

# Building Showcase Policies

By advertising in the Building Showcase Program, you agree to the following policies, which may be updated from time to time without notice.

## GENERAL POLICIES →

All Building Showcase campaigns are purchased on the property level (building or complex). Please note, a property that is a complex can only purchase a Building Showcase package for the whole complex and not specific buildings within the complex. Also, Building Showcase will not support townhouses, as this product is only for buildings or complexes.

Each Building Showcase purchase (as well as the Premium Building Page, a standalone product) will have a 2 month minimum, auto-renew contract with no official end date or need to repurchase/re-sign monthly. If a property moves between ad packages, it will not need to re-sign the contract if all the parties stayed the same.

### Campaigns can start or be upgraded at any time.

For new purchasers, we require 3 full business days' notice to start a package. For all other purchasers, we require 2 full business days' notice to start or upgrade a package. This is to allow time for the approval process and gathering assets for the Premium Building Page.

After the initial term of 2 months, advertisers need to give 2 full business days' notice if they would like to downgrade the next month. Package downgrades will occur on the 1st of the following month, as long as the request to downgrade is received 2 business days prior to the end of the month in which the request is received. Once a downgrade request has been submitted, future upgrades will not go into effect until two full business days after the 1st of the following month.

If the property would like to cancel the Building Showcase package, a 1 month cancellation notice is required. Terminations can land mid-month, and will be prorated if necessary. When a cancellation is requested, it will create an end date on the current contract for a property. If the property would like to continue advertising after a cancellation notice, a new contract will be created and the start date will be at least 2 full business days after the previous contract end date.

**Add-On Building Showcase Products:** Add-On Products (Social & Email Blasts) can only be purchased for the time period in which a Rental or Sale property purchases a Building Showcase package (or Premium Building Page). If the property books a Social or Email Blast, the property is locked into a Building Showcase package for that month. Social and Email Blast Add-On Products do not auto-renew monthly and require a 1 month cancellation notice. Email Blast slots are on a first come first serve basis. Social Add-On Products require 2 days advance notice to go into effect. The service continues for the duration of the calendar month in question and rates are not prorated regardless of when the purchase occurs. Social Add-On Products do not auto-renew. StreetEasy reserves the right to offer future Add-Ons' or incentives at any time pursuant to the terms of your applicable Building Showcase IO and these General Policies. By purchasing Social add-on product, the purchaser agrees to these [Facebook terms](#).

The party signing the contract is required to be the bill-to. New advertisers booking a Building Showcase campaign less than \$1,000 per month must pay by credit card with auto-pay. There are no additional fees for credit card payment.

Only sale properties are able to purchase the Premium Building Page as a standalone product. If rental properties would like a Premium Building Page, they need to purchase a Building Showcase package.

Please note that the relative exposure amounts are approximate, and we are not guaranteeing specific amounts. While we anticipate hitting the exposure levels for each building/campaign, there will be instances where we can't reach the exposure level due to factors such as seasonality, competition, listing volume, and consumer interest.

Advertisers are responsible for managing their own listings in a property on StreetEasy. While it is not required to have active listings while a property has a Building Showcase package, it is strongly recommended since certain package benefits apply only to active listings.

In the event that there are no active listings in the property, Advertiser may elect to have the Building Showcase exposure be in the form of Native ROS. This must be requested in the initial

campaign when Advertiser requests the package. If a property without listings is already on a package and would like this option, the Native ROS exposure will occur on the 1st of the following month, provided that the request is received at least 2 business days prior to the end of the preceding month. This option starts at the Silver package for Sale properties and the Gold package for Rental properties, with an option to increase the package level to receive more Native ROS exposure. Once the listings in the building are active, the Native ROS exposure will end and the Building Showcase will revert to the standard exposure in the package.

## REQUIREMENTS FOR PROPERTIES →

Rental properties are able to purchase a rental package and sales properties are able to purchase a sales package. If a property is a Hybrid building with both sales and rentals, they can book both a Rental & Sale package. In these cases, the Premium Building page will default to Sales.

Properties with a Building Showcase package are required to have a Building Page on StreetEasy.

We do not offer consumer-targeted or broker-targeted branding campaigns. This includes consumer-directed branding from brokerages or agent-targeted advertising. We only work to increase exposure for properties and listings that have a presence on StreetEasy.

## LISTING POLICIES →

If a sale or rental property is purchasing a Building Showcase package, the advertiser is not able to purchase a la carte regular Featured Listings.

### LISTING POLICIES | SALE

Only sponsored units posted by the stated listing advertiser on the contract are featured in the Building Showcase package. If sale properties only have a Premium Building Page (no advertising package) then featured listings can be purchased.

If a sale property purchases a Building Showcase package for a listing advertiser, all other listing advertisers are able to purchase featured listings in such sale property separately.

### LISTING POLICIES | RENTAL

Rental properties can either buy a Building Showcase package (which features all active listings posted by the listing advertiser named in the contract) or they can pay per day and buy featured listings a la carte.

Only the listings posted by the listing advertiser named in the contract will be featured and included in the Building Showcase

package. If landlords would like an exclusive broker to post in a property with a Building Showcase package and the listings are approved by StreetEasy, the broker will pay per day for their listings and will have the ability to feature listings a la carte. If an exclusive broker would like to purchase the Building Showcase package for a property, they are able to purchase and only the listings posted by the exclusive broker will be featured and included in the Building Showcase package.

## PRICING POLICIES →

As permitted by the [StreetEasy Advertising Terms of Service](#), Zillow may change the rates set forth in the [Rental](#) and [Sale](#) Rate Cards at any time. Zillow will provide no less than 30 days' written notice of any such change to the rates before applying the new rates to Advertiser's purchase.

### PRICING POLICIES | SALE

For Building Showcase campaigns, the monthly billing rate is determined by number of units in a property (building or complex) and the sellout price (according to [the New York State Attorney General website\\*](#)) at the time the contract is requested and signed (Adjustments to sellout price may be possible on a case by case basis as decided in StreetEasy's sole discretion. Adjustments to active campaigns will take effect the next billing cycle and StreetEasy must be notified in writing at least 5 business days in advance).

Add-On Products are priced at a flat-rate fee: Social is per month and Email Blasts are per blast.

\*Properties that currently do not have a sellout price on the AG website are still able to buy Building Showcase. The monthly price will be determined by an estimated sellout price based on an official offering plan from the developer, or StreetEasy internal data. The contracts will auto-renew with a 1 month cancellation policy until the AG offering is available, at which point we will recontract based on the actual sellout price.

### PRICING POLICIES | RENTAL

For Building Showcase campaigns, the monthly billing rate is determined by the number of units in a property (building or complex).

Add-On Products are priced at a flat-rate fee: Social is per month and Email Blasts are per blast.

## REPORTING POLICIES →

Properties buying an advertising package are able to view and download Building Showcase performance by going to the self-serve StreetEasy reporting dashboard.

For properties with Platinum or Platinum +, advertisers will be able to view an upgraded reporting suite within the StreetEasy

reporting dashboard.

Reporting for Add-On Products and Native ROS will be sent within 7 days after the previous month has ended.

Please note, we do not have fixed benchmarks for Building Showcase packages, since there are so many different factors that impact listing performance (location, price, amenities, size, number of bedrooms, etc.).

ASSETS →

For Building Showcase campaigns, we only request assets for the Premium Building Page, as we pull all information from listing pages for the sponsored ads. If advertisers would like to change the image that is being used for featured listings, in-feed property ads, or email sponsored ads, advertisers are able to do so by changing the order of photos on their listing page on StreetEasy. Please allow up to 24 hours to see these changes take effect in the ad units. StreetEasy does not send mocks for approval.

All Premium Building Page assets must be submitted in the Custom Spec Sheet, which is sent by Ad Ops, and will take effect within 2 full business days from when assets were received.

**Email Blast Add-On Product assets** are required 1 full week before start date. If we do not receive assets by the due date, the ad will not run but the property will still own the slot.

**Social Add-On Product assets** are required 2 full business days before start date. Choose between a single image (one image), video (one video), or carousel format (three images). Only one ad placement per Social Add-On Product. If property does not provide new creative assets, existing social assets associated to the property will be automatically applied to the next month as long as the creative was active in the prior 3 months. If a property does not have existing social assets and does not provide new creative assets 2 full business days before start date, the social Add-On Product start date will stay the same but delivery could be impacted due to the delayed creative assets. If a property would like to update the social creative asset, revision requests need to be sent 2 full business days in advance.

Each Add-On Product must click to StreetEasy property page or another website which promotes that specific property. We will not accept landing page with portfolio listings. For social, we do accept UTM tracking on URLs for external websites. For Email Blasts, we do not accept tracking on the URL submitted. Instead, StreetEasy will append StreetEasy Google Analytics tracking to the URL which is submitted and results can be found by filtering “source” = “iterable” in websites own Google Ana-

lytics account.

**Native ROS Assets:** The Native ROS placement will link to the StreetEasy Premium Building Page. Native ROS placement is limited to one creative asset. Assets are due 2 business days before the start date and must be submitted in the Custom Spec Sheet form provided by Sales Operations.

Advertisers shall not use StreetEasy to directly or indirectly vocalize cooperative offers of compensation to buyers agents. StreetEasy reserves the right in its sole discretion to remove and/or modify any Showcase assets (including but not limited to “Broker Blasts”) as it sees fit in its discretion.

WHO TO CONTACT?	
CONTACT	INQUIRY TYPE
Senior Sales Executive	Interested in starting, changing, or ending Building Showcase packages.
Account Manager	Questions on booked Building Showcase packages or reporting
Sales Operation	Premium Building Page updates, Add-On Product creative assets
Partner Support	Listing/feeds, Featured Listings, Pay Per Day, or general support