

The Rinaldi Group Expands Elite Listing Exposure With Zillow Showcase and Homes.com Partnerships

Michelle Rinaldi and Paul Rinaldi bring next-level digital dominance to luxury sellers across West Palm Beach, Florida



New York City, New York Jun 12, 2025 ([IssueWire.com](https://www.issuewire.com)) - The Rinaldi Group, led by Michelle and Paul Rinaldi, announced expanded marketing capabilities for luxury sellers through select partnerships that amplify listing visibility across the largest consumer real estate audiences online, including Zillow Showcase and Homes.com.

Michelle Rinaldi was recently recognized by BestAgents.us as a 2025 Top Agent, reinforcing the team's reputation for high-performance representation and concierge-level service.

What this means for sellers: more eyeballs, more urgency, more leverage.

While most agents "market" a listing by uploading it to the multiple listing service, The Rinaldi Group markets like a media company and negotiates like it's the playoffs. There is no other real estate team that markets property to the level we do.

Zillow Showcase: Premium Placement for Homes That Refuse to Be Ignored

The Rinaldi Group delivers a premium Zillow presence through Zillow Showcase, elevating how a property looks and performs online with immersive presentation, richer interactive media, and enhanced visibility that drives stronger engagement.

Zillow is currently ranked the #1 most visited real estate website in the United States, and The Rinaldi Group's partnership with Zillow represents a clear advantage for their clients. Because Zillow Showcase is limited in each market, it creates a built-in scarcity effect—helping homes stand out instead of blending in with every other “same-same” listing online.

Zillow describes Showcase as a premium listing product designed to boost visibility, engagement, and agent branding, reporting higher engagement for Showcase listings compared to nearby non-Showcase listings. ShowingTime+ also identifies Zillow Showcase as a select-availability offering positioned to elevate listings through a more immersive digital experience.

“Luxury buyers shop online first, and your marketing better act like it,” said Michelle Rinaldi, CEO and Director of The Rinaldi Group. “Showcase helps us present a home the way it deserves to be seen—cinematic, confident, and impossible to scroll past.”

Homes.com and the Rental Powerhouse Behind It

The Rinaldi Group also leverages exposure through Homes.com, a major consumer home search destination. Similarweb ranks Homes.com among the top real estate websites in the U.S. (December 2025).

For rental visibility, Homes.com is part of the Apartments.com Network, which CoStar describes as a comprehensive online rental marketplace reaching tens of millions of renters each month across its portfolio of sites.

Paul Rinaldi added:

“Exposure is not the strategy. Targeted exposure, elite positioning, plus negotiation is the strategy. We build demand, then we protect price.”

Buyers Don't Buy Features—They Buy Feelings

The final layer of The Rinaldi Group's marketing strategy is emotional storytelling. Buyers don't just see a house—they see their life. Morning coffee on the balcony. Sunset cocktails. The walk to the beach. The vibe. The status. The ease.

As Michelle Rinaldi explains:

“We package the property so it lands like a movie trailer for their future. Once buyers can feel themselves living there, they stop shopping and start falling in love.”

About The Rinaldi Group

The Rinaldi Group is a luxury real estate team serving West Palm Beach and Palm Beach County, known for high-touch representation, sharp negotiation, and elevated property marketing designed to maximize visibility and results. The team specializes in luxury condos and waterfront properties, delivering a white-glove experience from pricing strategy through closing.

Media Contact:

The Rinaldi Group | eXp Realty, Luxury Division
West Palm Beach, Florida
Phone and email available upon request

Learn More about Michelle Rinaldi:

Through her Best Agent's profile, <https://bestagents.us/profile?agent=2123989> or through her website, <https://rinaldirealestate.com/>

About Best Agents

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Media Contact

Best Agents

*****@bestagents.us

Source : Michelle Rinaldi

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