

# SHOULD YOU LIST YOUR RENTAL ON ZILLOW?



Zillow is a leading platform for landlords to advertise their rentals online. For a long time advertising on Zillow Rental Manager was free.

Now, however, you must pay **\$29.99 for a premium** listing to appear high in rental search results. Here are the reasons you should, & shouldn't, list your rental on Zillow:

## PROS



### Exposure:

When you list a rental on Zillow, your listing is also syndicated to Trulia and Hotpads. With over 34 million visitors each month, Zillow's popularity ensures widespread exposure for your listings.



### Listing Tools:

Creating a listing is quick and easy, and you can also upload photos and videos. Zillow also offers a 3D home tour app.



### Property Management:

Zillow Rental Manager includes resources that help with tenant screening, lease upload and signing, and online rent payment.

## CONS



### Costs:

If you want the full benefit of Zillow's reach you must pay \$29.99 for a 90-day premium listing. There are no shorter-term or lower cost options.



### Poor Quality Leads:

In our experience, many of Zillow's leads are not high quality or not truly interested in the property. Renters can contact us with the click of a button and often don't take the time to review the listing carefully beforehand.



### Limited Features:

Zillow offers tenant screening & rent collection, but lease signing is still limited to certain areas. It also lacks other common property management tools such as reporting, accounting, and maintenance tracking.



### No Live Customer Service:

Zillow offers an online help center, however there is no option to speak to a customer representative in person.



### Excellent Alternatives:

There are a variety of other top rental listing sites that offer the same services as Zillow, and more. These can give you the same reach and exposure, and also provide additional property management tools so you can manage all your tasks from one place.

## TAKEAWAY

Zillow doesn't reach all renters, and we suggest syndicating your ads across as many sites as possible. We suggest choosing a rental property software product that broadcasts your listings to Zillow's sites and as many other platforms as possible.

