

Zillow Showcase

Media Best Practices

Requirements: All Showcase listings **MUST** have 10 high resolution photos, a Zillow 3D tour, an interactive floorplan, and all media must be uploaded to the Zillow Showcase platform (www.zillowshowcase.com)

Process for getting media added to a Showcase listing:

Option 1 - New listings:

After you have placed the order for Showcase, the next step is to get/add media. For new listings, you have 3 options for ordering/obtaining media. For all options, you will receive an email letting you know media has been uploaded but you will be responsible to keeping track of the progress:

- **Zillow Media Experts** – The “easy button”/most streamlined process. These are Zillow employee photographers. Order and pay directly through the platform at time of check out, photographers upload directly to your Showcase listing next day with the exception of Sunday.
- **Showcase Select** Not Zillow employees but companies that offer everything needed for Showcase, have gone through training, and already have Aryeo accounts (our photography management platform). Order and pay directly through the platform at time of check out. Upload time/delivery time unknown.
- **3rd Party Photographer/Invite Your Own Photographer** – Independent photographers. Everything from booking to payment is handled between the agent and the photographer. No booking or payment is done through the platform. Photographers are sent an invite link (unique to the listing) to upload media and upload at their own pace.

****Notes for 3rd Party Photography:***

- An invite **MUST** be sent to the photographer through the Showcase platform.
- Every new listing needs a listing specific invite sent from that individual listing in the workspace, even if you use the same photographer.
- You will be responsible for following up with the photographer if they have not uploaded the media or need assistance. Please monitor your listings in the platform to check their progress.

View from the platform for ordering media:

Overview Listing IQ **Beta** Showcase & media Appointments

Up next

Order media for Showcase [Order media](#)

Order media through your own photographer or from a list of local media providers (including Zillow Media Experts, our in-house photography company). Showcase is created with a Zillow 3D Home interactive floor plan and photography.

Progress: Showcase ordered **Order media** Awaiting media Creating showcase Live on Zillow

Photography companies in the area

14 results

Search photographers

Zillow Media Experts

Professional Residential Real Estate Photography, Virtual Tours, and other Rich Media To Help You Sell

[View Profile](#) [Book now](#)

Archi-Pix

Your #1 choice for professional photography, video, 3D, drone, floor plans, and virtual staging

[View Profile](#) [Book now](#)



Have your own photographer?

Invite a trusted photographer you know to capture media for your listing.

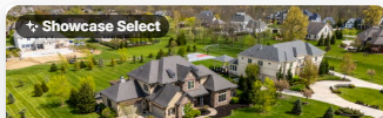
[Invite photographer](#)

Board & Batten

Real Media

Showcase Select



Zillow Showcase: Flip a Listing

Flipping a stale listing to Showcase is one of the most effective ways to breathe new life into your property and maximize its market potential. Here's why making the switch can make all the difference:

Why Flip a Stale Listing to Showcase?

- **Dramatic Boost in Visibility and Engagement:** On average, Showcase listings drive 81% more page views, 80% more saves, and 90% more shares than similar non-Showcase listings on Zillow. This means your property gets in front of more motivated buyers, increasing the chances of a faster sale and potentially higher offers.
- **Stand Out with Premium Media:** If you've already invested in high-quality photos, a 3D Home tour, or an interactive floor plan, flipping to Showcase lets you fully leverage these assets. The result is a richer, more interactive experience that captures buyers' attention and helps your listing stand out from the competition.
- **Enhanced Seller Confidence:** Sellers are impressed by the elevated marketing and performance metrics that come with Showcase. This not only helps you win more listings but also reassures your clients that you're doing everything possible to get their home sold.
- **Exclusive Marketing Perks:** Showcase listings receive dedicated email blasts to prospective buyers, prioritized placement in search results, and are discoverable through custom filters. This special exposure is not available to standard listings.
- **Virtual Staging at No Extra Cost:** Instantly transform rooms with AI-powered virtual staging in seven curated styles, helping buyers visualize the home's potential—without the hassle or cost of physical staging.
- **Proven Success Stories:** Agents across the country have flipped stale listings to Showcase and seen them go under contract in days—even after months of little to no activity. For example, one agent reported a listing that sat for months with minimal interest; after flipping to Showcase, it sold within a week. Another agent saw a property that had been on the market for two years go under contract in under 30 days after the switch.

What's Required?

At least 10 photos and a valid 3D Home tour/IMX link, with media uploaded by the original photographer under Zillow's enhanced media license terms. If these are in place, you can self-serve the flip; otherwise, support is available to help.”

Flip A Listing Guide:

If you have a listing that is already live and already has media that you want to make a Showcase listing, **you will still need all of the required elements**: photos, a Zillow 3D tour, and an interactive floorplan.

Here are the different routes for this:

You have the photos but need the Zillow 3D tour and interactive floor plan:

- **Option 1: Having the original photographer take the additional media needs**

- **Step 1:** In The Showcase Workspace search for and click on the listing.
- **Step 2:** Click Order Showcase and Media in Order to Create the showcase workflow inside of the workspace.
- **Step 3:** Send the photographer to go shoot the additional media

*****AFTER photographer has captured additional necessary media, proceed to Step 4*****

- **Step 4:** Send the invitation for them to upload the media
 - In the Showcase workspace, click on the listing you want to Flip
 - Click Order media,
 - Click No I already have media
 - Click Invite Photographer to listing
 - Fill in the listing information and photographer information and invite.
- If you send the invite prior to them shooting the additional media, they will need to make sure they upload the 3D tour to the correct listing when it is complete (3D tour takes a little extra time to process). This is something you will want to track on your end as well.
- **Step 5:** Photographer uploads media to Areyo platform and informs you it is uploaded
- **Step 6:** Once media is uploaded, in the workspace you will see the status of the listing say media delivered in review and creating showcase. Once it finishes processing it should now display as live and showcased.

Photography resource center with photographer training, equipment and media requirements:

[Showcase Photography Resource Center](#)

- **Option 2: Having Zillow Media Experts shoot the additional media**
 - You will want to do the following steps:
 - Add the listing in Showcase, order Showcase, invite the original photographer under the order media button
 - Add a duplicate listing in Showcase but DO NOT order Showcase, just go to the Get Media tab, and select Zillow Media, and order the 3D tour a la carte
 - Once both parties have uploaded the media, contact support to have the Zillow Media moved to the listing with Showcase ordered

- **Option 3: Having Zillow Media Expert do a whole new photoshoot**
 - In some cases, your pricing may be cheaper for you to order the Essentials package from Zillow Media and have them do everything. This is also helpful if you are using this on an existing listing to give it a refresh. You will want to check pricing.

- **Option 4: Having two separate 3rd party photographers, one that did the photos and one that does the 3D tour/interactive floorplan**
 - This is an absolute last resort and should be avoided if possible as the system was not made for this scenario. Before picking this option, please reach out to your Customer Success Manager and confirm the other above options are not available. If this is the only option, you will want to work closely with your Customer Success Manager to achieve this.