



Introducing Zillow Preview

Don't hide the home. Launch it.



ZILLOW PREVIEWSM

What is Zillow Preview?

Zillow PreviewSM gives agents greater, earlier exposure for their listings during the pre-market period, reaching 235M average monthly unique users. Brokerages are responsible for complying with MLS rules; this experience was designed to expand access to your listings, not restrict it.

Why this matters



Win more listings by maximizing exposure

Zillow Preview helps agents offer sellers something powerful and simple: early, public visibility on Zillow and Trulia.



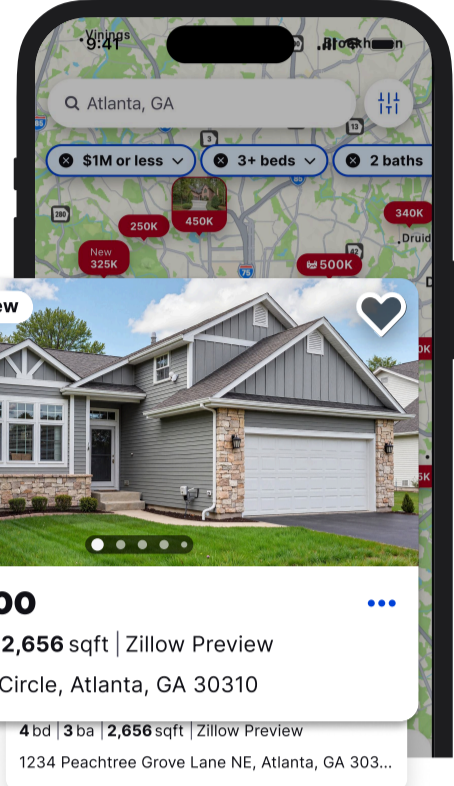
Turn early buyer interest into additional earning potential

If a qualified Zillow Preview connection closes through one of Zillow's Preferred agent partners the listing agent may receive a share of the revenue Zillow earns, paid through their brokerage.



Strengthen your story to current and prospective agents

Top agents choose brokerages that invest in marketing. Zillow Preview gives you a clear, tangible advantage in recruiting and retention.



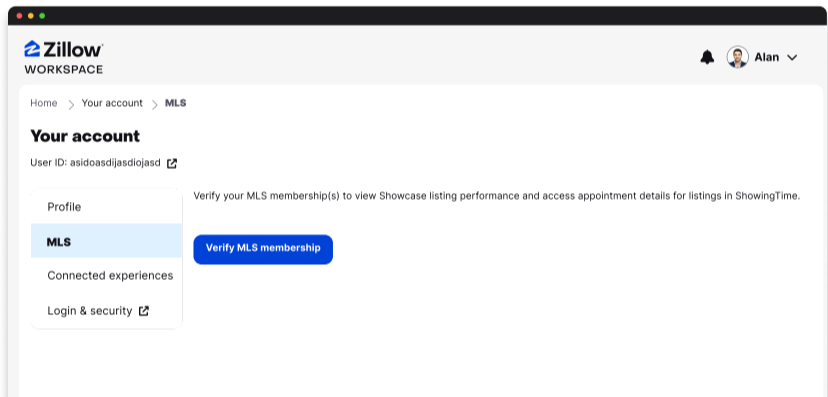
* There is no additional cost to the consumer, and commissions remain negotiable between the consumer and their agent.

How to use Zillow Preview

Step 1

Before you publish

- A** Sign into Zillow Workspace. If you are new to Zillow Workspace, you will need to create an account first.
- **If you are logging in for the first time**
Verify you are linked to at least one MLS in Zillow Workspace.
- **You can verify your MLS in your account settings**
Accessed in the top right corner of the page.



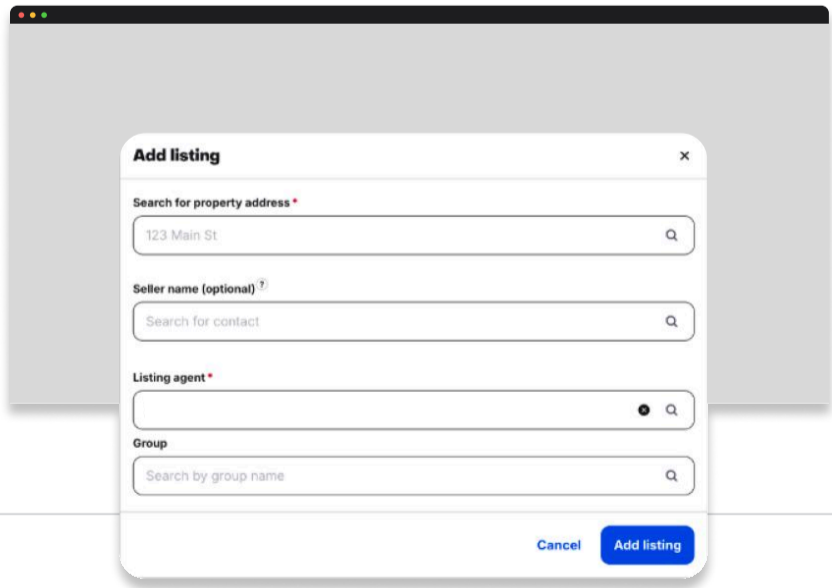
Step 2

Create a Zillow Preview listing in Zillow Workspace and notify seller when it is live

- A** Verify you are linked to at least one MLS in Zillow Workspace
- B** In Zillow Workspace, create the listing and submit it as a Zillow Preview

Required information:

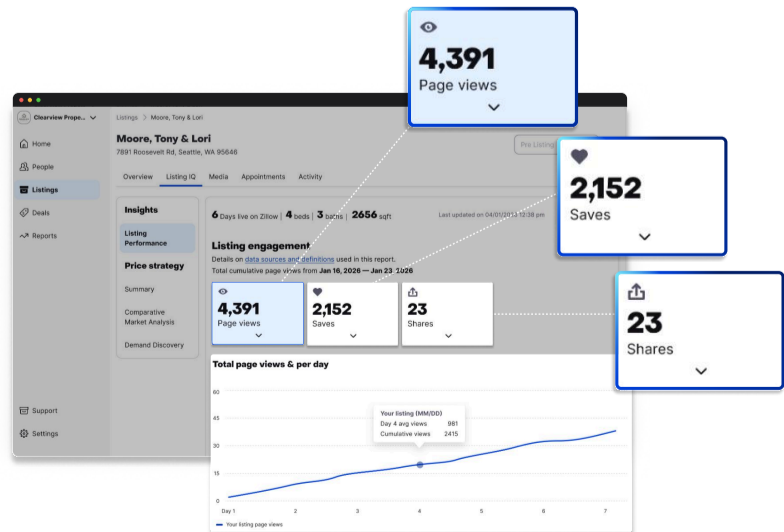
- Listing photo (at least one)
 - Address + beds/baths/sqft
 - Price + property type + year built
 - Listing description + status
 - Expected on Market Date (MLS Active date) + listing contract date
 - Tax details + HOA info (if applicable)
 - Agent license state/number + brokerage name/phone
- C** You can edit details and price of your listing in Zillow Workspace during Zillow Preview



Step 3

Monitor early interest and share insights with the seller

In Zillow Workspace, you can view and export performance insights like: Views, saves, shares, etc. in the "Listing IQ" tab on the listings page



Learn More

Scan the QR code to access full details, FAQs, and enrollment resources.

For questions, contact your Customer Success Manager.

