Zillow Rentals

Advertising Packages

Get the right properties on the right solution with tiered packages and advertising flexibility.

Expand your reach

Unlock more ways to target and connect with renters, including social and email.
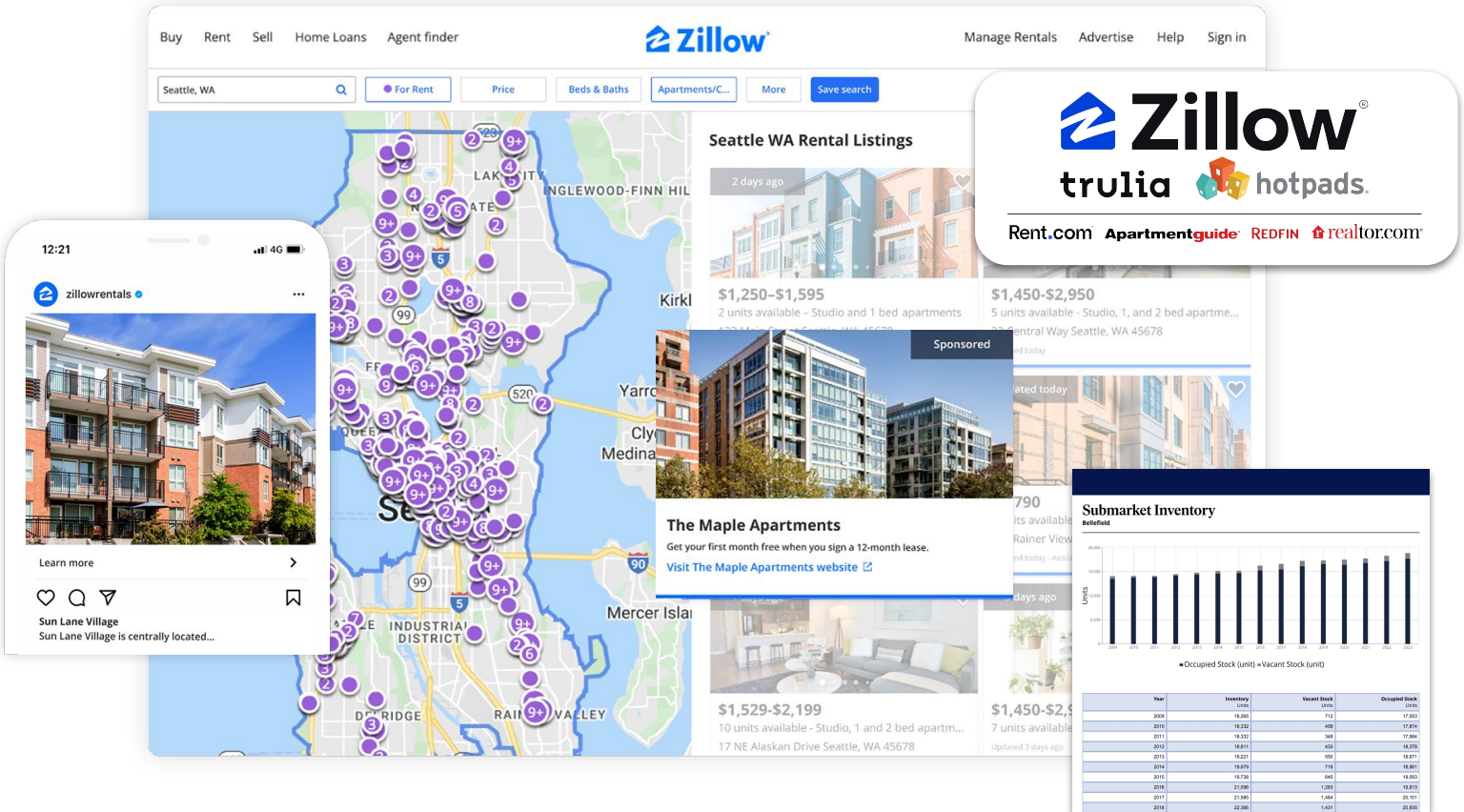
Attract serious renters

Engage renters with rich media, professional photos and immersive content to drive high-intent leads.

Empower your marketing

Access property and renter insights and local market reports to advance your ad strategy.

Questions? Ready to get started?

Contact your Zillow Representative or email us at **ZillowRentals@zillowgroup.com** to learn more.

Zillow Rentals Packages

Choose from **Signature**, **Premium**, **Enhanced** and **Base** packages to equip your marketing with the right touchpoints to engage renters across the Zillow Rentals Network.

	Signature 7X the exposure on average vs. Base[1]	Premium 4X the exposure on average vs. Base[1]	Enhanced 2X the exposure on average vs. Base[1]	Base The advertising essentials
Increase property exposure and awareness				
Advertising platform	Zillow, Trulia, HotPads, Rent.com, ApartmentGuide, Redfin, Realtor.com			
Social media	Facebook ads, Instagram Stories + ads	Facebook ads, Instagram Stories + ads	–	–
Stand out map icon	✔	–	–	–
Saved search renter email advertisement	✔	✔	–	–
Sponsored ad in search results	✔	✔	✔	–
Engage and connect with informed leads through detailed and enabled listings				
Professional Media Production Credits	$550 media redemption credits per property	$350 media redemption credits per property	–	–
Property management branding	✔	–	–	–
Dynamic feature image	✔	–	–	–
Community website link	✔	✔	✔	–
Priority placement on nearby listings	✔	✔	✔	–
Verified Source badge	✔	✔	✔	✔
Rent Specials highlight	✔	✔	✔	✔
Waitlist	✔	✔	✔	✔
Unlimited self-captured 3D Home® tours	✔	✔	✔	✔
Gain property, portfolio, and renter insights				
Moody's Market Report	Advanced Report	Basic Report	Basic Report	Basic Report
Audience & property comparisons insights	✔	✔	✔	✔
Lead delivery with Renter Profile	✔	✔	✔	✔
Partner success support	✔	✔	✔	✔
Set up your portfolio				
Billing model	Flat Rate	Flat Rate	Flat Rate	Flat Rate or Pay-Per-Lease
PMS integration	Available to opt-in for guest card creation	Available to opt-in for guest card creation	Available to opt-in for guest card creation	Required for Pay-Per-Lease[2]