



# The photos and floor plans your home deserves.

- + Listings with virtual tours from **Listing Media Services** on Zillow received **46%** more page views and **35%** more saves compared to listings on Zillow without virtual tours.<sup>1</sup>
- + Listings with floor plans and virtual tours can sell for **22%** more.<sup>2</sup>

1. All Listing Media Services packages include interactive floor plans, virtual tours, and specialized exposure on Zillow. This claim is based on Zillow data analyzed in 54 Listing Media Services Markets (the "LMS Markets") during the initial two-week period a listing utilizing virtual tours from Listing Media Services was active on Zillow (the "Listings") from 7/1/2023 - 8/27/2023. The Listings were compared to FSBA listings on Zillow: (i) without virtual tours; (ii) of a similar home type; (iii) in the same city and state as the Listings; (iv) on the market during the same time period as the Listings; (v) containing a similar list price as the Listings; (vi) having similar square footage price per square; and (vii) built in a similar year as the Listings.

2. Zillow Consumer Housing Trends Report 2022



Interactive Floor Plans automatically sync to **Redfin** and **Zillow** and receive specialized exposure on **Zillow**.