

Zillow Map Pins – Why They Sometimes Show Incorrectly

From time to time, Zillow listings may display with the wrong map pin location, especially for vacant land.

Why this happens

Zillow elects to obtain their listing data through WIREX instead of a direct feed from NWWMLS. Because the WIREX feed does not include geocoding (latitude and longitude coordinates), Zillow may reuse coordinates from a prior listing or estimate the location based on the property address. This can sometimes result in the property displaying in the wrong location on Zillow's map, especially for vacant land.

Good practice

After activating your listing in Matrix—particularly vacant land—it's a good habit to check Zillow to make sure the map pin is displaying correctly.

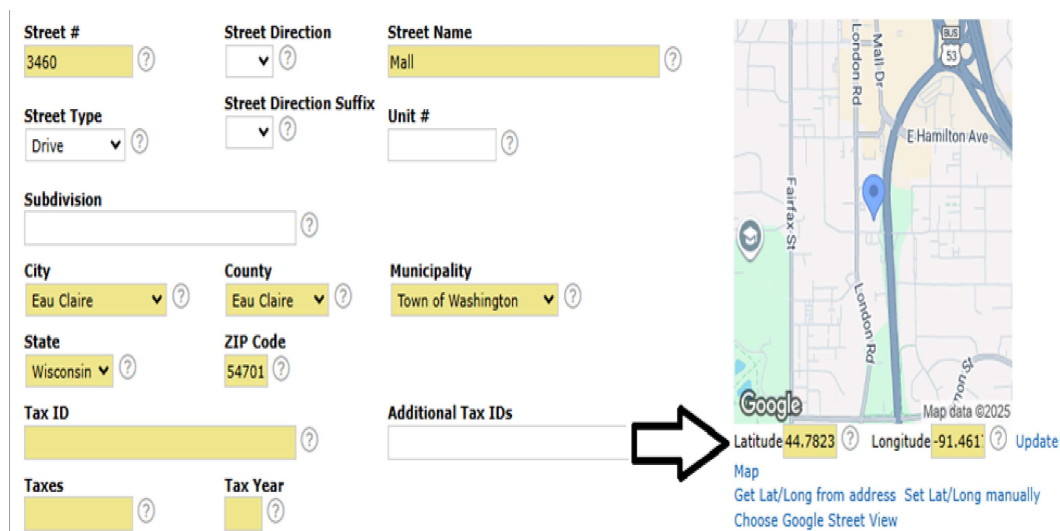
How to correct the map location on Zillow

If your listing shows incorrectly on Zillow:

1. In Matrix Input, verify that your map pin is placed correctly.
2. Copy the Latitude and Longitude shown below the map in Matrix.
3. Email partnersupport@zillowgroup.com and include:
 - The MLS number
 - The full property address
 - The Latitude and Longitude coordinates you copied

Zillow's Partner Support team can manually update the coordinates to correct the map placement.

Example – Locating Coordinates in Matrix



The screenshot shows the Matrix input form on the left and a Google Map on the right. The form fields are as follows:

Street #	Street Direction	Street Name
3460		Mall

Street Type	Street Direction Suffix	Unit #
Drive		

Subdivision

City	County	Municipality
Eau Claire	Eau Claire	Town of Washington

State	ZIP Code
Wisconsin	54701

Tax ID

Additional Tax IDs

Taxes

Tax Year

The Google Map on the right shows the location of the property. The map data is from 2025. The coordinates are Latitude 44.7823 and Longitude -91.4611. Below the map, there are links: Map, Get Lat/Long from address, Set Lat/Long manually, and Choose Google Street View.

Questions? Contact MLS staff at staff@ranww.org if you need help verifying map placement or locating coordinates in Matrix.