

# Zillow Pay-Per-Lease

Built to deliver results that matter: signed leases.

Combine forces with the #1 most visited rental network<sup>1</sup> and your property management system to fill vacancies at no cost until a renter moves in.



## Clear attribution

Only pay for leases when Zillow Rentals is the first source of contact.



## Simple integration

Gain even more exposure to our millions of loyal customers with Zillow-branded ads.



## Personalize Insights

Track advertising analytics and market insights through your dedicated ad portal.

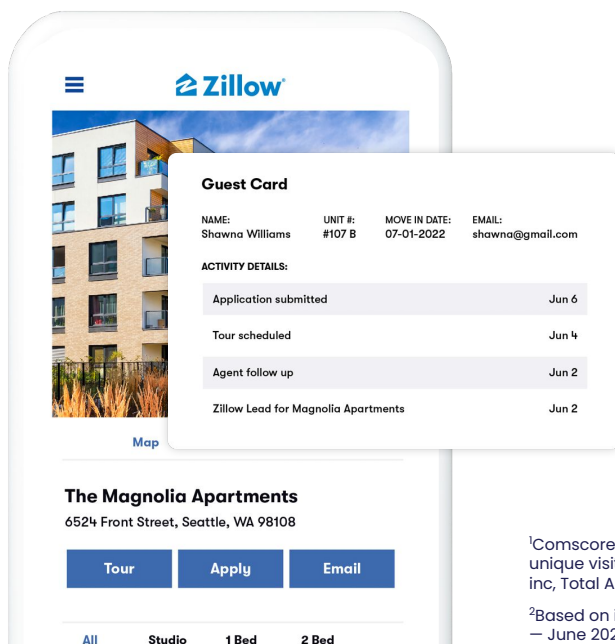


## Upgrade with Boost

Amplify local exposure, get optimized ad placement and extend your reach on social.



Exclusive extended advertising on:



Units convert **2x more frequently** on Zillow Rentals Pay-Per-Lease than the closest pay-per-lease competitor in the market<sup>2</sup>.

## GUEST CARD INTEGRATIONS



<sup>1</sup>Comscore Media Metrix® Multi-Platform, Custom-defined list: Calculated total unique visitors based on non-shared unique visitors Zillow Rentals + Realtor.com Rentals, Apartments.com Network, Rent, Apartmentlist.com, and Zumper inc, Total Audience, July 2023-June 2024, U.S.

<sup>2</sup>Based on internal study of guest card and lease creation through leading property management systems, June 2020 – June 2021



## Questions? Ready to get started?

Contact your Zillow Representative or email us at [ZillowRentals@zillowgroup.com](mailto:ZillowRentals@zillowgroup.com) to learn more.