

Hello ,

Congratulations on your upcoming listing!

**You have selected Zillow Showcase for it!**

If you have not used Zillow Showcase before, or need a refresher, follow the steps below:

### NEW LISTING SET UP

#### STEP 1: LOG INTO YOUR ACCOUNT

- [Click here](#) to log into your account
- In moving your deal in Hubspot to *Deploy Listing Team*, if you selected to create your own Zillow Showcase listing, and pay up front, you'll follow all steps below.
- If you selected for the Listing Coordination Team to set it up and float cost to closing, you can skip the steps to [step 6](#).

#### STEP 2: CREATE YOUR LISTING

- Upon login, you'll see a blue button at the top right that says, ADD LISTING
  - Once located, click it.
- Fill out the following fields:
  - Address
  - [Optional] Client information
  - Ensure you are selected as the Listing Agent
  - Click ADD LISTING

Property	Name	Listing agent	Media status	Showcase status	Milestone	Created on
1528 27th Ave NE, Seattle, WA 98105-3514		Alex Zhabibov	Media published	Live On Zillow	Active listing	05/01/2025
9511 152nd Ave NE #1, Kirkland, WA 98033		Alex Zhabibov	Media published	Inactive	Active listing	05/06/2025
9808 NE 176th St #101, Kirkland, WA 98033-0248		Alex Zhabibov	Media published	Live On Zillow	Active listing	05/08/2025

**Add Listing**

Search for property address \*

1528 27th Ave NE

Seller name (required) \*

First name Last name

Phone

Phone (XXXX-XXX-XXXX)

1000-200-0000

Add another client

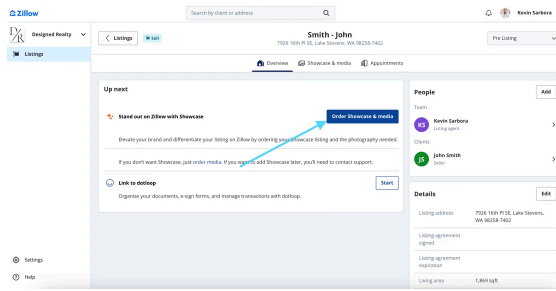
Listing agent \*

Kevin Sbarbaro

Cancel **Add Listing**

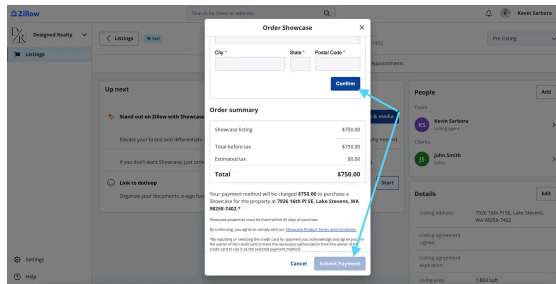
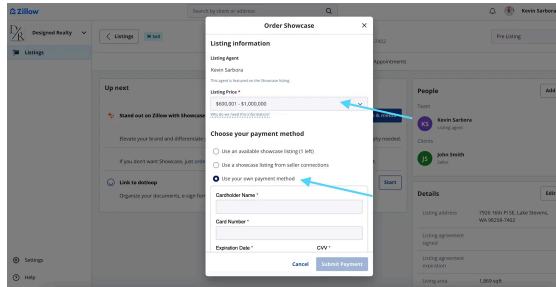
#### STEP 3: ORDER SHOWCASE & MEDIA

- After you have added your listing, you will now want to select the **ORDER SHOWCASE & MEDIA** button



**STEP 4: COMPLETE ORDER & PAYMENT**

- **Select Listing Price**
  - *This is how the price for Zillow Showcase is calculated*
- **Choose Your Payment Method**
  - For any standard listing, you will select *Use your own payment method*
  - If you are part of the Zillow SPARK Program, any Zillow Seller Lead you will select *Use a showcase listing from seller connections*
- **Confirm Payment Method**
- **CLICK Submit Payment**
  
- **Curious how payment is calculated? See below**
  - *\*This payment is good for the life of this listing with you. Should it come off market and be put back on, you do not have to repurchase Listing Showcase.\**

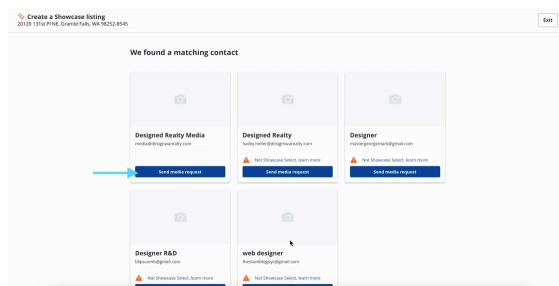
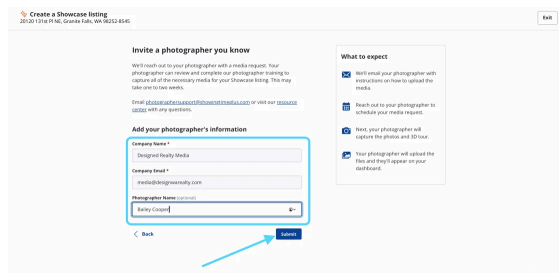
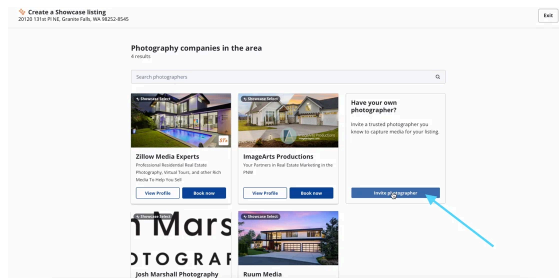
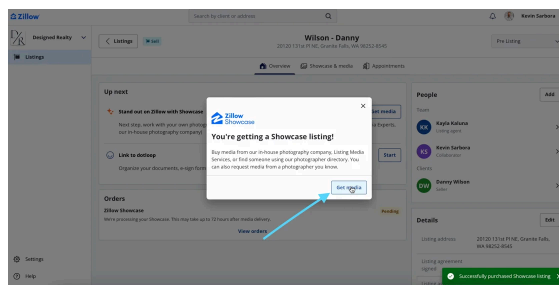


Additional Listing Price	Listing Home Price
\$300	\$0 - \$299,999
\$400	\$300,000 - \$399,999
\$550	\$400,000 - \$599,999
\$750	\$600,000 - \$999,999
\$950	\$1,000,000+

**STEP 5: SEND PHOTOGRAPHER PORTAL LINK**

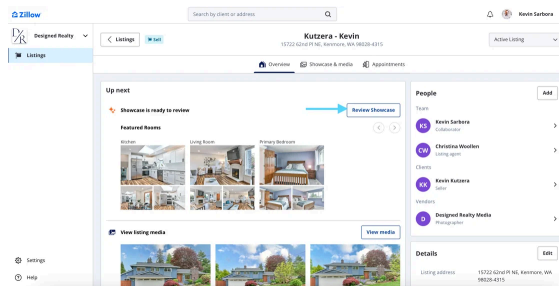
- If you are using our Listing Coordination services, our team will be booking our in house photographer, Bailey Cooper
  - **Designed Realty Media**
  - **media@designwarealty.com**
  - **Bailey Cooper**
- You will use this information above to input this into your Showcase listing. This will then send an email to you and your photographer for them to directly upload the media package when it's ready.

- The additional media required for Zillow Showcase is 3D Home Tour and Interactive Floor Plan.



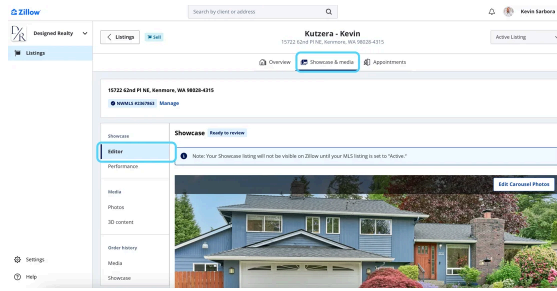
## STEP 6: READY TO SHOWCASE

- Once the photographer has uploaded your media package, you'll see this status in your listing.
- To download your media, you can locate this in the Review Showcase section



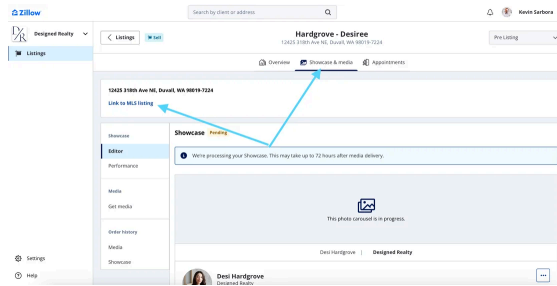
## STEP 7: SHOWCASE EDITS

- To make edits, click the Showcase & media tab and navigate to the Editor section
  - This will allow you to edit the photo carousel, featured rooms, etc



**STEP 8: LINK MLS #**

- Navigate to **Showcase & Media** tab
- Select **Link to MLS listing**

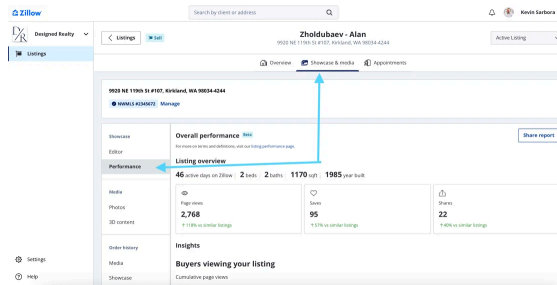


**STEP 9: SHOWCASE ACTIVATION**

- **\*PRO TIP\***
  - Edit your Showcase Listing first
  - Then download your media
  - Upload your media to the MLS
  - Paste the Interactive Floor Plan URL into the Virtual Tour URL field in the MLS
  - Make your MLS listing active!

**ADDITIONAL TOOL: REPORTING**

- Once your listing is live, you'll have additional data to share with your clients.
- To locate, navigate to the **Showcase & Media** tab
- Select **Performance**



*If you have any questions or concerns, please reach out to your admin team for support!*

Designed Realty, 105 Central Way, Suite 202, Kirkland, WA 98033, USA  
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