



What you got, *and where to use it.*

Your delivery link holds more marketing than most listings ever use. Here's what each piece is for. What's in your link depends on your package.

WHAT YOU GOT	WHAT IT'S FOR	WHERE TO USE IT
<i>Photos</i>	Your listing's first impression.	MLS, Zillow and portals, flyers, social posts. Sized for both screen and print.
<i>Unbranded video</i>	The MLS-safe cut: no names, logos or contact info.	The MLS, and anywhere branding isn't allowed.
<i>Branded video</i>	The same video with your name and contact info.	Your website, property website, email, YouTube, Facebook.
<i>Vertical reels</i>	Full-screen phone versions of the tour.	Instagram, TikTok, YouTube Shorts. See the Reels Posting Guide.
<i>3D tour</i>	Lets buyers walk the home from anywhere.	Zillow (the 3D badge in search), or the unbranded link in the MLS, and in your emails.
<i>Floor plan</i>	The layout at a glance, one of the first things serious buyers look for.	A photo slot in the MLS, flyers, and your showing packet.
<i>Property website</i>	One link with everything on it: photos, video, tour and your contact info.	Text it to buyers and sellers, put it in your social bio and emails, and use a QR code on flyers and yard signs.

Save everything now.

Your download link stays active for 90 days. Save your files to your own storage on delivery.

Keep the MLS clean.

MLS media can't carry agent names, logos or contact info. Use the unbranded cut there, and the branded versions everywhere else.

Send it to your seller.

The property website link is an easy win: sellers love seeing their home presented well, and they'll share it for you.

Altered photos?

If an image was virtually staged or altered, you'll get the untouched original with it. Mark it on the MLS photo pick list.