

Base Package

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



Exposure on #1 most visited rental network¹

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



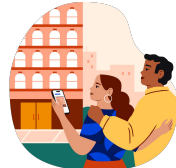
Flexible support for your portfolio

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



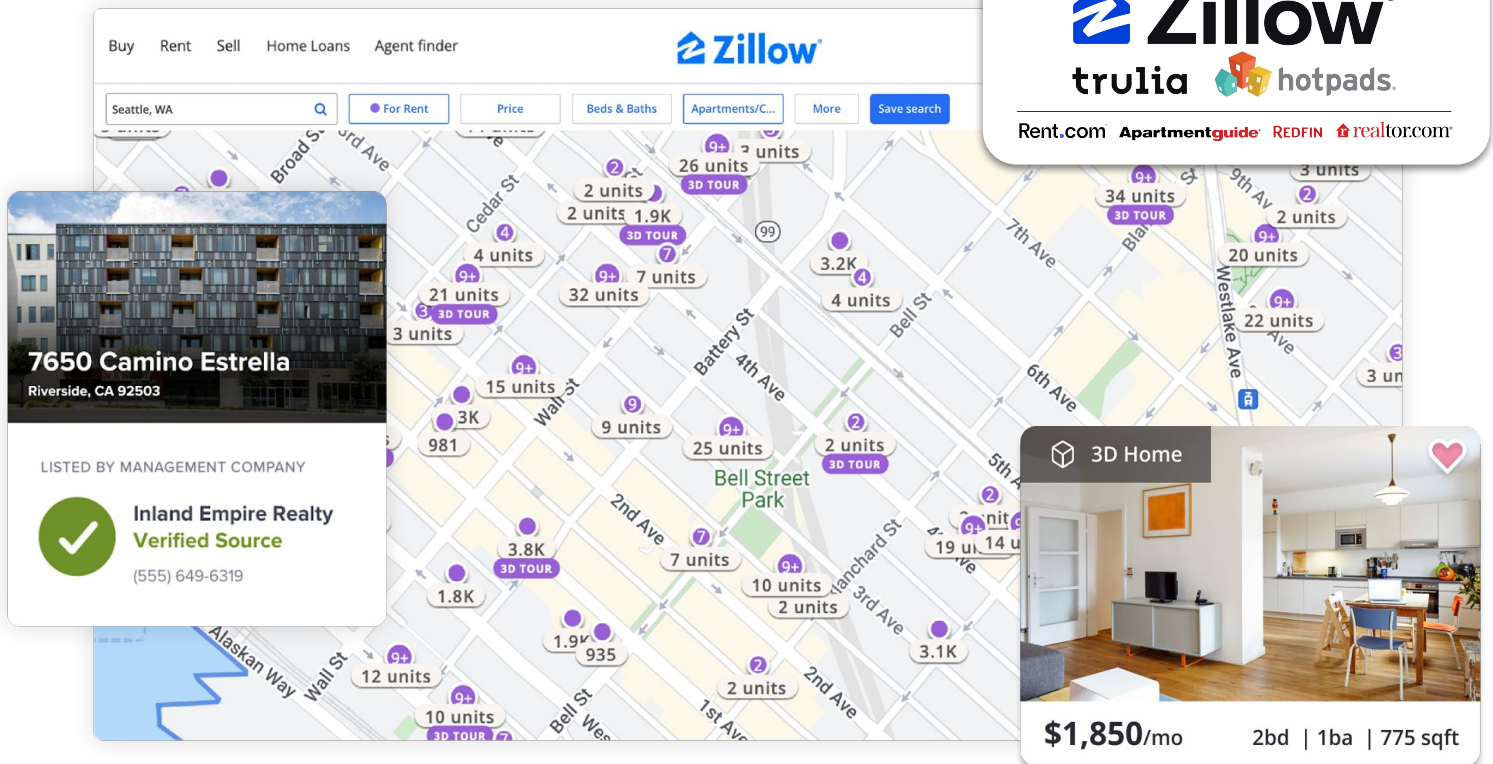
Rich media listings


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.




Zillow[®]
 trulia hotpads.
 Rent.com Apartmentguide REDFIN realtor.com



Questions? Ready to get started?

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

¹ Zillow internal data. Enhanced, Premium and Signature listing performance compared to Base based on total impressions from Zillow, Trulia, HotPads and Realtor. 2025. ² Realtor.com syndication is limited to properties with 25 or more units. ³ Supported Property Management Software includes Yardi Voyager, RealPage OneSite, MRI, ResMan, or Entrata. ³ Zillow internal data. Enhanced, Premium and Signature listing performance compared to Base based on Zillow platform search impressions on Zillow, Trulia, HotPads, and Realtor. July-Dec. 2025. ⁴ Zillow platform search impressions includes only non-sponsored search impressions from platform search results.