

Flex Portfolio

Advertising flexibility to manage your portfolio's success on Zillow Rent Connect.™



Flex Portfolio gives you the flexibility to adjust your properties' advertising and help accelerate your return on ad spend (ROAS) on the #1 most visited rental network.¹



Agile marketing

Add, swap, remove, upgrade or downgrade the exposure your properties receive based on seasonality, performance and goals.



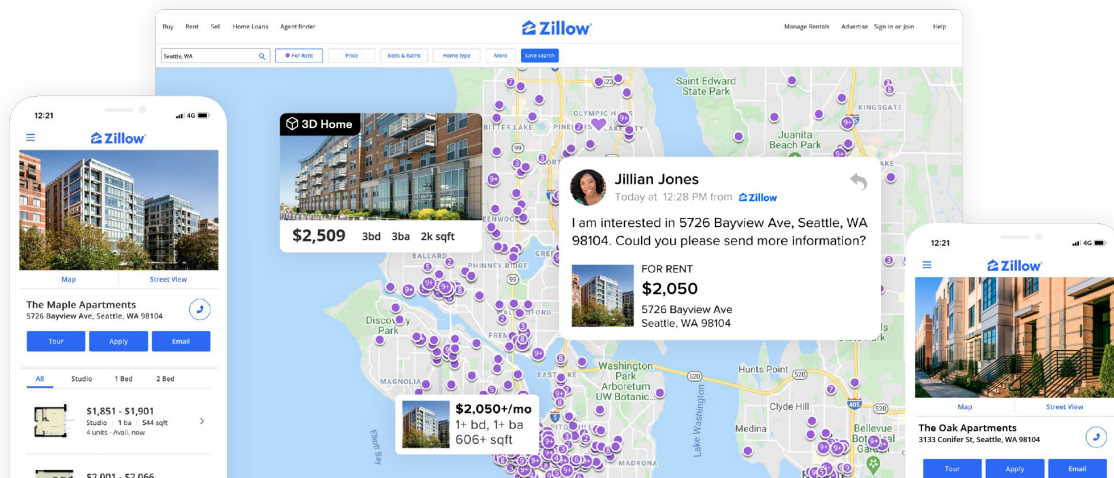
Optimized ROAS

Align property exposure with market demand to help supercharge your portfolio's performance and return on ad spend.



Strategic budgeting

Set a monthly spend amount with locked-in rates to simplify budget planning for your portfolio.



Questions? Ready to get started?

Contact your Zillow representative or email us at ZillowRentals@zillowgroup.com.