



Zillow's Changes to Rental Listing Policies:

What you need to know—background, economic impact, and alternatives

What happened?

Starting in January 2021, rental listings currently syndicated through MLSs will no longer feed directly to Zillow. Instead, agents and brokers wishing to publish a rental listing on Zillow will need to do so via Zillow Rental Manager, which is contract-based and starts at \$9.99 per week, per listing.

Here's why it's important to real estate agents:

Rentals are increasingly important to real estate agents' businesses and Zillow's new policies will have a huge economic impact on MLSs, and their subscribing agents and brokers:

	MLS	Brokerage	Real Estate Team	Rental Specialist	Listing Agent	Typical Agent
	Multiple Listing Services, Large & Small	Small urban brokerage/ large regional brokerage	Working rentals to generate future home sales	Primary income derived from rentals	Proactively engaging with landlords and property managers	Working organic rental demand with agent's sphere of influence
Agents	1000 - 450,000	20 - 300	4	1	1	1
Monthly Rentals	200 - 12,500	60 - 950	20	12	4	2
Zillow Annual Cost	\$107,892 - \$6,743,250	\$32,368 - \$512,487	\$10,789	\$6,474	\$2,158	\$1,079
Savings with Rental Beast	25% - 400%					

We estimate Zillow Annual Cost by multiplying the number of active monthly rentals by an average monthly cost of \$9.95 per week for 4 1/2 weeks.

Will Zillow Rental Manager's prices stay the same?

Many are concerned about Zillow's history with StreetEasy, Zillow's NYC subsidiary. Zillow acquired StreetEasy in 2017, and charged real estate agents to keep their listing. Over the course of two years, Zillow increased its pricing by 100%.



See how Rental Beast can help MLSs, brokers, and agents.

Learn More: [RentalBeast.com/MLS](https://rentalbeast.com/MLS)
Contact Us: mls@rentalbeast.com

Rental Beast is a great alternative to Zillow

Rental Beast can help listing agents and landlords get in front of renters, stay on-budget, and maximize earnings.

With more syndication options than Zillow, Rental Beast markets rental listings to millions of eager renters using popular search portals, including:

Facebook Marketplace
Realtor.com
 All Classifieds
 ApartmentList
 Apartment Guide
 Apartment Love
 Apartments.com
 Attlus
 Claz.org
 HomeFinder
 Homes.com

Listanza
 LocalizeChicago
 Locanto
 Mitula
 Nuroa
 Oodle
 PadMapper
 Rent Jungle
 Rent Lingo
 Rent Path
 Rent.com

Rentals.com
 Rentalbeast.com
 RentalSource
 Rentbits
 Renter Kit
 Trovit
 Zumper

Additional Options:
 Boston Globe
 New York Times
 Wall Street Journal

Rental Beast is a leading source of rental listings on [Facebook Marketplace](#), and real estate agents see results.

- More than 263,000 potential tenant leads handed off to agents and landlords in 2019
- 54% more leads per listing generated versus other online listing services

Rental Beast offers a seamless integration to help MLSs member agents and brokers safely and securely monetize more than \$12 billion in annual leasing commissions. Our all-in-one solution provides a powerful suite tools not offered by Zillow or similar listing platforms:

Service	Zillow	Rental Beast
Listing Ingestion	✗	Unlimited, Multiple Means
Listing Syndication	\$9.99 per week	No cost to listing agents and landlords
Listing Maintenance	✗	Proprietary combination of automation and local expertise
Consumer-Facing Rental Site	✗	Custom-branded, plug-and-play site, featuring your MLS's active rental inventory, with leads delivered directly to listing agents
Rental Search	Consumer Search Only	Enhanced Agent Search-agent commissions, rental concessions, co-operation, financial requirements etc.
Online Rental Application & Tenant Screening	Requires Zillow Rental Manager Account	Accessed directly from MLS platform
Online Rent Payment Collection	Requires Zillow Rental Manager Account	No cost to listing agents and landlords
Rental AVM	Basic Zestimate	Highly-Accurate Rental AVM, based on 50+ data points and nearly nine million rigorously-maintained rental listings
Renters Insurance	✗	Capture of landlord's renter's insurance requirements, paired with Preferred Rates from Liberty Mutual
Education & Training	✗	Rental Beast University