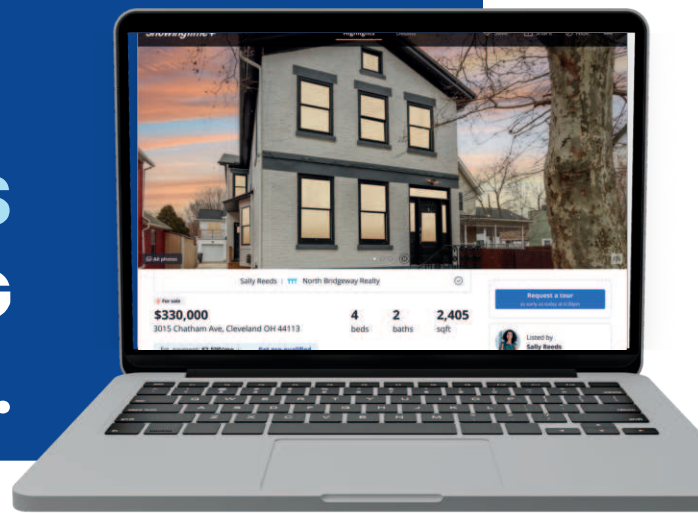




GETTING IT SEEN IS STEP ONE IN GETTING IT SOLD.



WHY USE ZILLOW SHOWCASE

Better Listing Marketing. Better Results. More Listings.

Showcase isn't just a prettier Zillow listing. It gives your listings an elevated experience on the platform where buyers are already spending their time, helping your sellers get more exposure while helping you stand out as the listing agent.

Better Results.

Compared to similar standard listings, Showcase produces higher engagement and better results for new listings:

10%

more likely to go pending
in the first

14 Days

compared to similar
nearby non-Showcase
listings on Zillow

Sell for

**2%
more**

than similar non-
Showcase listings on Zillow

Revive Stale Listings.

When the same listings are upgraded from standard Zillow listings to Showcase, performance and engagement increase:

85%

boost in

Listing Views

compared to same
property using a standard
Zillow listing

72%

more Saves

67%

more Shares

Market the Listing. Market Yourself.

Buyer leads delivered directly to you

Capture inquiries generated by your listing.

Agents who put 3 Showcase listings live in their first 90 days on the market generated more than **10,000 ADDITIONAL BRAND IMPRESSIONS** versus similar non-Showcase agents. **Buyer opportunity now + brand exposure for later.**

Market Reach Matters.

Zillow is the #1 real estate platform in the U.S., reaching 239M monthly unique users and generating approximately 1.71 billion page views each month. Better presentation matters, but better presentation in front of the largest audience matters more.

QUESTIONS OR READY TO SHOWCASE?

Mike Schneider | 404-952-5020 | mike@gahomematch.com

STEP-BY-STEP GUIDE TO USING SHOWCASE

SET UP YOUR PROFILE. First-time users need a Showcase profile under my account. Even if you've used Showcase elsewhere, you'll need a new profile tied to my account. Email or text me for an invite.

SCHEDULE PHOTOGRAPHY. For photographer recommendations, text me at 404-952-5020.

Required Assets: Hi-Res Photos, Zillow 3D Home Tour with Interactive Floor Plans

Recommended Assets: 2D Floor Plans, Video(s) under 120 seconds

PRO TIP: Don't organize photos in multiple places. Let me upload them to Showcase first. Organize them there, then download the final order for your MLS listings. Watch this video to learn more.



PREPARE YOUR ASSETS. Let your photographer know you are Showcasing with me and that I process the assets on my end. I will need the media download link for all assets. **Send everything together at one time.** Sending assets separately can delay your Showcase or prevent it from displaying properly.

SET BOTH MLS LISTINGS TO CSN. Not required, but highly recommended. Launching Showcase in CSN gives you additional marketing exposure.

SEND ME THE ASSETS. Email all assets to mike@gahomematch.com, then text 404-952-5020 to let me know they were sent.

I'LL HANDLE THE REST. Most Showcase listings are processed and live on Zillow within 24 hours. You will not be asked to pay until your Showcase is fully processed and ready to display on Zillow.

\$225 per listing → No monthly fees → No volume commitment → Buyer leads directly to you

SHOWCASE FAQs



Can I use my Matterport for the 3D tour?

No. Zillow 3D Home Tours with Interactive Floor Plans use Zillow's proprietary platform and must be captured to its specifications.

I use Homes.com and they send me the buyer leads on my listing. Why Showcase?

Homes.com can add exposure, but requires an ongoing subscription. Showcase is \$225 for the life of the listing, delivers buyer leads directly to you and reaches an audience roughly 7.5X larger than Homes.com.

What if the listing takes months to sell?

No problem. The \$225 covers the life of the listing. Showcase will even allow you to re-list with new MLS numbers for no additional cost.