



Enhancing your listing performance on Zillow, and beyond

JASON NURMI

Trade Marketing Manager

 **Zillow** PREMIER AGENT

A better shopping experience

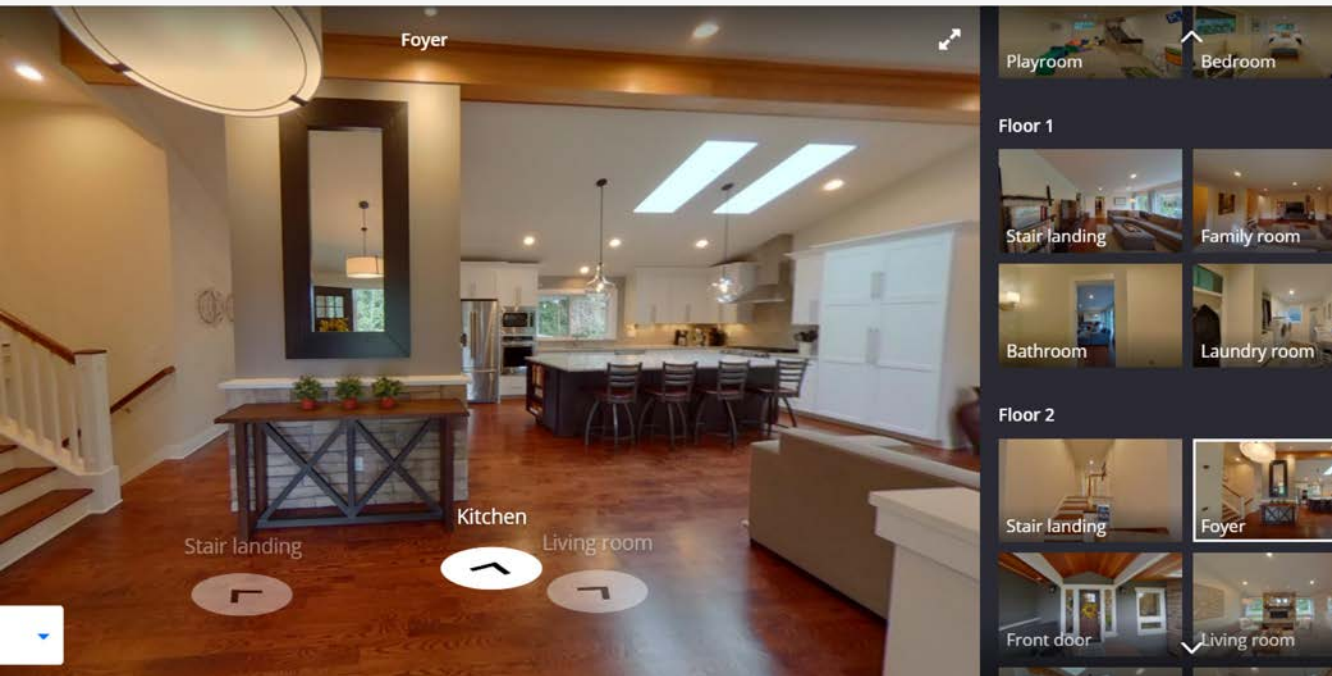
Home shopper expectations are evolving

- 45% of Millennials want immersive tour before visiting
- 42% of Millennials more likely to choose an agent who offers immersive tours

Empower shoppers with data

- The on-demand economy wants it now
- Consumers want to push a button have magic happen

Our next generation video product



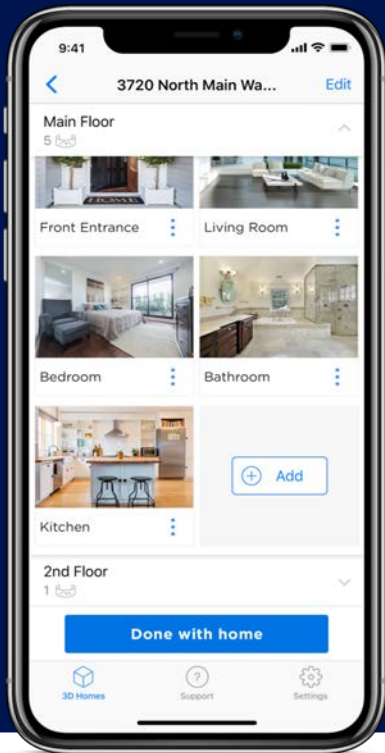
Adding unique content to your listings **improves the searchability, and helps your listing stand out** from other comparable listings in the area

Our next-generation video product: 3D Home

Rich media helps increase
the number of interested
buyers looking at your
listings online



What is 3D Home?



A free app that allows you to easily capture an **immersive virtual tour** of home you are listing straight from your iPhone, offering home shoppers a more realistic sense of the home

- ✓ **Free service** with no monthly costs
- ✓ **Differentiate your listings** from the crowd
- ✓ **Fast and easy** to capture
- ✓ **Increased visibility** on your home

Stand out to sellers, captivate buyers



Free.

- Including 3D Home tours on your listings is free
- No per home, service, or hosting fees



Easy.

- Create and publish from your iPhone app
- Capture panoramas and the app automatically builds a tour



Immersive.

- Attract and engage more home shoppers
- Virtual tours help clients better visualize the home

What does that mean for you?

2x

Listings that include a Zillow 3D Home Tour receive **2x more view** than those that don't.

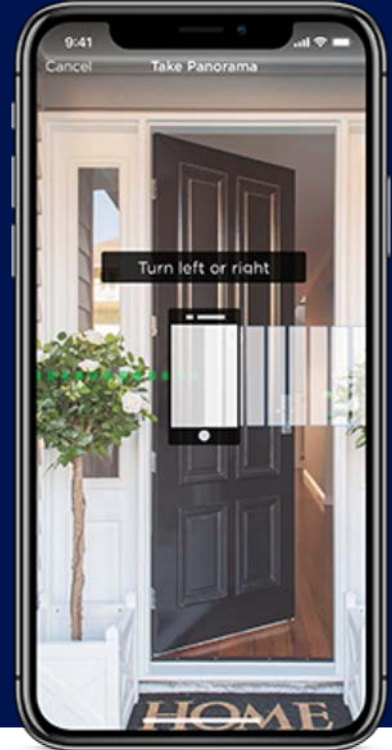
Grow your business with Z3D



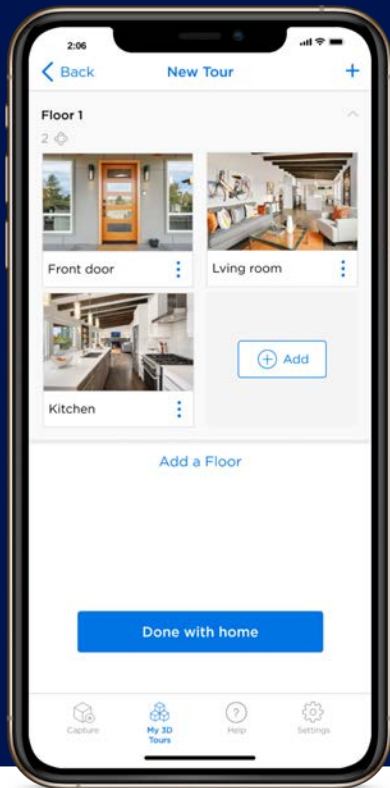
- **Set yourself apart** as a tech forward listing agent
- **Drive more views to your listings** with integrated media
- **Leverage data** to show sellers how your listings stand out in your market

Creating a 3D tour with your iPhone

1. Download the app
2. Select Create 3D Home > Use iPhone Camera
3. Choose listing address and pick room to start tour
4. Stand in the middle of the room to capture panorama
5. Hold iPhone straight up and down, arms close to chest
6. Slowly turn right a full 360°, capturing all frames

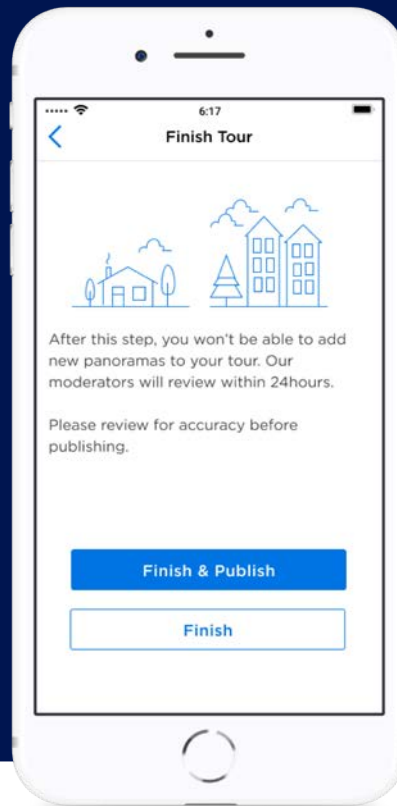


Capturing 3D with your iPhone



Adding Rooms

- Press '**Add**' and pick the next room you'd like to capture
- Move to the room and repeat capture process



Finishing tour

- When all panoramas are captured press '**Done with home**'
- Once the tour has uploaded, press '**Finish & Publish**' to complete the process

Upgrade your 3D tours with the Ricoh Theta V



Increased field of view

Offers vertical and horizontal view field of view

Decreased capture time

360 degrees lenses capture full image spectrum instantaneously

Decreased upload times

Capturing more data with smaller file sizes

Capturing 3D with the Ricoh Theta V

Connecting to the camera:

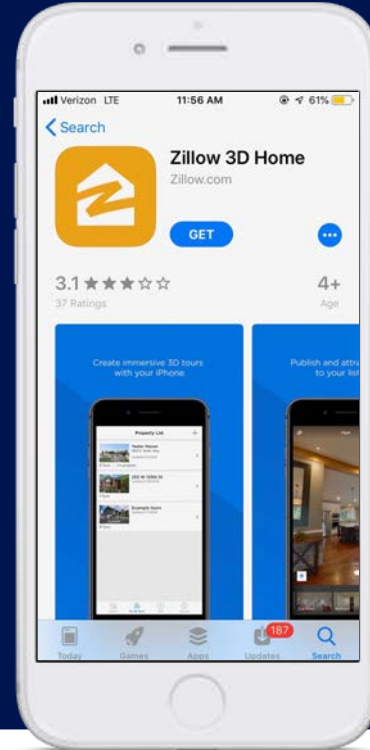
- Open the app
- Click 'Create 3D Home' > 'Use 360 Camera'
- Click 'Help Me Connect'
- Scan the bar code on the bottom of your camera **OR** enter the serial number
- Type in the address of the home you are shooting

Capturing A Tour:

- Place camera in center of the room
- Set the timer (1-10 seconds)
- Press the white capture button
- Move out of frame
- Return to the camera
- Preview the room tour
- Add rooms/floors

How to get started

- [Download](#) the Zillow 3D Home app (IOS only)
- Log-in with you agent login credentials
- Start capturing 3D!



Leverage your preferred photographer

Refer your favorite listing photographer to us to become a Zillow Certified Photographer

OR

Contact an existing Zillow Certified Photographer in your area



**Zillow Certified
Photographer**

Purchase the Ricoh Theta V

Choose your camera and leverage the Zillow agent discount

Ricoh Theta V

Discount code: *ZILLOWV*

Price: \$ ~~379.95~~ **\$339.00**

Ricoh Theta Z1

Discount code: *THETAZ1ZW*

Price: \$ ~~999.95~~ **\$860.00**

Purchase the Ricoh Theta cameras online at www.theta360.com

Support

3DHome@ZillowGroup.com