

Building Showcase Pricing

RENTALS

EFFECTIVE JANUARY 1, 2025

Rates are set by property size within each package tier and include all listing and advertising fees. Platinum+ offers increased exposure, priced as below.

PROPERTY SIZE (Total Units)	≤100	100-199	200-299	300-399	400-499	500-749	750-1000	>1000
SILVER	\$550	\$725	\$1,075	\$1,625	\$1,975	\$2,875	\$3,975	\$4,500
GOLD	\$950	\$1,250	\$1,900	\$2,850	\$3,475	\$5,050	\$6,950	\$7,900
PLATINUM	\$1,425	\$1,900	\$2,850	\$4,275	\$5,225	\$7,600	\$10,425	\$11,875
PLATINUM+ +25% target exposure vs. Platinum	\$1,750	\$2,350	\$3,500	\$5,250	\$6,450	\$9,350	\$12,875	\$14,625
PLATINUM+ +50% target exposure vs. Platinum	\$2,100	\$2,800	\$4,225	\$6,300	\$7,725	\$11,225	\$15,450	\$17,525
PLATINUM+ +75% target exposure vs. Platinum	\$2,450	\$3,275	\$4,925	\$7,375	\$9,025	\$13,100	\$18,025	\$20,475
PLATINUM+ +100% target exposure vs. Platinum	\$2,800	\$3,725	\$5,625	\$8,425	\$10,300	\$14,950	\$20,575	\$23,375
PLATINUM+ +125% target exposure vs. Platinum	\$3,175	\$4,225	\$6,300	\$9,475	\$11,600	\$16,850	\$23,150	\$26,325
PLATINUM+ +150% target exposure vs. Platinum	\$3,500	\$4,675	\$7,025	\$10,525	\$12,875	\$18,725	\$25,725	\$29,250
PLATINUM+ +175% target exposure vs. Platinum	\$3,875	\$5,150	\$7,725	\$11,600	\$14,175	\$20,575	\$28,300	\$32,150
PLATINUM+ +200% target exposure vs. Platinum	\$4,225	\$5,625	\$8,425	\$12,625	\$15,450	\$22,450	\$30,875	\$35,100
PLATINUM+ +225% target exposure vs. Platinum	\$4,550	\$6,075	\$9,125	\$13,675	\$16,750	\$24,325	\$33,450	\$38,000
PLATINUM+ +250% target exposure vs. Platinum	\$4,925	\$6,550	\$9,825	\$14,725	\$18,025	\$26,200	\$36,025	\$40,950
PLATINUM+ +275% target exposure vs. Platinum	\$5,250	\$7,025	\$10,525	\$15,775	\$19,275	\$28,075	\$38,600	\$43,850
PLATINUM+ +300% target exposure vs. Platinum	\$5,625	\$7,500	\$11,225	\$16,850	\$20,575	\$29,950	\$41,175	\$46,800
PLATINUM+ +325% target exposure vs. Platinum	\$5,975	\$7,950	\$11,925	\$17,900	\$21,850	\$31,825	\$43,750	\$49,700
PLATINUM+ +350% target exposure vs. Platinum	\$6,300	\$8,425	\$12,625	\$18,950	\$23,150	\$33,675	\$46,325	\$52,625
PLATINUM+ +375% target exposure vs. Platinum	\$6,675	\$8,875	\$13,350	\$20,000	\$24,425	\$35,550	\$48,900	\$55,575
PLATINUM+ +400% target exposure vs. Platinum	\$7,025	\$9,350	\$14,025	\$21,075	\$25,725	\$37,450	\$51,475	\$58,475

Note: Relative target exposure is approximate and not guaranteed.

The pricing on this rate card is effective **January 1st, 2025**. As permitted by the [StreetEasy Advertising Terms of Service](#), Zillow may change the rates set forth in this 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.

Add-On Products

SOCIAL:
Starting at \$1,300/month*

BROKER BLAST:
\$5,675/blast

CONSUMER EMAIL:
\$5,400/blast

**Properties are able to purchase the social add-on product in increments of \$1,300 per month.*

Please contact your StreetEasy representative
or email buildingsolutions@streeteasy.com for more information.