

Zillow 3D Home

The future of online home shopping



ZILLOWGROUP



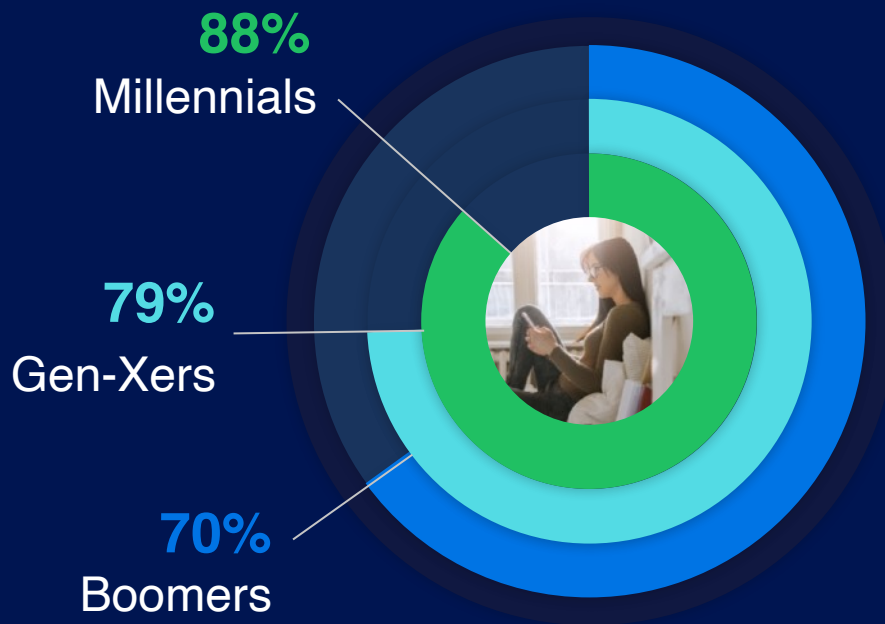
A hand holding a smartphone is shown against a warm, bokeh background. A semi-transparent blue rectangle is overlaid on the image, containing white text. The text is centered and reads 'Our Mission' followed by a horizontal line, and then 'To create the most vibrant and engaging shopping experience for buyers on your listings.'

Our Mission

**To create the most vibrant and engaging
shopping experience
for buyers on your listings.**

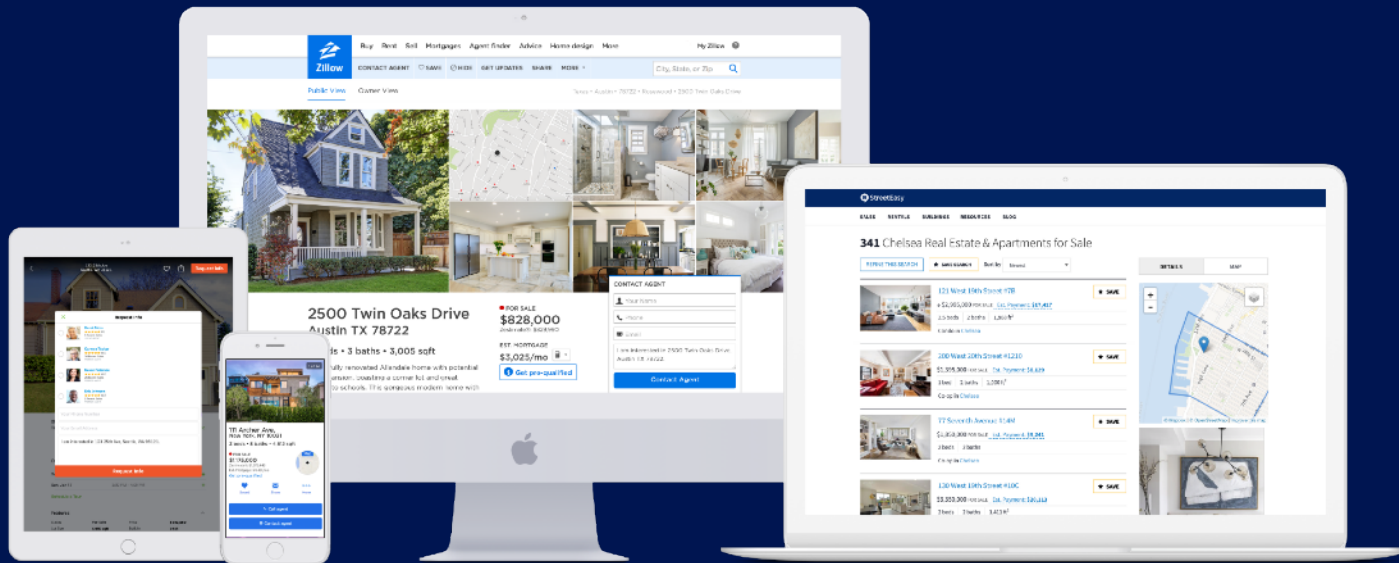
Younger generations are more likely to use online resources

Home buyers



Millenials are the largest home buyer segment today

Zillow Group operates the largest real estate network on the web¹



1.9 BILLION
MONTHLY VISITS ²

195 MILLION
MONTHLY UNIQUE USERS ³

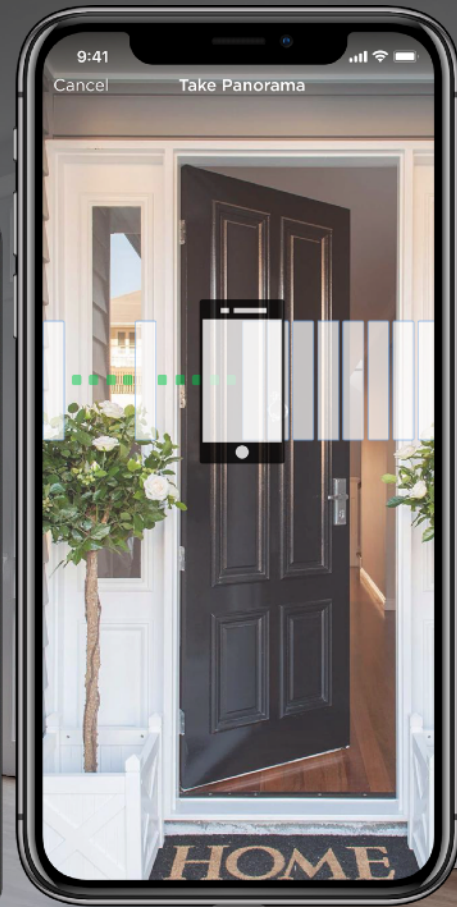
96.8%
LISTING COVERAGE ⁴

3D tours catch the attention of younger buyers



Our next-generation
product: **Zillow 3D Home**

- **MLS compatible** using an unbranded URL link
- Listings with Zillow 3D have received **50% more saves** and **sold 10% faster** than listings without 3D



A compelling online listing is your first and maybe only opportunity to entice buyers

3D Tours
Automatically
appears on
Zillow and Trulia
listings



Zillow Save Share More

\$574,900 4 bd | 3 ba | 2,168 sqft
3506 SE 9th Ave, Portland, OR 97202
● For sale | Zestimate®: \$570,350
Est. payment: \$2,830/mo [Get pre-qualified](#)

[Contact Agent](#)

[Overview](#) [Facts and features](#) [Home value](#) [Price and tax history](#)

[Love this home? Sell your current home to Zillow, and close on your schedule.](#)
[Explore Zillow Offers](#)

[Street View](#)

Time on Zillow	Views	Saves
133 days	1,446	64

Gorgeous home in Brooklyn neighborhood with 3 beds/2 baths

The image shows a Zillow listing for a house. The top section features two exterior photos of a house with a red door and a wooden deck. Below these is a '3D Tour' button highlighted with a yellow border. The main part of the listing is a large interior photo showing a modern kitchen with white cabinets and a wooden countertop. To the right of the photos, the listing details include the price (\$574,900), number of bedrooms (4), bathrooms (3), and square footage (2,168). It also shows the address (3506 SE 9th Ave, Portland, OR 97202), the Zestimate (\$570,350), and an estimated monthly payment (\$2,830/mo). There is a 'Contact Agent' button and a link to 'Get pre-qualified'. Below the listing details, there are links for 'Overview', 'Facts and features', 'Home value', and 'Price and tax history'. A section titled 'Love this home? Sell your current home to Zillow, and close on your schedule.' includes a link to 'Explore Zillow Offers'. A 'Street View' button is also present. At the bottom, a table shows 'Time on Zillow' (133 days), 'Views' (1,446), and 'Saves' (64). A short description at the bottom reads 'Gorgeous home in Brooklyn neighborhood with 3 beds/2 baths'.

3D Badges draw extra attention to your listings in search results

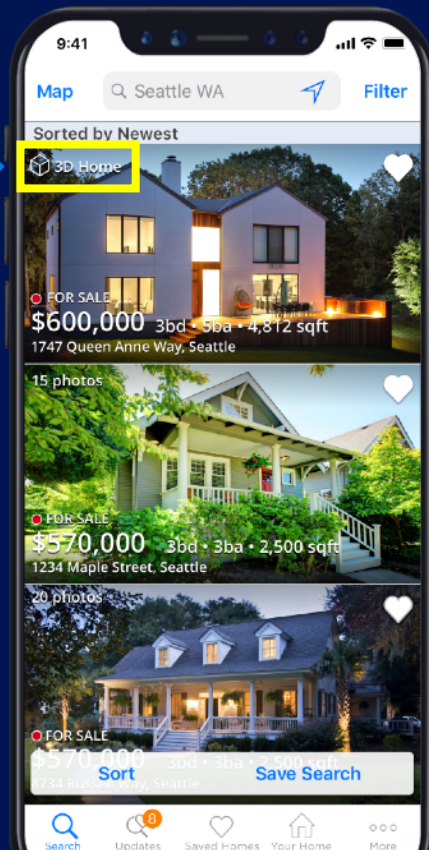


Search results

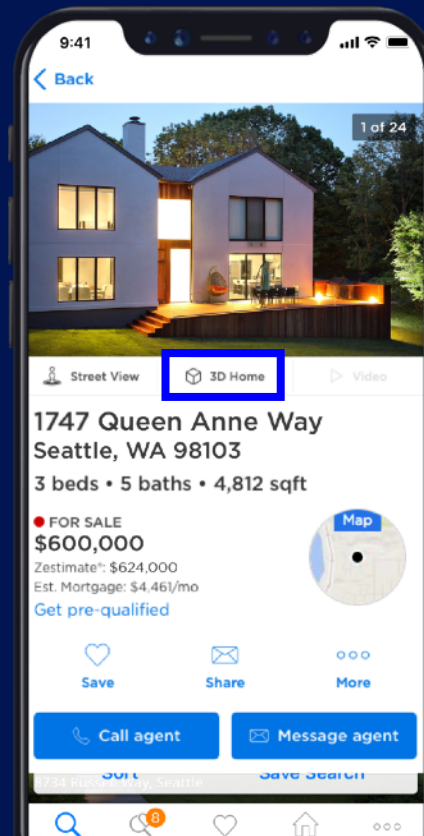
<p>\$619,000 3 bds 3 ba 2,027 sqft 5714 SW Hamilton St, Portland, OR 97221 ● House for sale</p> <p>3D Home</p> <p>Premiere Property Group, LLC</p>	<p>\$699,900 4 bds 4 ba 2,968 sqft 5897 SW Boundary St, Portland, OR 97221 ● House for sale</p> <p>166 days on Zillow</p> <p>Keller Williams Sunset Corridor</p>
<p>\$399,000 3 bds 1 ba 1,396 sqft 4900 SW Boundary St, Portland, OR 97221 ● House for sale</p> <p>302 days on Zillow</p> <p>Premiere Property Group, LLC</p>	<p>\$639,900 3 bds 3 ba 2,544 sqft 4905 SW Julia St, Portland, OR ● New construction</p> <p>5 days on Zillow</p> <p>Walker Properties Residential</p>
<p>\$649,000 3 bds 1 ba 987 sqft 5400 SW Shattuck Rd, Portland, OR 97221 ● House for sale</p> <p>21 hours ago</p>	<p>\$424,000 3 bds 3 ba 2,662 sqft 4517 SW Fairvale Ct, Portland, OR 97221 ● House for sale</p> <p>Open: Wed 4-6pm</p>

3D Badges appear in mobile search results too

Search results



Home details page



Zillow 3D tours are not just for Zillow and Trulia,
but can be used on the **MLS** and **Social Media** too:


Share to
Social Media








×

Share this tour

ShareEmbed



Share



Share to MLS

Use this to share unbranded virtual tours.

Copy

<https://www.zillow.com/view-3d-home/f549317f>

[Review Sharing Guidelines](#)

Accessed via the 3D Dashboard:

[Zillow.com/my-3d-homes.com](https://www.zillow.com/my-3d-homes.com)

Unbranded MLS link



Testimonials



“It’s a great tool that helps my sellers get much higher views. I am able to **win listings, help my sellers get more exposure, and everyone wins.**”

-- Chris Zinn (Agent/Team Lead)

“Zillow 3D has helped us win more listings. **Sellers are excited that we can offer them an additional marketing strategy that other agents in our area do not.** Especially on listings that may not require a more expensive 3D tour, it is especially nice to have a cost effective 3D option”

-- Hali Lawrence (Director of Marketing)



KEY BENEFITS

BUYERS & SELLERS

For Buyers

- Streamline the decision process.
- Shop without wasting time on homes that don't meet needs.
- Visualize life in the home.

For Sellers

- Maximize exposure and views on Zillow & Trulia
- Increase qualified buyers to a listing.



KEY BENEFITS

AGENTS

For Agents

- Drive more traffic to your listings:
 - Listings with Zillow 3D Home tours get 2x more views on Zillow and Trulia.
- Differentiate yourself in listing presentations.
- Brand yourself as a technology expert.
- Assure Millennials (the largest home buying segment) that you speak their language.

Our next-generation
product: **Zillow 3D Home**

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