



The Agent Advantage: AI that Scales

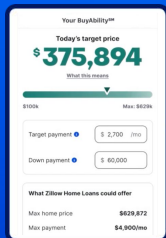
Cameron Swiggett

Vice President, Product
Zillow

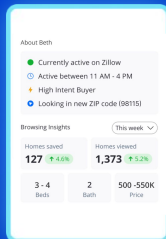
The customer journey is powered by the agent workflow

Mover experience

Shop based on affordability

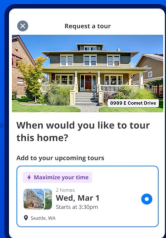


BuyAbilitySM by Zillow

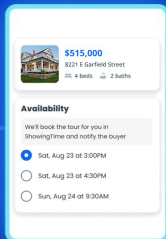


Understand your clients

Tour

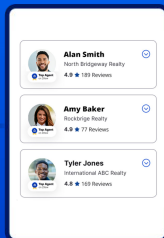


ShowingTime by Zillow

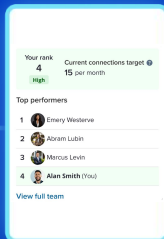


Manage tours

Find your agent

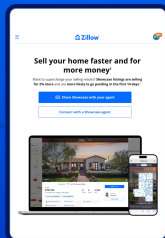


fub by Zillow

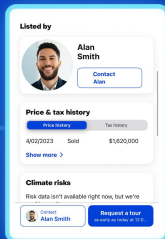


Understand your performance

Choose how to sell

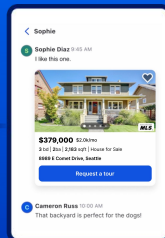


Zillow Showcase

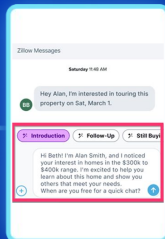


Win listings

Collaborative messaging

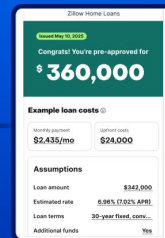


fub by Zillow

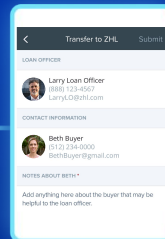


Centralized smart communications

Digital mortgage pre-approval

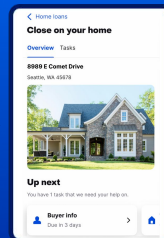


Zillow Home Loans

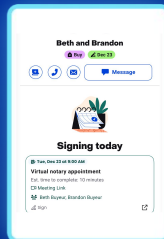


Integration with Zillow Home Loans

Integrated title & close



dotloop | Zillow Closing



Closing

Agent workflow

1.5 MILLION
agents

The reality is...

Top **20%** of agents
drive **80%** of all transactions

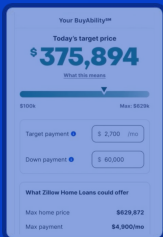


The other **80%** of agents drive the
remaining **20%** of transactions

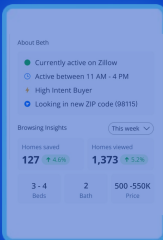


We sit at the center of the agent-client relationship

Shop based on affordability

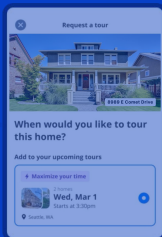


Zillow Pro

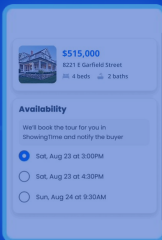


Understand your clients

Tour

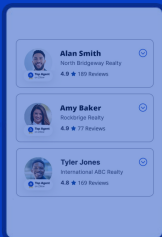


ShowingTime
by Zillow

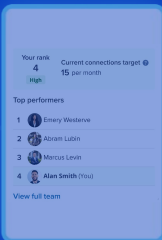


Manage tours

Find your agent

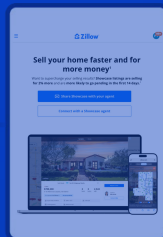


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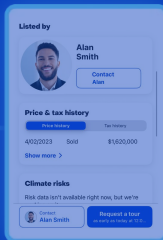


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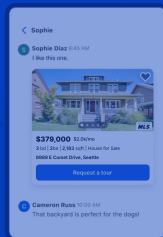


Zillow
Showcase



Win listings

Collaborative messaging

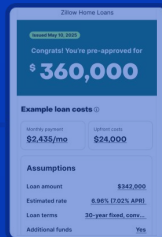


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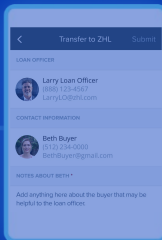


Centralized smart communications

Digital pre-approval

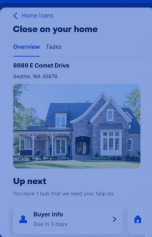


Zillow
Home Loans
NMLS #10287

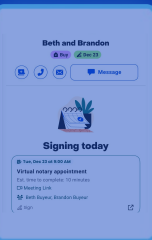


Integration with Zillow Home Loans

Integrated title & close



dot loop



Closing

Zillow Closing™

41 of the top **50**
highest-volume
teams in the U.S. use
Follow Up Boss



Alan is helping 7+ clients at different stages, all in one day

Actively touring



Beth

Guiding decisions in real time

Financing



James

Comparing loan options

Pre-tour



Kevin

Booking and confirming showings

Pre-listing



Derek

Preparing a CMA and pricing strategy

Active listing



Sarah

Managing and negotiating offers

Under contract



David

Reviewing inspection and next steps

Closing



Maria

Final compliance and paperwork

Live Demos

Agents work in a whirlwind environment

Our AI products help them streamline and scale



**Pre-tour
activity &
scheduling**



**Actively
touring**



**Comparing
loan options**



**Listing
pitches**



**Reviewing the
inspection**



**Managing &
negotiating
offers**



**Final
compliance &
paperwork**

MOVER EXPERIENCE



AGENT WORKFLOW

