featured Rooms

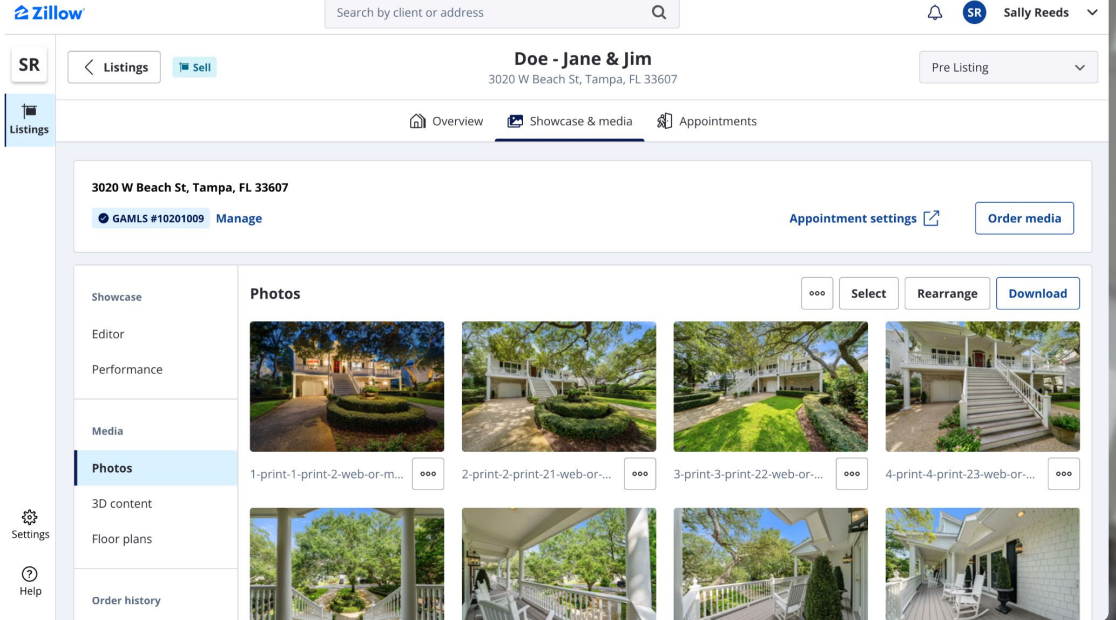
Living Room Kitchen Primary Bedroom

Progress bar: Showcase ordered (checked) Media ordered (checked) Media delivered (checked) **Showcase created** (active) Live on Zillow



# Receive Media | **Showcase** **is Ready to Review**

Download the media to be  
uploaded on the MLS listing.



The screenshot shows the Zillow Showcase & Media interface for a listing. At the top, the Zillow logo is on the left, and a search bar with the text "Search by client or address" is on the right. The user's name "Sally Reeds" is in the top right corner. Below the search bar, the listing name "Doe - Jane & Jim" and address "3020 W Beach St, Tampa, FL 33607" are displayed. A "Pre Listing" dropdown menu is on the right. The main navigation bar includes "Overview", "Showcase & media" (which is highlighted), and "Appointments". The listing address "3020 W Beach St, Tampa, FL 33607" and "GMLS #10201009" are shown, along with "Appointment settings" and "Order media" buttons. On the left, a sidebar menu includes "Showcase", "Editor", "Performance", "Media", "Photos" (highlighted), "3D content", "Floor plans", and "Order history". The "Photos" section displays a grid of eight photos of a house, with options to "Select", "Rearrange", and "Download" each photo. The photos show various views of the property, including the front entrance, the lawn, and the porch.

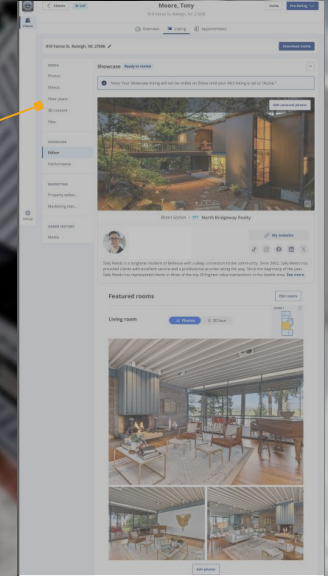
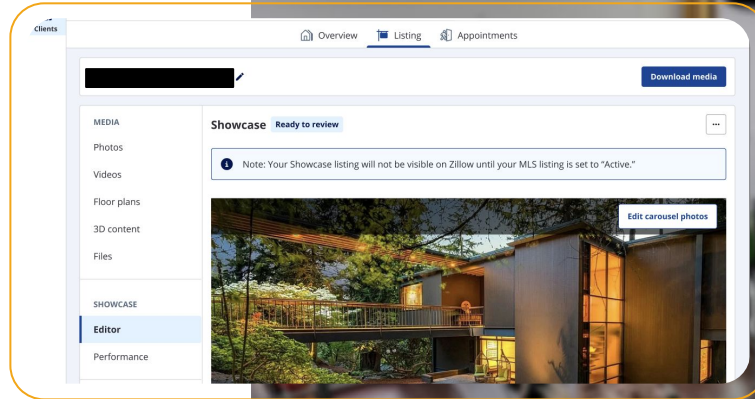


# Showcase Editing | **Edit Listings**

From the Showcase & media tab, click “Editor” on the left side menu.

Review your branding below the photo carousel.

Featured rooms are rooms that appear prominently on Showcase listings.

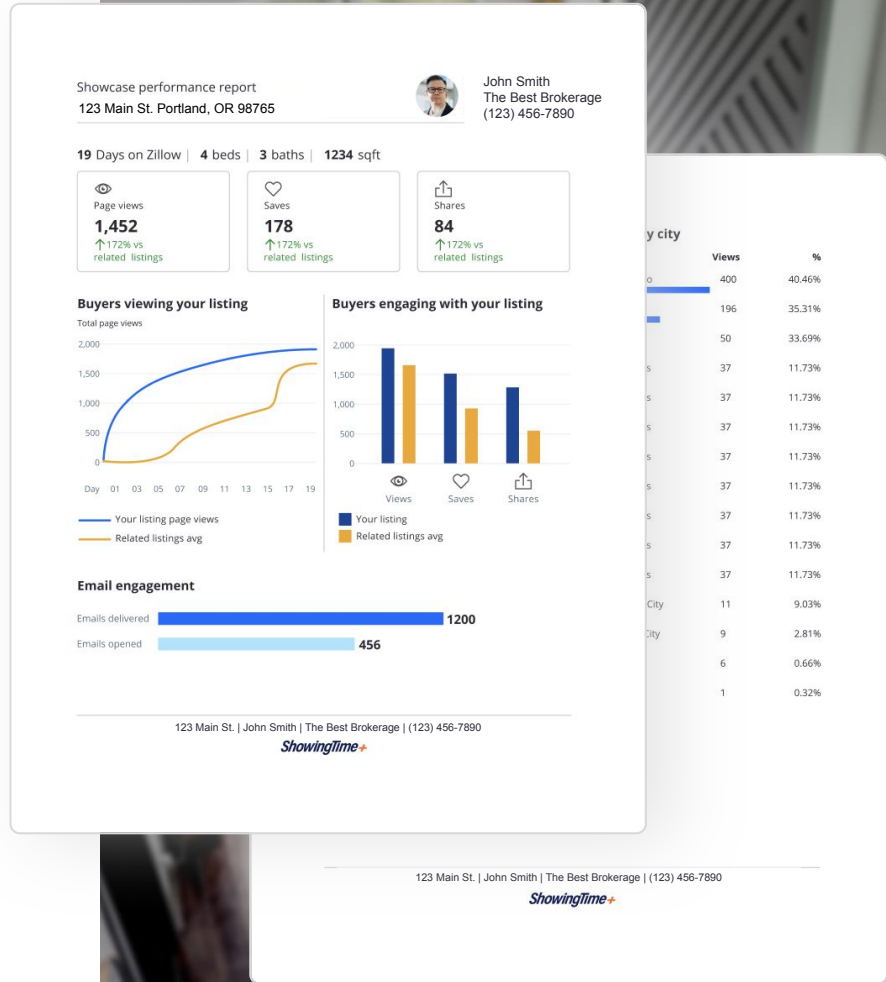


# Showcase Performance Report



# Showcase | Performance

- Review the page views, saves, shares and see how these metrics compares to similar, non-Showcase listings.
- Increase transparency with the downloadable Showcase performance report that you can share with your sellers.
- Review the number of targeted emails exclusively featuring your listing that were delivered and opened.
- See the listing views by both state and city.



# Showcase Support



# Zillow® Showcase

## VIP SUPPORT

Zillow Showcase customers will receive VIP access to our Zillow Showcase Support team, taking top priority in both phone and email queues.

Hours of operation and contact information

**Phone: 888-367-4009, Ext. #3**

Monday - Friday, 8:00 AM - 9:00 PM EST

Saturday - Sunday, 9:00 AM - 6:00 PM EST

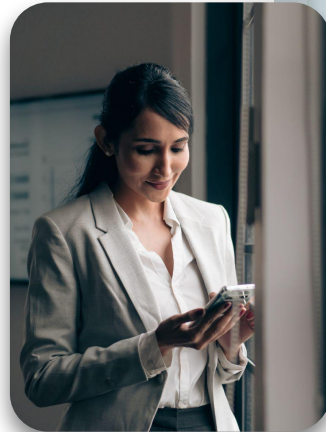
**Email: [support@showingtimeplus.com](mailto:support@showingtimeplus.com)**

Monday - Sunday

Third Party Photographer Support:

Phone: 888-906-1952

**Email: [photographersupport@zillowgroup.com](mailto:photographersupport@zillowgroup.com)**



## **Berkshire Hathaway HomeServices Customer Success Team**

As with all of our offerings, the **Berkshire Hathaway HomeServices Customer Success Team** will provide support for verifying login emails and workspaces. Triaging issues with Zillow Showcase support.

Hours of operation and contact information:

**Phone: 855-422-9052**

Monday – Friday, 8:00 AM – 9:00 PM ET

**Email: [BHHSsupport@HSFranchise.com](mailto:BHHSsupport@HSFranchise.com)**

Monday – Friday

**Questions?**

