

Zillow's listing performance feature gives agents deeper market insights sellers value

2025-04-15

Available for Showcase listings, the new listing performance insights tool empowers agents with actionable insights to have more informed conversations with sellers

SEATTLE, April 15, 2025 /PRNewswire/ -- Zillow[®] today announced the launch of powerful new listing performance insights exclusively for Showcase listings. This cutting-edge tool is designed to provide agents and sellers with in-depth data and analytics to track the performance of their listings on the most visited real estate site in the U.S., enabling them to make more informed decisions and improve their selling strategies.

Zillow ShowcaseSM is an elevated listing experience available only on Zillow that brings interactive media and a unique listing design together with agent branding to help agents differentiate themselves and their listings. When shared with Zillow's vast audience of high-intent shoppers, Showcase listings give agents and sellers unparalleled exposure and help serious shoppers glean richer insights into the home's layout and features.

This new listing insights feature builds on Zillow's long history of empowering home shoppers, sellers and agents with information to help guide informed decisions. Now, agents have a clear picture of how their Showcase listing is performing over time with detailed insights, including page views, saves and shares, compared to similar non-Showcase listings on Zillow located in the same area. Showcase performance insights also include shopper activity by location, so agents can gauge demand and dial in their marketing strategy to help clients achieve their selling goals.

"With Showcase, we have more than a marketing tool — we have a way to bring more traffic to the home, which for us is turning into more showings, more offers and better outcomes for our sellers, and that is winning us more business," said Todd Chapman, a licensed real estate agent and the chief operating officer with Delhougne Realty

Group in St. Louis, Missouri. "We're emailing the new Showcase listing performance insights report to our sellers almost daily. Our clients, particularly the engaged sellers who are highly data-driven, love it. They get a beautiful report on how their home is doing, and my team has another way to stay engaged."

These insights are crucial for sellers — in fact, 75% of sellers said finding an agent who had local market and/or neighborhood-specific knowledge was highly important, according to Zillow's [Consumer Housing Trends Report](#). Showcase listings already have the advantage of selling faster and for more compared to non-Showcase listings on Zillow¹; with Showcase listing performance insights, agents can contextualize how a seller's listing is doing relative to the market in order to provide the market expertise and guidance sellers want in what is often the biggest financial transaction of their lives. Agents can also easily download reports to share with their sellers to keep them informed.

"Showcase is all about helping agents deliver exceptional experiences to sellers and buyers. In doing so, agents build their own brand — which leads to winning more listings and growing their businesses," said Cynthia Taylor, Zillow's senior vice president of Agent Software & Advertising. "We're integrating more insights and solutions into the tools agents use every day to make agents more efficient and ultimately more successful."

Listing insights are available as part of an agent's Showcase subscription and soon, agents will also be able to view aggregated performance data for all their Showcase listings. Showcase is available nationwide, and Zillow plans to make these performance insights available on more listings in the future.

In addition to robust listing insights, agents who use Showcase can now enjoy seamless media ordering and integrated showing and transaction information for their Showcase listings. These enhancements give agents a centralized place where they can conveniently access all relevant information about their Showcase listings. Like all of Zillow's agent technology, these upgrades are designed to reduce busy work and time-consuming tasks to allow agents to focus on their clients.

Zillow continues to lead the way in providing innovative tools and data to help real estate professionals succeed in a competitive market. This year, agents can expect even more new features and streamlined ways to take advantage of Zillow's software to grow their business.

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 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.

Zillow Group's affiliates, subsidiaries and brands include Zillow®, Zillow Premier Agent®, Zillow Home LoansSM, Zillow Rentals®, Trulia®, Out East®, StreetEasy®, HotPads®, ShowingTime+SM, Spruce®, and Follow Up Boss®.

All marks herein are owned by MFTB Holdco, Inc., a Zillow affiliate. Zillow Home Loans, LLC is an Equal Housing Lender, NMLS #10287 (www.nmlsconsumeraccess.org). © 2025 MFTB Holdco, Inc., a Zillow affiliate.

(ZFIN)

¹ For all Zillow Showcase data and claims, please visit <https://showingtimeplus.com/showcase-facts>.

View original content to download multimedia:<https://www.prnewswire.com/news-releases/zillows-listing-performance-feature-gives-agents-deeper-market-insights-sellers-value-302428198.html>

SOURCE Zillow