



From Listings to Leases: A New Era for Rentals

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Zillow

Building in a Fragmented and High-friction category

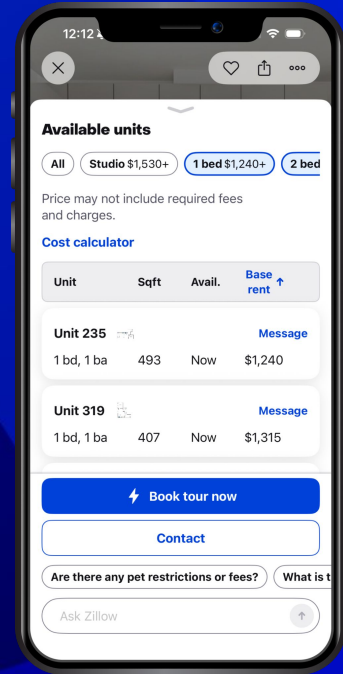
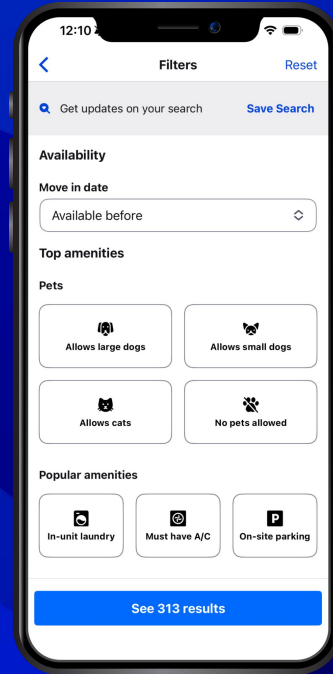
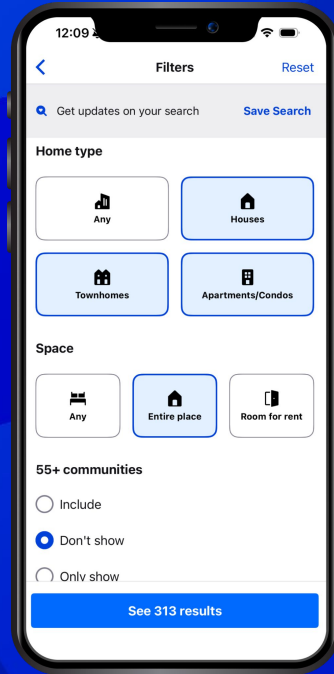
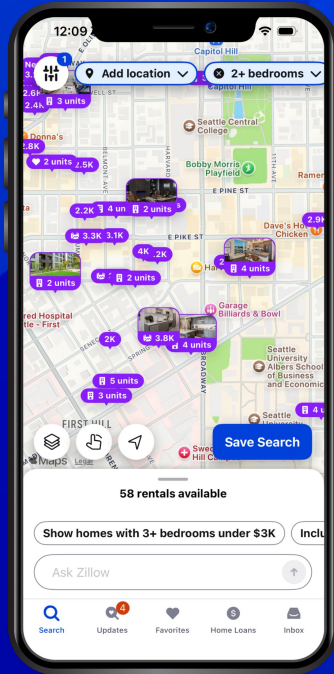
2018

2026
~30% Y/Y

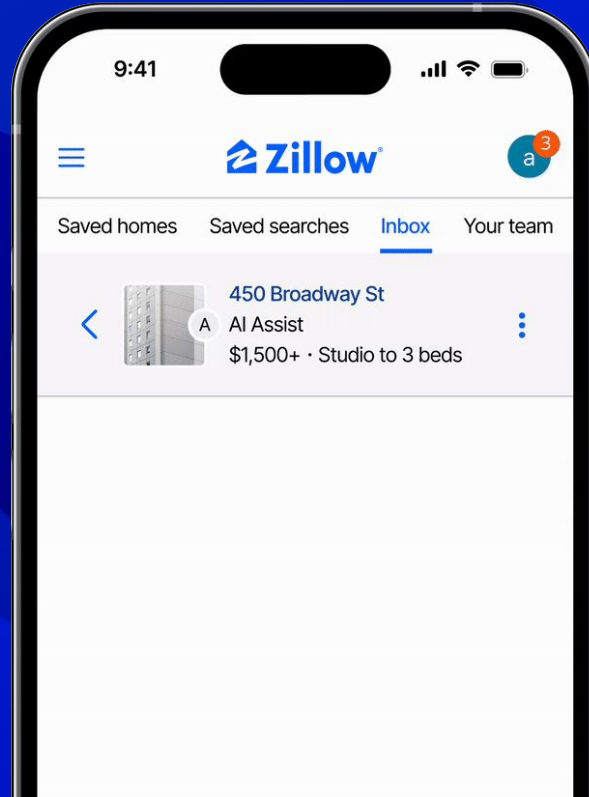
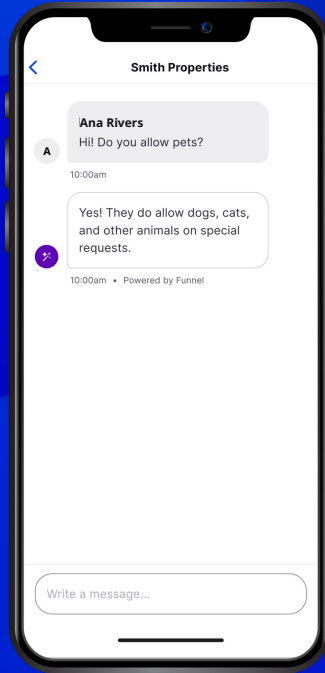
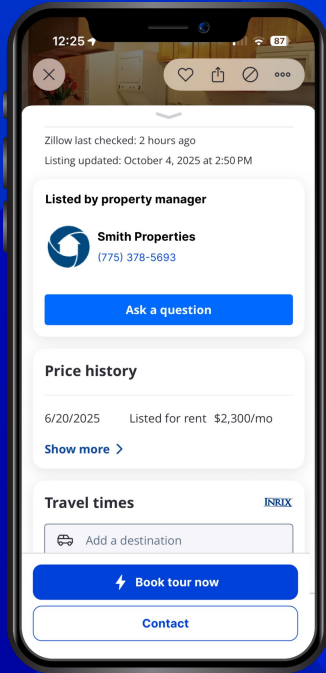
\$1B+

Mid-cycle revenue target

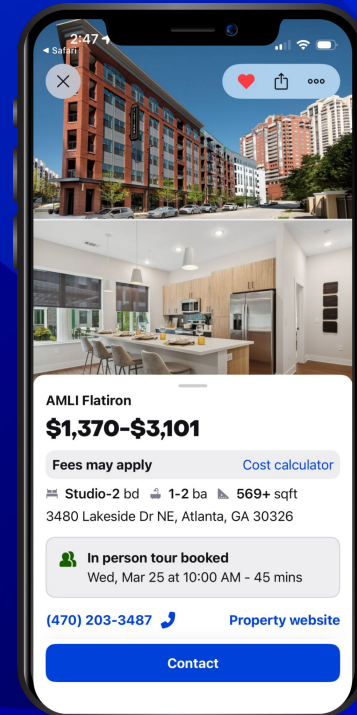
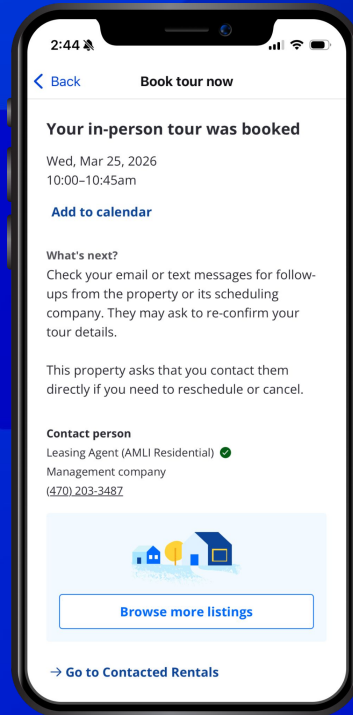
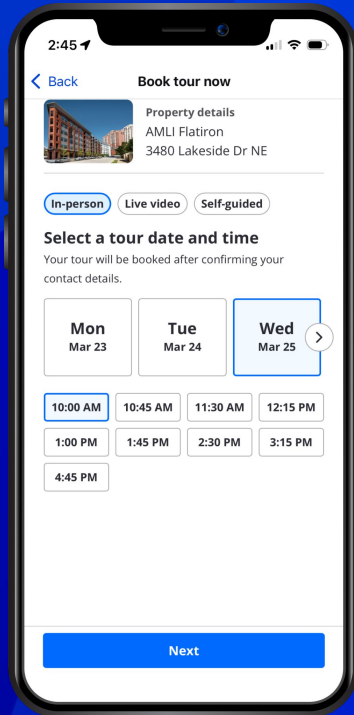
Search: Where intent begins



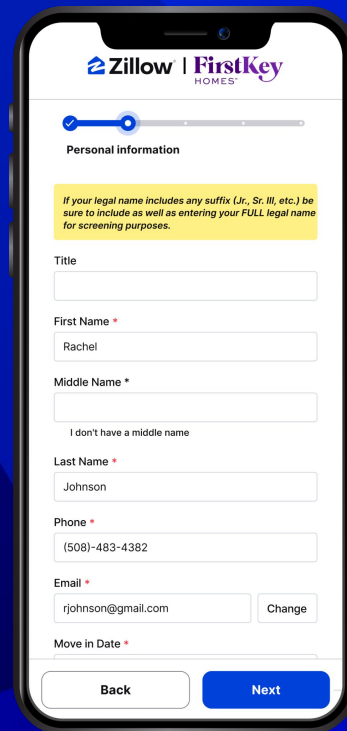
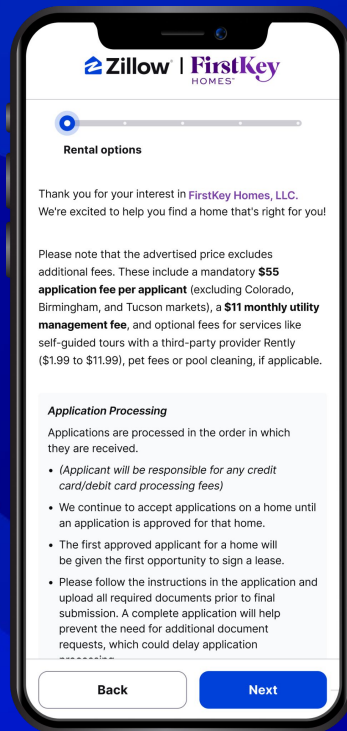
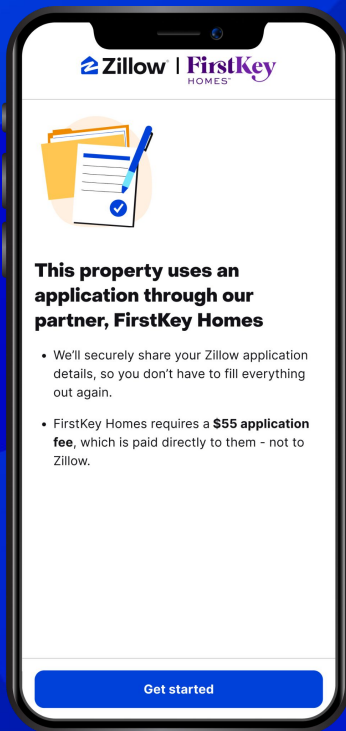
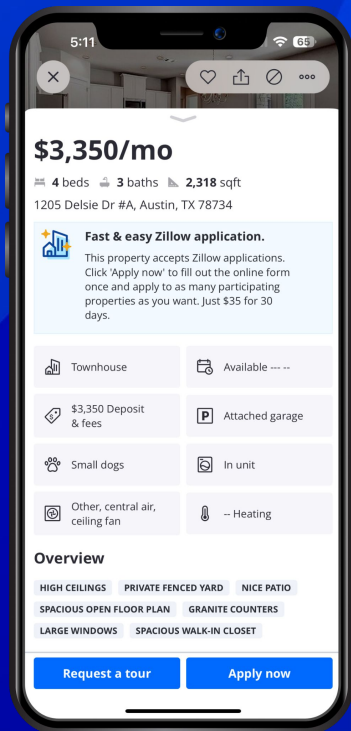
Messaging keeps the transaction moving



Tours scheduled directly on Zillow



Applications: From marketplace to infrastructure



Leases and payments create ongoing relationship

3456 Main St
Mar 1, 2026–Feb 28, 2027
Your lease is ready to sign

Message from Irene
"Here's the lease for you to look over. If everything looks good, sign before the lease's start date. I'll sign after everyone else. Thanks!"

Suggested for you

Get renters insurance fast
Popular plans near 99603 start at \$216/month
[Get started](#)

Who has signed?

- Rachel Renter (you)
Your Turn To Sign
- Irene Landlord (landlord)
[Signs After The Tenant](#)

Landlord
Irene Landlord
[View lease](#)

LANDLORD SIGNATURE: _____ DATE: 03/05/2026

TENANT SIGNATURE: [SIGN](#) [Sign here](#) _____ DATE: 03/05/2026

< Zillow home **Zillow Rentals** Sign out

Your Payments

Want to build credit? [Free](#)
Send your on-time rent payment history to Experian, Equifax, and TransUnion to build your credit [Get started](#)

March 1st Rent
Your \$1495.00 rent was paid March 1st.

Monthly rent	Due date	Autopay	Payment method
\$1,495/mo	1st of the month	ON	WELLS FARGO BANK account **** 3761

Total payment
\$1,495.00

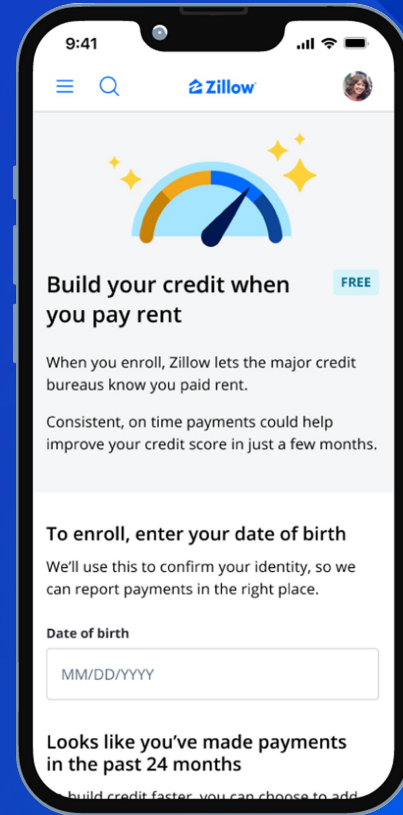
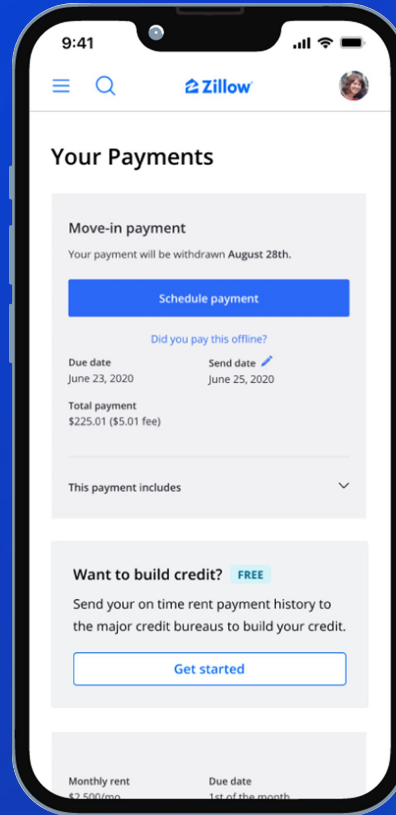
Payment method
[Add or manage](#)

Landlord
Dewey Martin [Contact](#)

[Print](#)

Payment	Payment status	Amount	Actions
March 1, 2026 rent	Paid	\$1,495	View more
February 1, 2026 rent	Paid	\$1,495	View more
January 1, 2026 rent	Paid	\$1,495	View more







Supporting renters throughout their housing journey





The property manager experience: The operator OS

The screenshot displays the Zillow Rental Manager interface. On the left is a navigation sidebar with options: Properties (+), Leads, Messages, Payments, and Alerts. The main content area features a header with a home icon, a notification about 'Introducing total monthly price on listings', and buttons for 'Add a property' and 'Add feed'. Below this is a 'Properties' section with filter tabs for 'All (53)', 'For rent (3)', 'Off-market (50)', and 'Archived (1)'. A search bar is located to the right of the filters. The main area contains a table of property listings with columns for Address, March rent, Potential tenants, and Lease. Each listing includes a property image, address, listing date, number of leads, and a 'View lease' link.

Address	March rent	Potential tenants	Lease
 1055 NW Harrison Blvd, Corvallis, OR 97330 Listed 26 days	-	1 new lead	A lease is ready for you View lease
 830 SW 11th St, Corvallis, OR 97333 Listed 10 days	-	5 new leads	A lease is ready for you View lease
 964 SW Western Blvd, Corvallis, OR 97333 Listed 16 days	-	5 total leads	A lease is ready for you View lease
 437 NW 10th St, Corvallis, OR 97330 Off-market	-	8 total leads	A lease is ready for you View lease
 1270 NW 26th St, Corvallis, OR 97330 Off-market	-	-	A lease is ready for you View lease
 2051 NW Jackson Ave, Corvallis, OR 97330 Off-market	-	1 new lead	A lease is ready for you View lease

Screen and app images are simulated for illustrative purposes. It may not be an exact representation of the product.

Tenant screening brings everything into one view

The screenshot displays the Zillow Rental Manager interface. On the left is a navigation sidebar with options: Properties, Leads, Messages, Payments, and Alerts. The main content area shows a 'Renter details' modal for a tenant named Rachel Green. The modal includes a progress bar with stages: Inquired (checked), Tour (unchecked), Application received (checked), and Lease (unchecked). Below this is a 'Renter profile' section with the following information:

- Screening criteria: 3/3 match** (with a green checkmark)
- Monthly income: \$4000 (2.5x rent)
 - ✓ matches your criteria
- Credit score: 650 - 699
 - ✓ matches your criteria
- Pets: No pets
 - ✓ matches your criteria

Additional details

- Ideal move in date: 10/02/2026
- Total bedrooms desired: 2
- Desired lease duration: 1 year
- Parking needed: Needed
- Total occupants: 1

This information was self-reported by the renter

Latest contact

2 min ago

- Rachel: Hi, love your place! Wanted to see if you're available for a tour?

[View in messages](#)

At the bottom of the modal are two buttons: 'Approve' and 'Reply'. The background shows a list of other leads with columns for Status and Location.

State-specific leases, ready to sign on Zillow



You're inviting **Rachel Smith** to move in to **123 Main St.**

The next step is to send them a lease. Choose how you'd like to do this.



Invite and share a lease through Zillow

Create a custom lease, upload your preferred version, or store a signed lease for your records.



Invite and send a lease separately

Send a lease outside Zillow. We'll add the lease to your property for your records.



Inviting Rachel Smith to move in will prevent you from inviting other applicants to move in, unless you reject or archive Rachel Smith.

Cancel

Continue

Leases

Create and sign leases online

Build a new lease with Zillow's tools, or upload your own to send for signing or storage.



Zillow lease builder

Create a free custom lease that includes legal clauses specific to **Washington**.



Share a lease for signing

Upload your own lease to send for signing online.



Store your signed lease

Keep all your property information stored in one place on Zillow.

How to use our lease tools

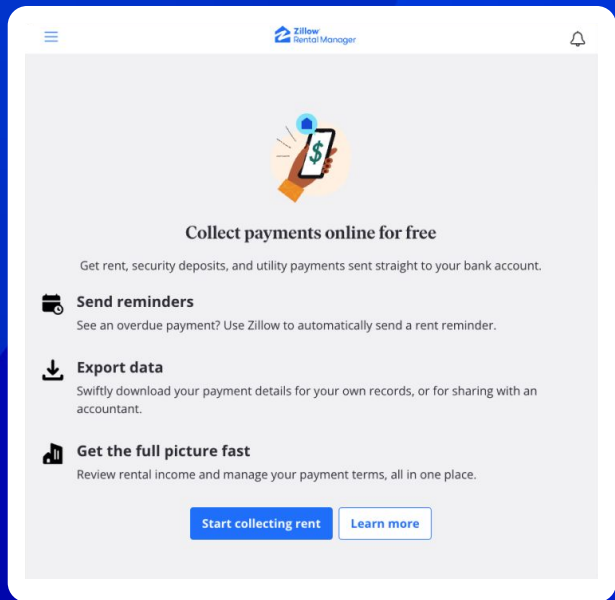
▼ How Zillow lease builder works

▼ Uploading a lease for signing

▼ Storing a previously signed lease

Continue

From first lead to recurring revenue



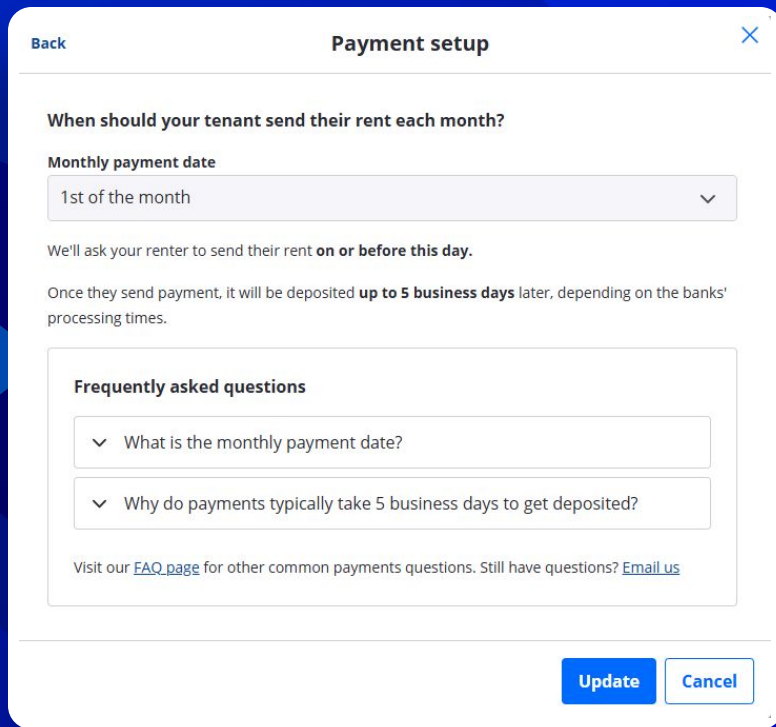
Collect payments online for free
Get rent, security deposits, and utility payments sent straight to your bank account.

Send reminders
See an overdue payment? Use Zillow to automatically send a rent reminder.

Export data
Swiftly download your payment details for your own records, or for sharing with an accountant.

Get the full picture fast
Review rental income and manage your payment terms, all in one place.

[Start collecting rent](#) [Learn more](#)



Payment setup

When should your tenant send their rent each month?

Monthly payment date
1st of the month

We'll ask your renter to send their rent **on or before this day**.

Once they send payment, it will be deposited **up to 5 business days** later, depending on the banks' processing times.

Frequently asked questions

- What is the monthly payment date?
- Why do payments typically take 5 business days to get deposited?

Visit our [FAQ page](#) for other common payments questions. Still have questions? [Email us](#)

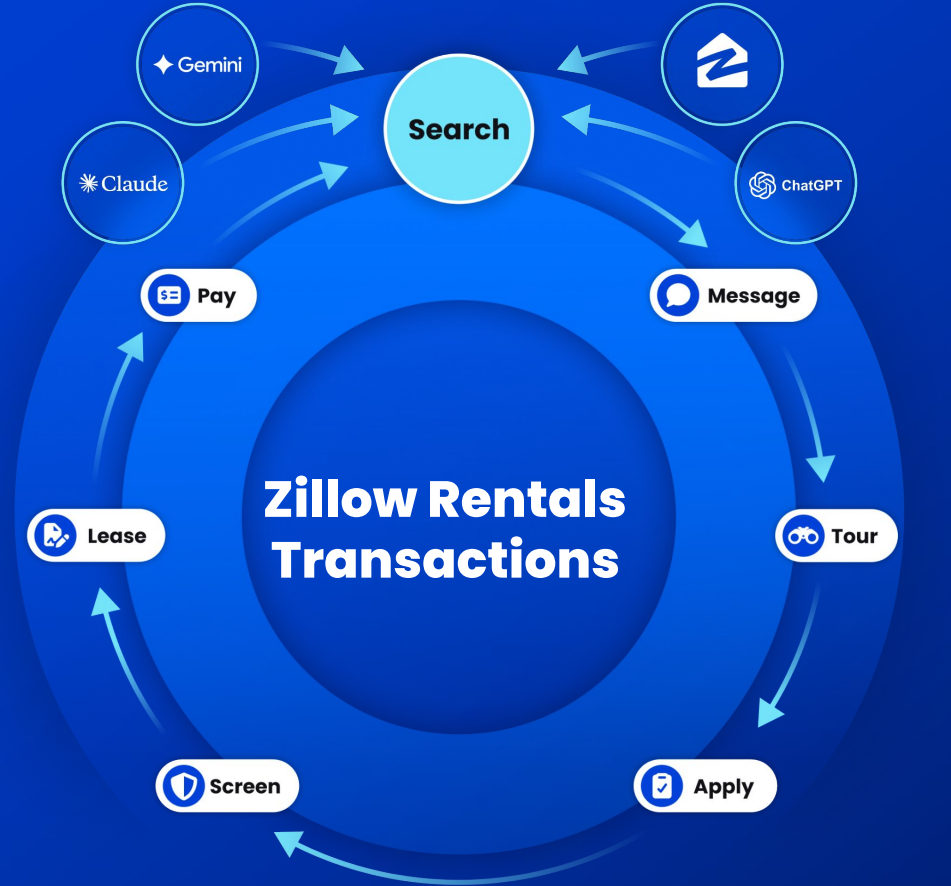
[Update](#) [Cancel](#)

Marketplace + the transaction engine



Conversion ↑ ROI ↑ Monetization Expansion ↑

Marketplace + the transaction engine



Conversion ↑ ROI ↑ Monetization Expansion ↑

Innovating to enable a true end-to-end experience



2026: ~30% YoY growth → \$1B+ mid-term target → Multi-billion-dollar opportunity