

Zillow and Berkshire Hathaway HomeServices team up to empower agents, supercharge listings using Showcase

2025-08-26

US-based agent network can access Showcase to help sellers increase exposure for faster sales

SEATTLE, Aug. 26, 2025 /PRNewswire/ -- Zillow® and Berkshire Hathaway HomeServices today announced an agreement to provide the U.S.-based members of its network with access to Zillow Showcase, Zillow's AI-powered premium listing experience. This new agreement follows an initial [product partnership](#) with HomeServices of America, Berkshire Hathaway HomeServices' parent company.

Berkshire Hathaway HomeServices is offering Showcase access after learning how agents at their parent company experienced the value of marketing listings digitally to help their properties stand out to buyers and sellers where they are most often: on Zillow. The partnership underscores the brand's commitment to equipping its agents with advanced technology and digital marketing tools to differentiate themselves in a competitive market.

"Our agents have quickly embraced Zillow Showcase, and we expect many more to do the same after our parent company received such strong interest in a similar program," said Vince Leisey, president of Berkshire Hathaway HomeServices. "We're making Showcase available to our domestic network members to ensure they have the best tools at their fingertips to grow their businesses and get results for their clients."

Zillow Showcase listings can assist in expediting sales and help properties sell for more. These listings are more likely to go pending in the first [14 days on market](#) and [sell for 2% more](#) compared to similar nearby non-Showcase listings on Zillow. The product offers a unique interactive listing design that combines rich media — including high-resolution, scrolling hero images and room-by-room photo organization — with prominent agent branding. This special combination of features generates even more exposure for listings, resulting in more views, saves and

shares with Zillow's large, engaged audience than non-Showcase listings on Zillow.

"We've seen agents really lean into Showcase, because it helps them stand out, no matter what is happening in an agent's market," said Bobbi Jo Price, vice president of Agent Sales at Zillow. "Agents have told us how Showcase delivers through every step of the listing life cycle, from winning a listing to getting it in front of more buyers and helping homes sell faster. Agents using Showcase have listing marketing covered, and it's designed to give agents and their clients the tools they need to reach their goals."

Agents are also benefiting from the continuous evolution of Showcase. The product is at the forefront of Zillow's consumer-driven product innovation, offering a completely immersive home shopping experience. Since Showcase launched, Zillow has consistently enhanced it with new features, such as [SkyTour](#), a first-of-its-kind, user-guided view of a home's exterior from above and a tool that will change the way shoppers view properties online. Agents and their clients can also view the [performance dashboard](#) for their Showcase listings to track in-depth data and analytics, enabling them to make more informed decisions and improve their selling strategies. For more information about Showcase, visit zillowshowcase.com.

About Zillow Group

Zillow Group, Inc. (Nasdaq: Z and ZG) is reimagining real estate to make home a reality for more and more people. As the most visited real estate app and website in the United States, Zillow and its affiliates help people find and get the home they want by connecting them with digital solutions, dedicated real estate professionals, and easier buying, selling, financing, and renting experiences.

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About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices is a global real estate brokerage franchise with a bold focus on building a personally connected future through relationship-driven business, supported by best-in-class leadership, mentorships, business tools, and a worldwide network that is committed to making a lasting impact through lifelong relationships. With approximately 45,000 real estate professionals and more than 1,400 offices with locations spanning North America, the Caribbean, Europe, and Asia, the network completed more than USD\$127.7 billion in real estate sales in 2024.

Visit www.berkshirehathawayhs.com.

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