

# Base Package

Get a competitive start to your property advertising with all the marketing essentials.



## Exposure on #1 most visited rental network<sup>1</sup>

Capture renter attention across 7 different sites on Zillow Rentals Network.



## Flexible support for your portfolio

Mix flat rate and pay-per-lease advertising models based on your properties' needs.



## Rich media listings

Enhance your listings with unlimited 3D tours, images, floor plans, and more.



## Effortless renter connections

Streamlined renter contact info is sent to your leasing team via email or CRM.

The screenshot displays the Zillow Rentals interface. At the top, there are navigation links: Buy, Rent, Sell, Home Loans, and Agent finder. The search bar shows "Seattle, WA" with a "For Rent" button. Below the search bar is a map of Seattle with numerous purple location pins. Each pin represents a property listing, with text indicating the number of units, price, and a "3D TOUR" button. A callout box in the top right corner features the Zillow, trulia, and hotpads logos, along with links to Rent.com, Apartmentguide, REDFIN, and realtor.com. On the left side of the map, a detailed listing for "7650 Camino Estrella" in Riverside, CA, is shown. This listing includes a large image of the building, the address, city, state, and zip code, a "LISTED BY MANAGEMENT COMPANY" section, and a "Inland Empire Realty Verified Source" badge with a phone number. A 3D tour button is also present. On the right side, a callout box shows a 3D tour image of an interior room, the price "\$1,850/mo", and the unit details "2bd | 1ba | 775 sqft".



Questions? Ready to get started?

Contact your Zillow Representative or email us at [ZillowRentals@zillowgroup.com](mailto: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	Premium	Enhanced	Base	
<b>6x the exposure</b> on average vs. Base <sup>1</sup>				
<b>2.9x the exposure</b> on average vs. Base <sup>1</sup>				
<b>2x the exposure</b> on average vs. Base <sup>1</sup>				
The advertising essentials				
<b>Increase property exposure and awareness</b>				
<b>Advertising platform</b>	Zillow, Trulia, HotPads, Rent.com, ApartmentGuide, Redfin, Realtor.com <sup>2</sup>			
<b>Overall Exposure</b>	6x the exposure on average vs. Base <sup>1</sup>	2.9x the exposure on average vs. Base <sup>1</sup>	2x the exposure on average vs. Base <sup>1</sup>	The advertising essentials
Zillow Platform Search	+75% vs Base <sup>3</sup>	+30% vs Base <sup>3</sup>	+10% vs Base <sup>3</sup>	-
Sponsored ad	>Premium	>Enhanced	✓	-
Renter email & push alerts	>Premium	>Enhanced	>Base	✓
<b>Social media ads</b>	TikTok, Facebook, Instagram	Facebook, Instagram	-	-
<b>Stand out map imagery</b>	✓	-	-	-
<b>Premium Search Cards</b>	✓	✓	-	-
<b>Priority placement on nearby listings</b>	✓	✓	✓	-
<b>Renter Push Notifications</b>	✓	✓	✓	-
<b>ChatGPT platform extension</b>	✓	✓	✓	✓
<b>Engage and connect with informed leads through detailed and enabled listings</b>				
<b>Professional Media Production Credits</b>	\$550 media redemption credits per property	\$350 media redemption credits per property	-	-
<b>Signature Property Listing</b>	✓	-	-	-
Dynamic feature image	✓	-	-	-
Express contact points	✓	-	-	-
Property management branding	✓	-	-	-
<b>AI Virtual Staging</b>	✓	-	-	-
<b>Community website link</b>	✓	✓	✓	-
<b>Building Insights</b>	✓	✓	✓	-
<b>AI Assist powered by EliseAI</b>	✓	✓	✓	✓
<b>Unlimited self-captured 3D Home® tours</b>	✓	✓	✓	✓
<b>Gain property, portfolio, and renter insights</b>				
<b>Moody's Market Report</b>	Advanced Report	Basic Report	Basic Report	Basic Report
<b>Audience &amp; property comparisons insights</b>	✓	✓	✓	✓
<b>Set up your portfolio</b>				
<b>Billing model</b>	Flat Rate	Flat Rate	Flat Rate	Flat Rate or Pay-Per-Lease
<b>PMS integration</b>	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 <sup>3</sup>