

How to Advertise on Zillow

A Visual Step-by-Step Guide

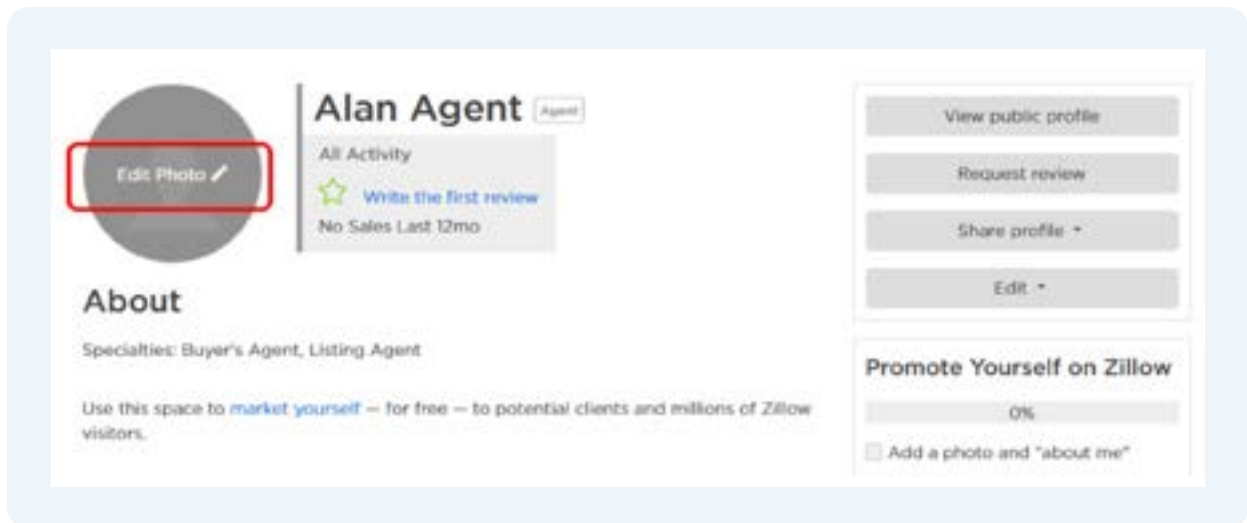
❑ STEP 1: Sign Up for Zillow Premier Agent & Advertising

- ❑ Download Zillow Premier Agent App
- ❑ Manage Zillow advertising budget and campaign



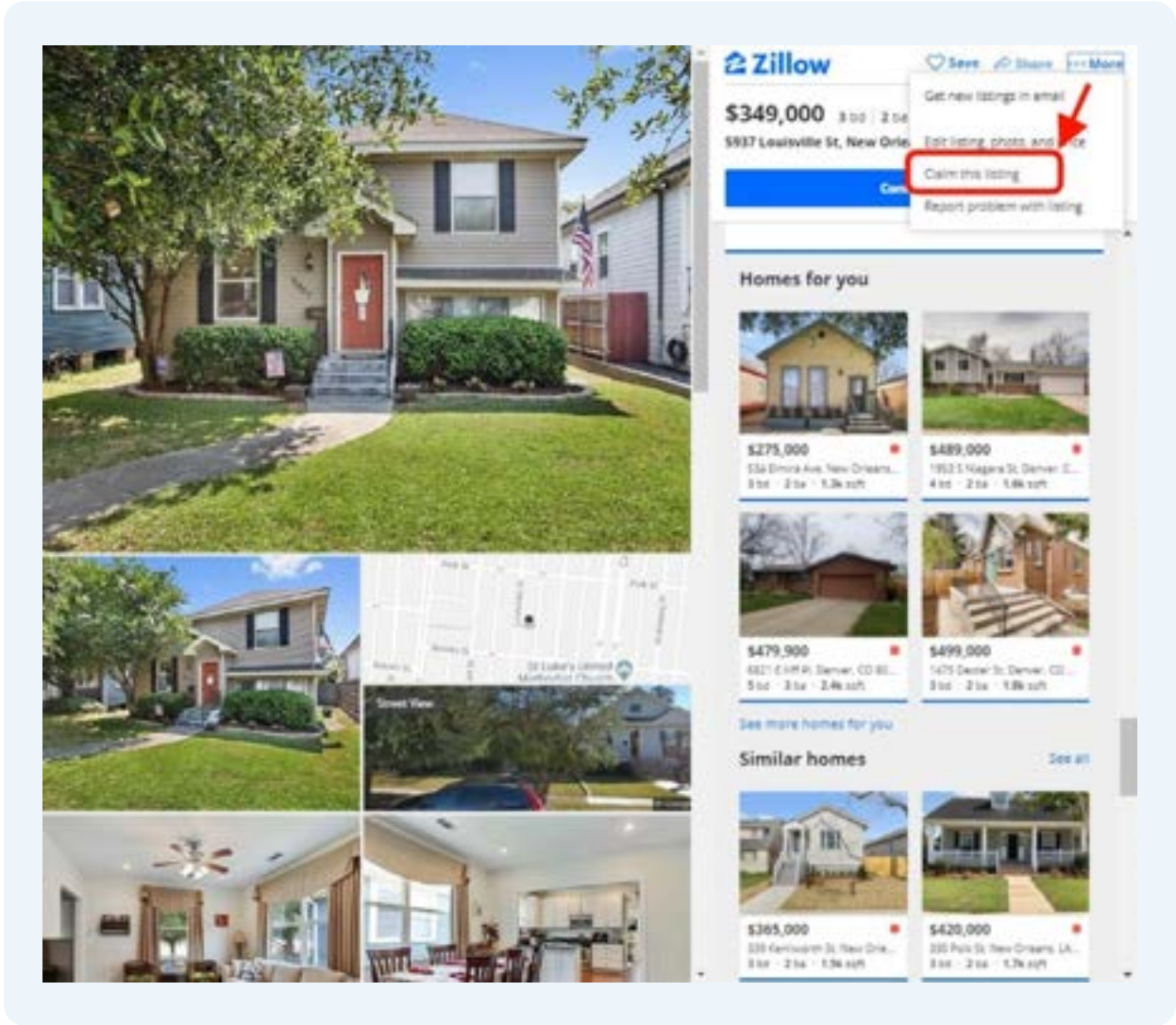
[Zillow Premier Agent](#) sign up page

❑ STEP 2: Create an Agent Profile



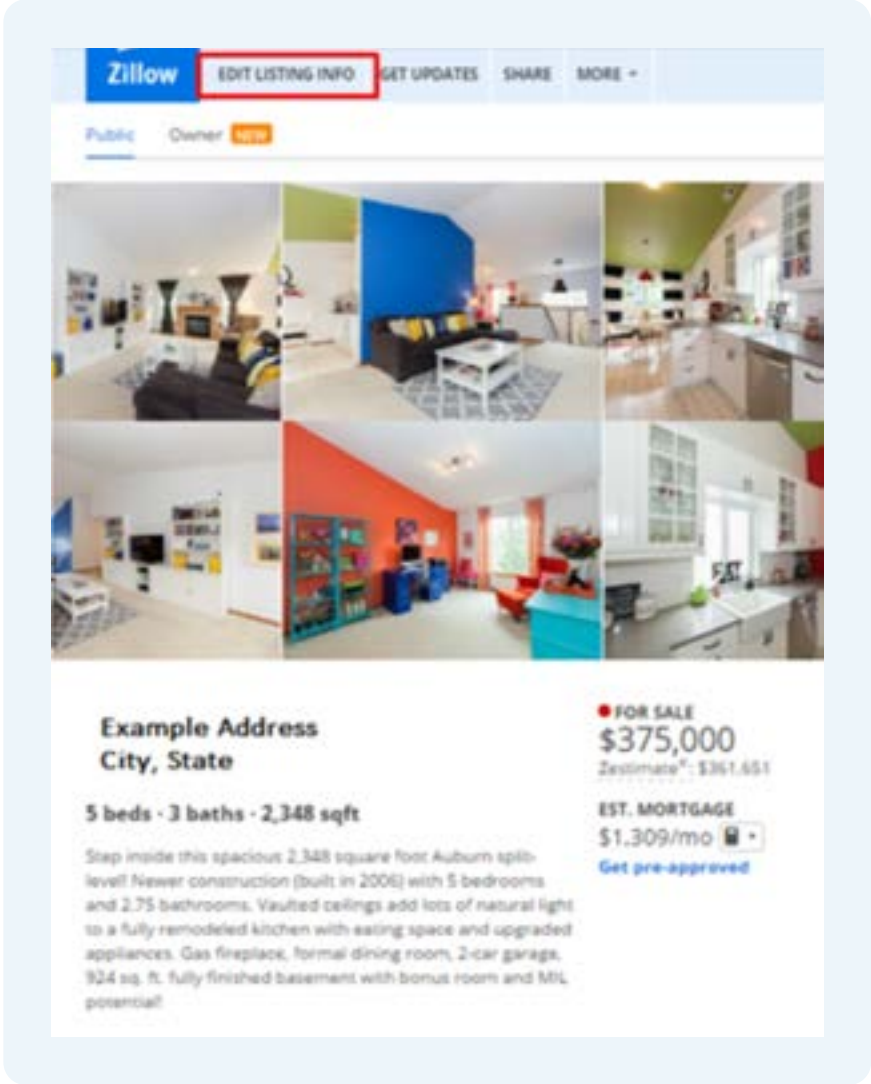
[Zillow](#) agent profile

□ **STEP 3: Claim Your Listings**



How to claim a listing on [Zillow](https://www.zillow.com)

□ **STEP 4: Ensure All Listing Information Is Accurate**



How to edit a listing on [Zillow](https://www.zillow.com)

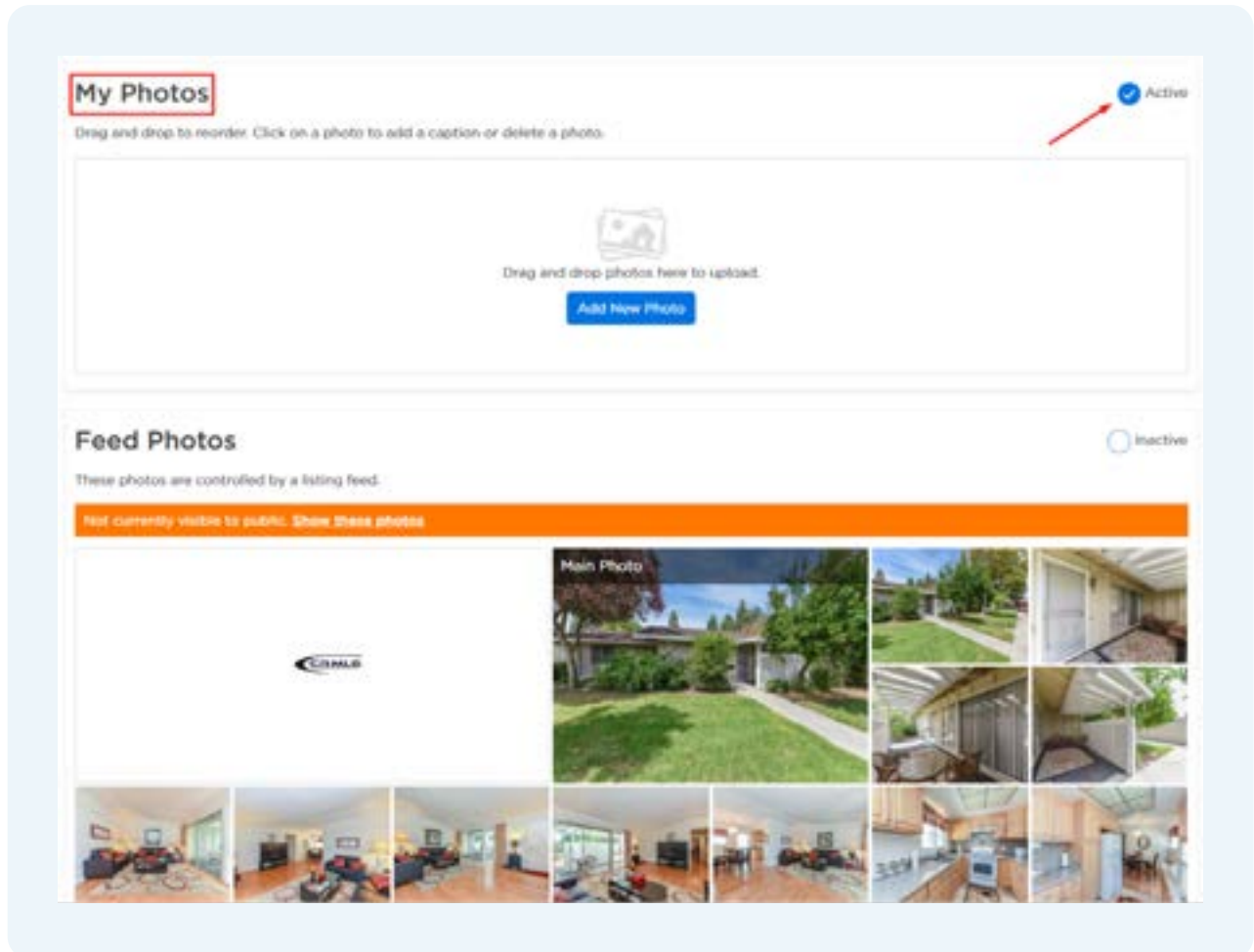
□ STEP 5: Fill Out the Home Description & Features Sections

The screenshot shows a Zillow listing for a 3-bedroom, 2.5-bath colonial home. The main image is a large exterior shot of a light blue house with a white door and windows. Below it are two smaller images: one showing a kitchen with wooden cabinets and another showing a hallway with a red wall. The listing details include a price of \$484,000, 3 bedrooms, 3 bathrooms, and 2,640 square feet. The address is 1709 Idlewild Blvd, Fredericksburg, VA 22401. The estimated payment is \$1,022/mo. There are buttons for 'Request a tour' and 'Contact agent'. The 'Overview' section lists features like 'BACK DECK', 'FORMAL DINING', 'FRENCH DOORS', 'BREAKFAST NOOK', 'HARDWOOD FLOORS', 'LEASED SOLAR PANELS', and 'DOUBLE OVENS'. The text description provides a detailed overview of the home's layout and amenities, including a walkout basement, a detached 2-car garage, and proximity to schools and shopping.

Sample listing description on [Zillow](https://www.zillow.com)

❑ STEP 6: Add Compelling Professional Photography

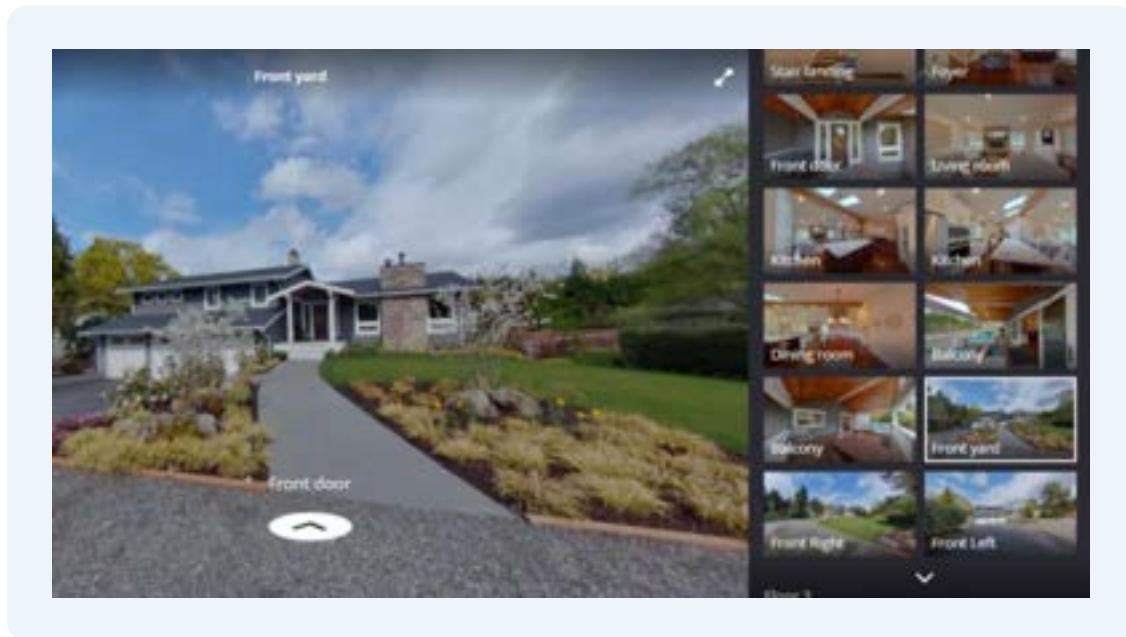
- ❑ Add photos (ideally between 22 to 27 photos)
- ❑ Hire a professional photographer



How to add photos on [Zillow](https://www.zillow.com) listings

❑ STEP 7: Create a Video Walk-through

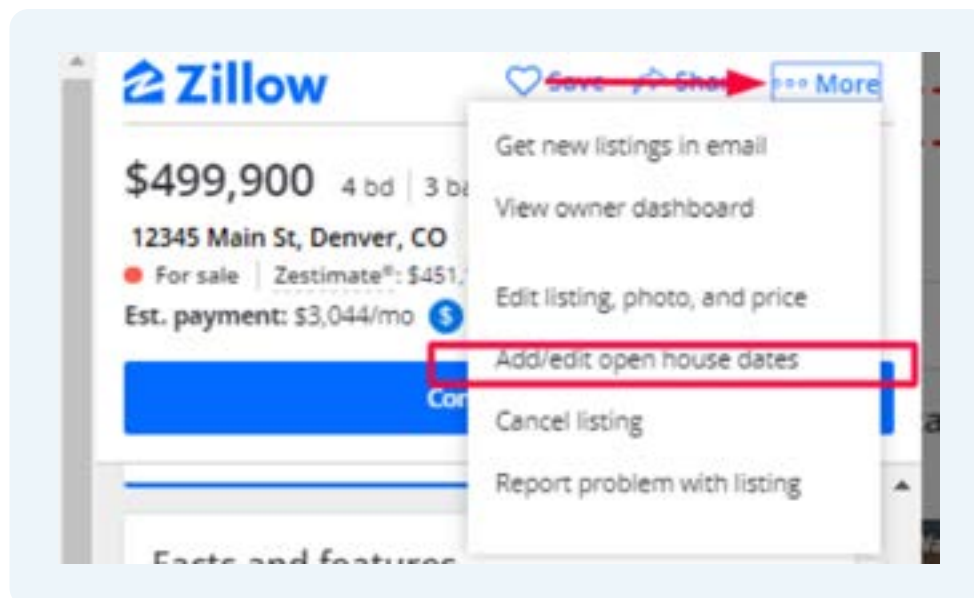
- ❑ Download Zillow 3D Home Tour app
- ❑ Capture video and 3D tours



[Zillow](#) 3D Home Tour app

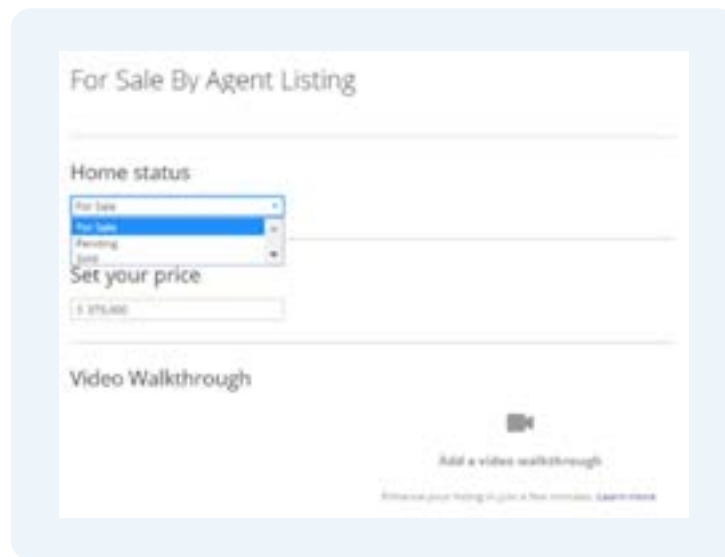
❑ STEP 8: Leverage Open Houses for More Zillow Views

- ❑ Add open house dates to your Zillow listings



How to add/edit open house dates on [Zillow](#)

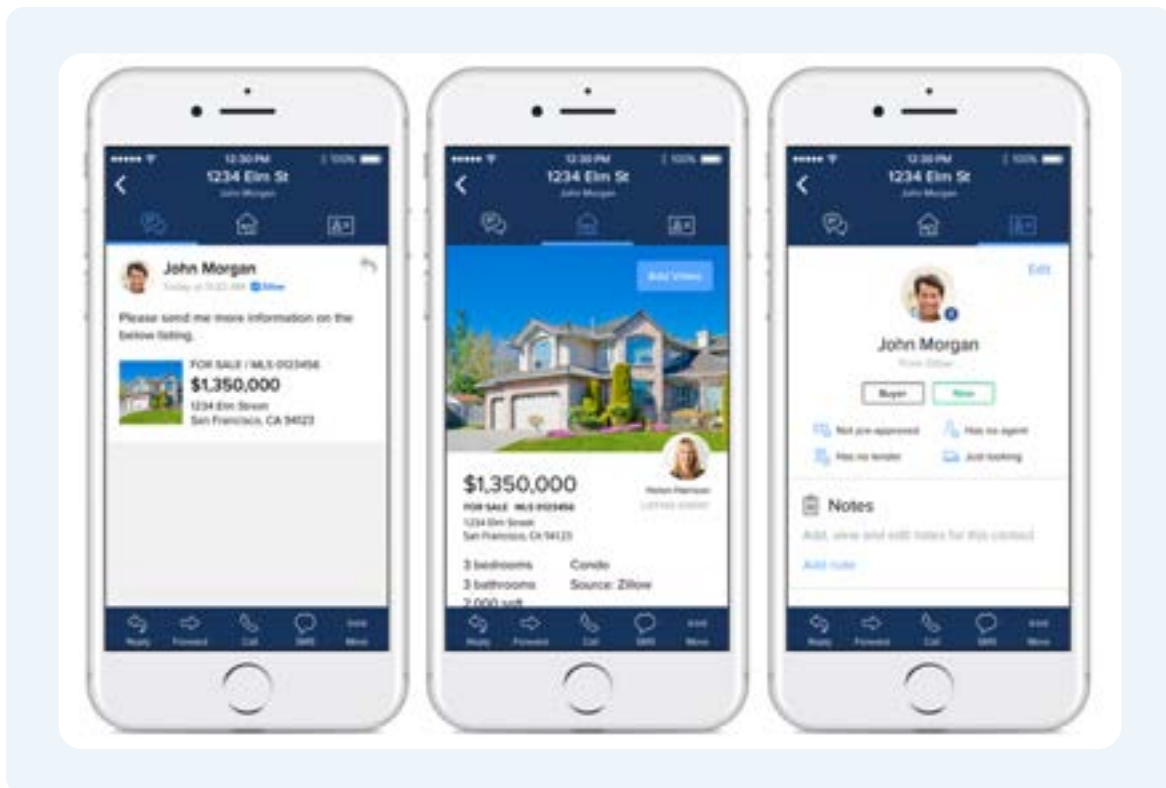
❑ **STEP 9: Adjust the Asking Price to Increase Zillow Views**



How to adjust asking price on [Zillow](#)

❑ **STEP 10: Follow Up With Leads Quickly**

- ❑ Use the Zillow CRM tool



[Zillow](#) Premier Agent App