

Zillow

# Optimize Your Listing With a Zillow Certified Photographer

## Great media content is more important than ever

Up to **88 percent of buyers** use the internet as part of their home search, meaning high-quality photos, video and other forms of media are critical to making a positive first impression.

When you work with a Zillow Certified Photographer, you're making the most of your listing on Zillow and demonstrating a commitment to quality that will impress potential clients.



### Zillow Certified Photographers are:

- Trained on media products — including video walkthroughs and 3D Home — which can get your listings **more visibility** in Zillow search results
- Quality checked by Zillow
- Able to upload your hi-res videos on Zillow **fast and for free**

Start working with a Zillow Certified Photographer today

Or, we can train your existing photographer to get them certified.



**Zillow Certified  
Photographer**

[www.zillow.com/marketing/zillow-certified-photographer](http://www.zillow.com/marketing/zillow-certified-photographer)