

The Zillow **Showcase** Media Activation Guide

Read This Before You Publish to Bright MLS.

Zillow Showcase requires direct media uploads to unlock your premium search boost, "Showcase" badge, and interactive floor plan. Follow these steps for full functionality.

| STEP 1: BRIGHT MLS (YOUR MEDIA LINKS)

Ensures your listing looks stunning on Redfin, Realtor.com, and local brokerage sites.

1. Log into your **Wissahickon Visuals** client dashboard.
2. **Photos:** Download "Web Optimized / MLS Size" and upload directly to Bright MLS.
3. **Video & 3D:** Copy the **Unbranded Single Property Website** link from your delivery email and paste it into the *Add Virtual Tour* box in Bright MLS.

| STEP 2: ZILLOW SHOWCASE (DIRECT ACTIVATION)

CRITICAL: Pasting an MLS link will NOT activate Showcase features. You must bypass the MLS for Zillow.

1. Log into your **Zillow Premier Agent** portal.
2. Go to your **Showcase Dashboard** and locate the listing address.
3. Click **"Assign Photographer"** or **"Media Upload Link"**.
4. Enter our business email: **rich@wissahickonvisuals.com**.

| STEP 3: WE HANDLE THE REST

Once you assign us in Step 2, our team takes over the technical backend work:

1. We log into your unique Zillow Showcase link.
2. We upload the raw high-res photos, drone shots, and cinematic video.
3. We submit the 3D panorama metadata so Zillow's AI can stitch your interactive floor plan.



Important Timeline Note: Standard MLS media is delivered to your dashboard within 24 hours. Zillow's internal processing queue takes **24 to 48 hours** to fully stitch and activate the "Showcase Treatment" live on their platform. Please plan your live date accordingly!

Need assistance during your upload? We're here to help . Reach out anytime!

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