

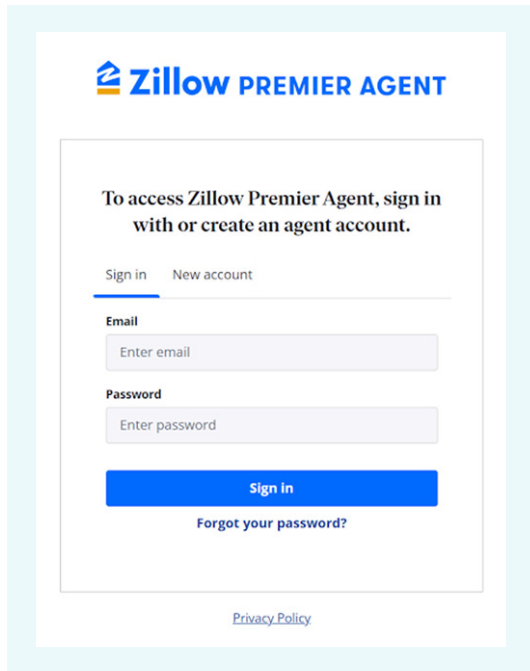
THE CLOSE

How to Advertise on Zillow



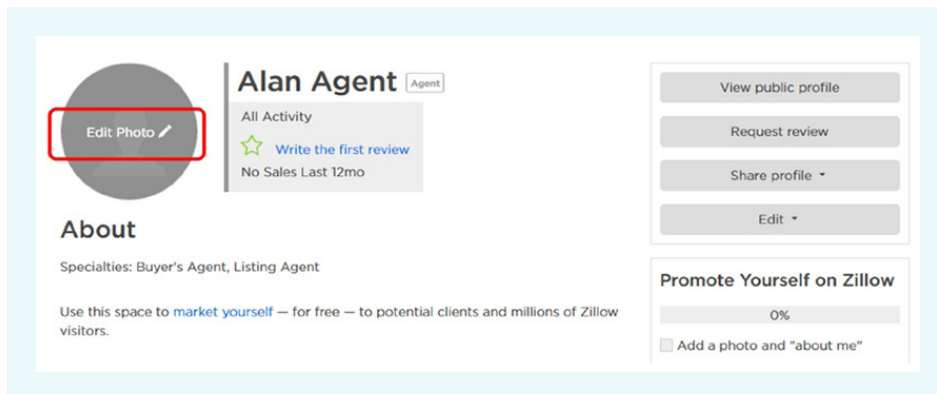
How to Advertise on Zillow

□ Step 1: Sign Up for Zillow Premier Agent & Advertising



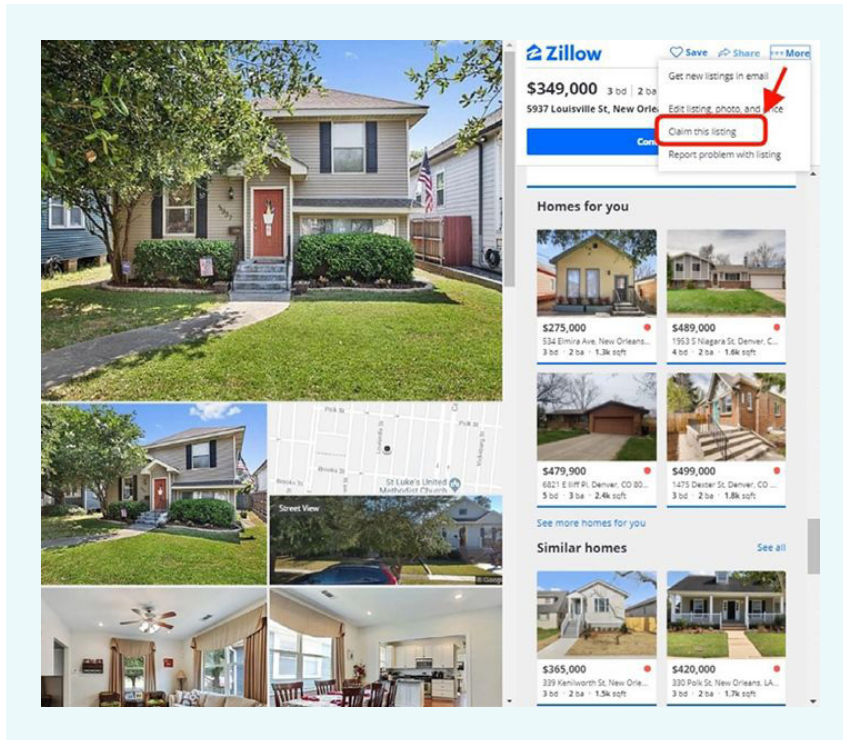
Zillow Premier Agent sign-up page (Source: [Zillow](#))

□ Step 2: Create an Agent Profile



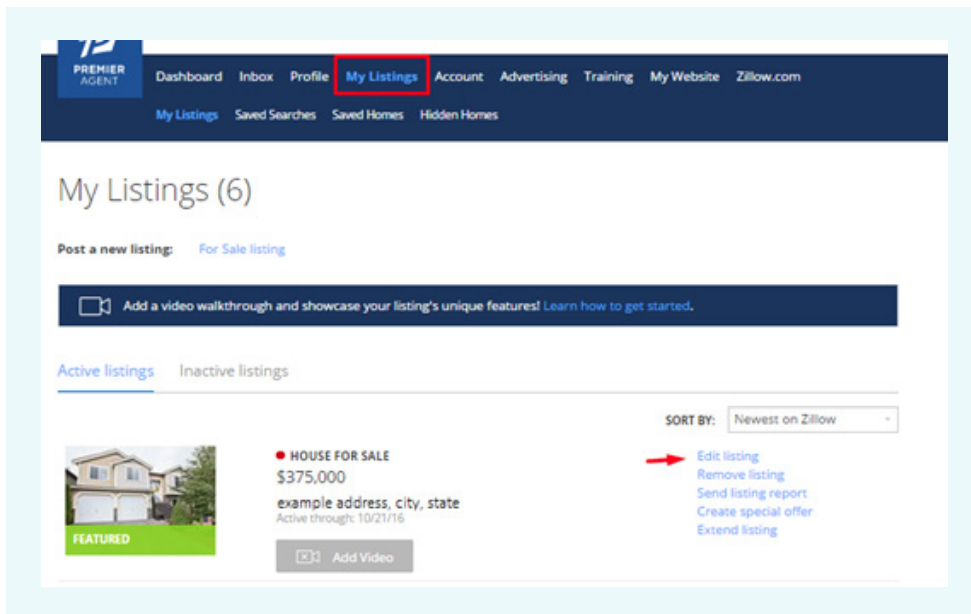
Create a free Zillow agent profile to attract leads (Source: [Zillow](#))

□ Step 3: Claim Your Listings



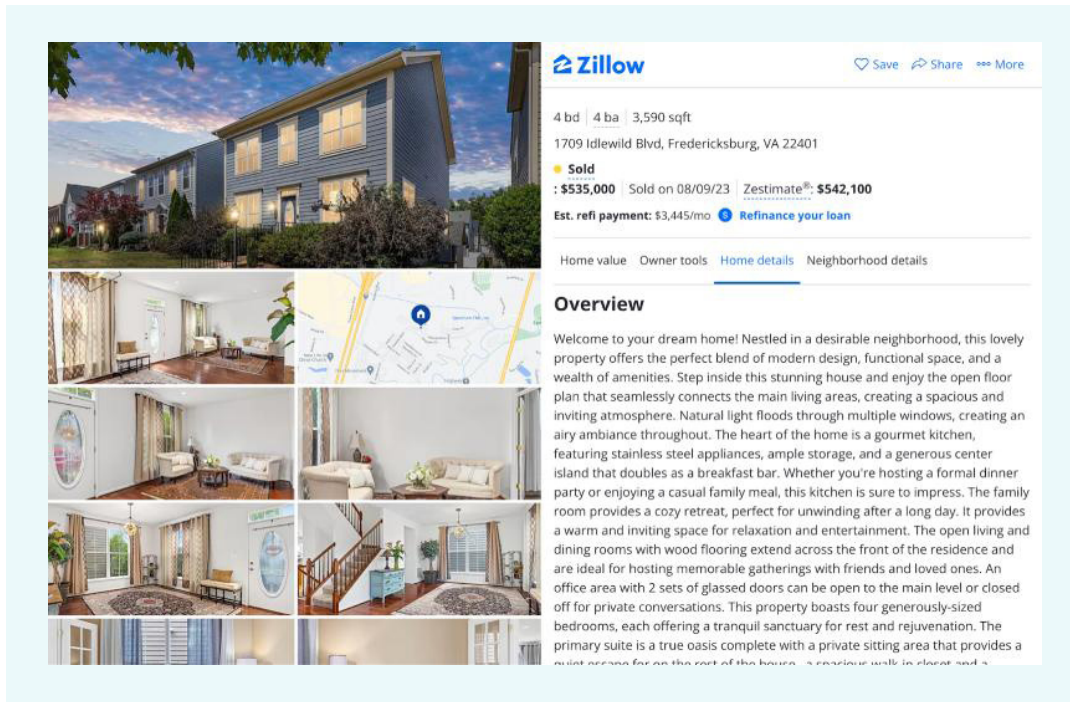
Claiming a listing on Zillow (Source: [Zillow](https://www.zillow.com))

□ Step 4: Ensure All Listing Information Is Accurate



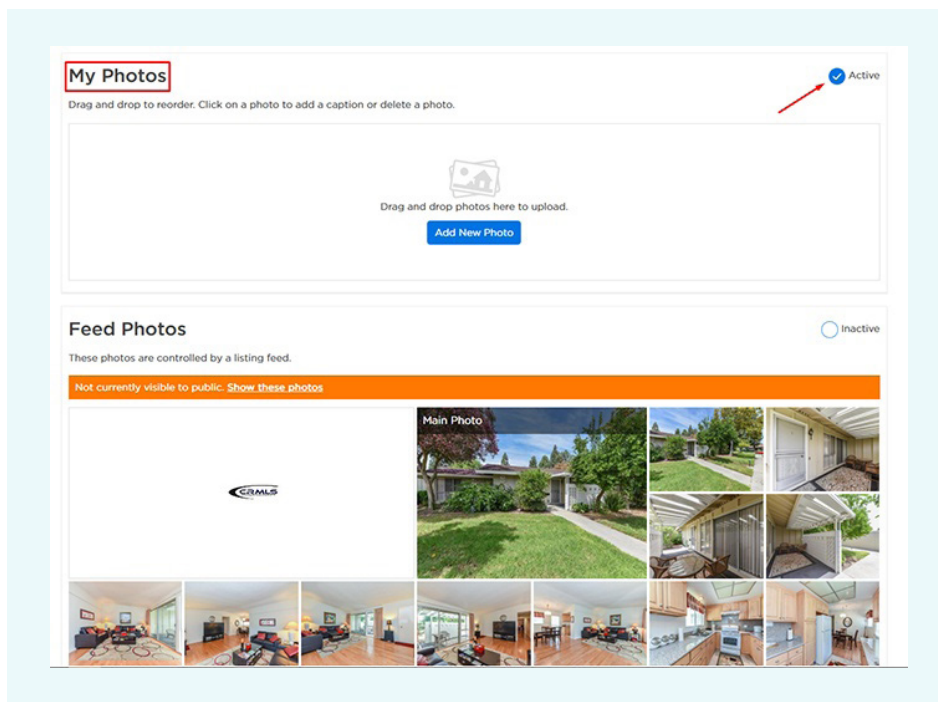
My Listings page on Zillow (Source: [Zillow](https://www.zillow.com))

□ Step 5: Fill Out the Home Description & Features Sections



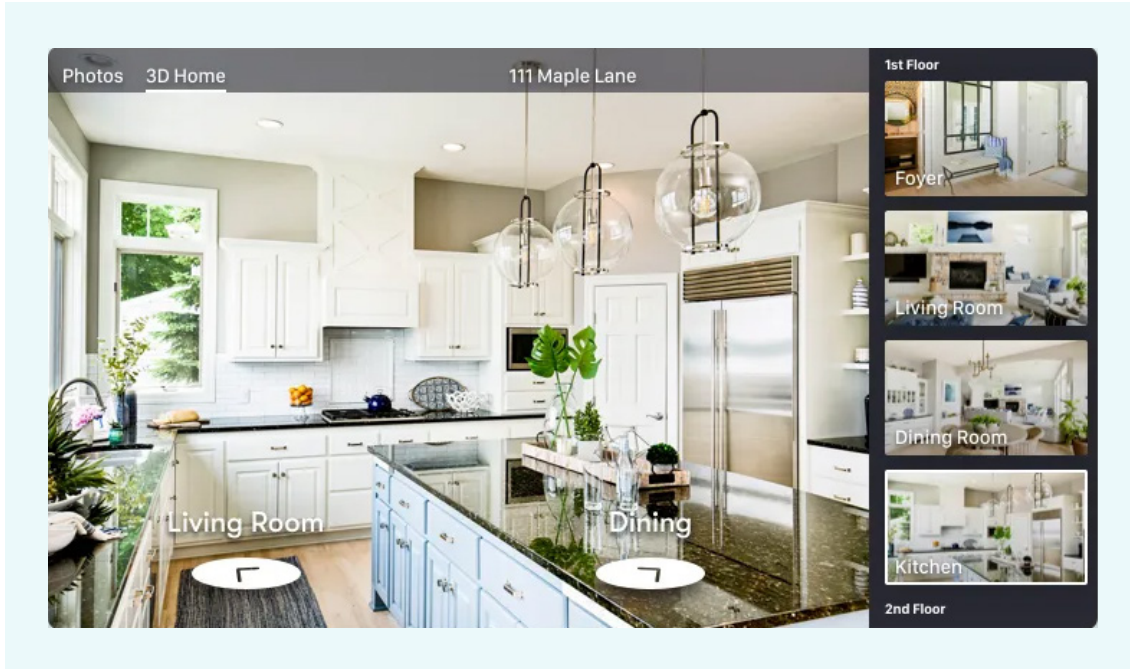
Sample listing description and feature sections of a Zillow listing (Source: [Zillow](#))

□ Step 6: Add High-quality Photographs of Your Listing



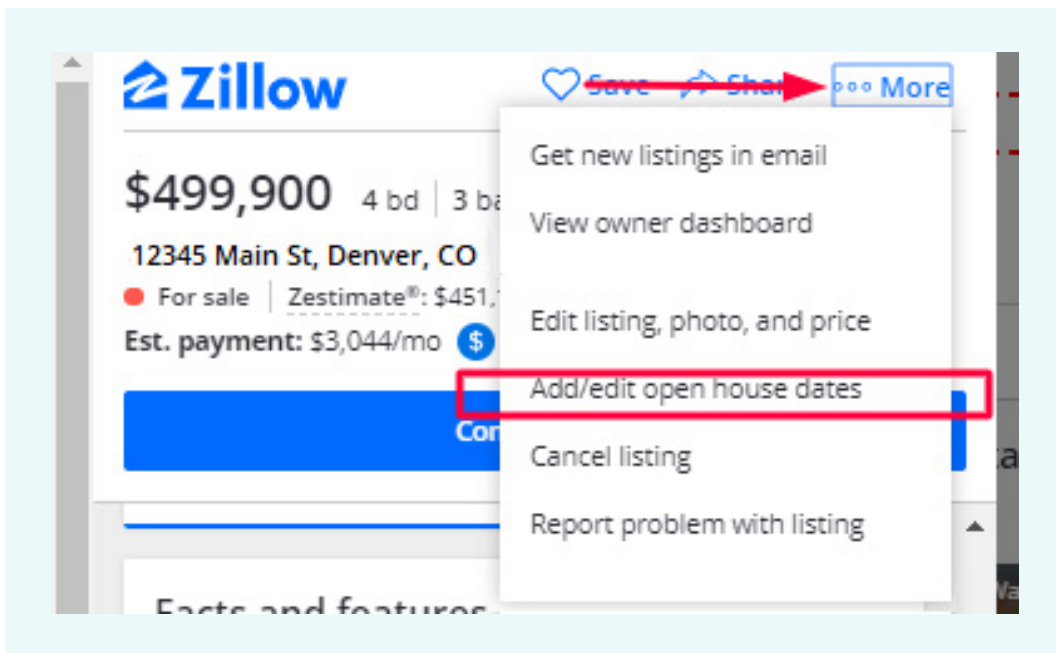
How to add photos on Zillow listings (Source: [Zillow](#))

□ Step 7: Create a Video Walk-through



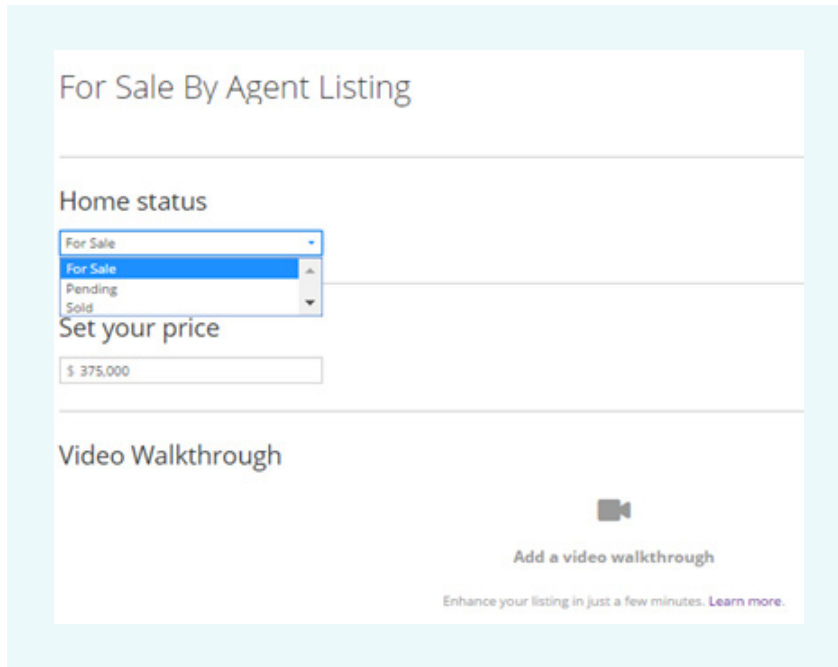
You'll need at least an iPhone 7 (or newer) to create a 3D home tour (Source: [Zillow](#))

□ Step 8: Add Open House Details for More Zillow Views



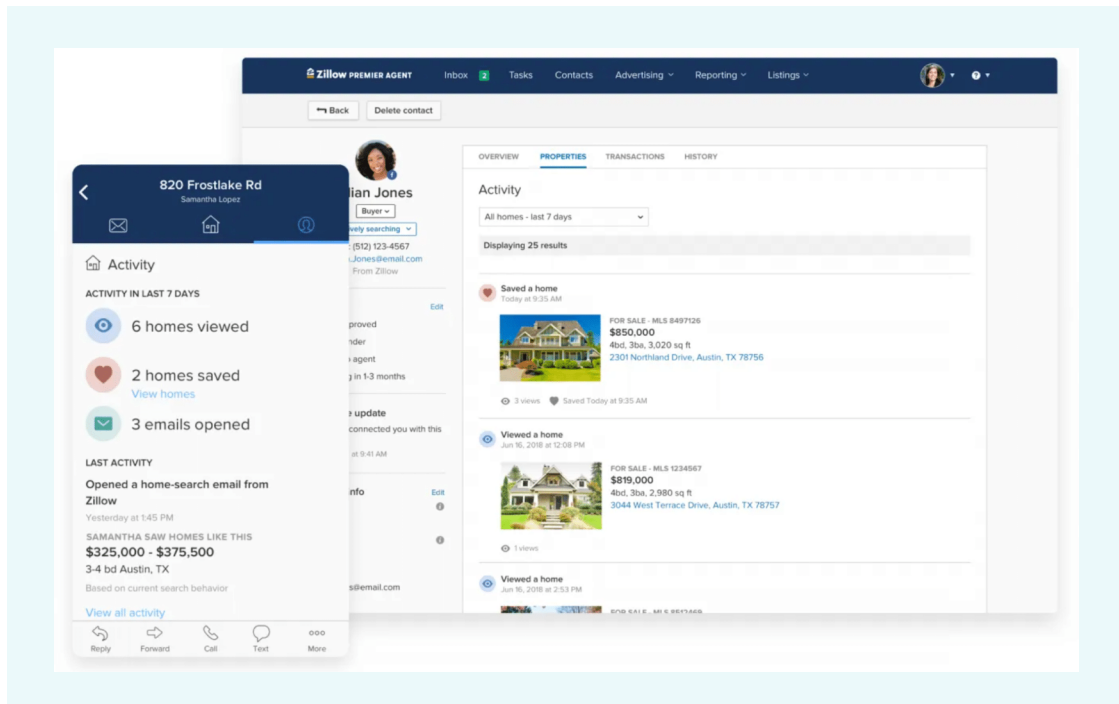
How to advertise an open house on Zillow (Source: [Zillow](#))

□ Step 9: Adjust the Asking Price to Increase Zillow Views



How to adjust the asking price on [Zillow](#)

□ Step 10: Follow Up With Leads Quickly



Zillow Premier Agent's web and mobile interface (Source: [Zillow](#))