



Zillow AI Mode: A New Way to Find Home

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The mover experience



Shop based
on
affordability



Tour



Find your
agent



Choose how
to sell



Collaborative
messaging



Digital mortgage
pre-approval



Integrated
title and close

Surface-level AI

Summarize a listing

Rewrite descriptions

Market overview



Surface-level AI

Summarize a listing

Rewrite descriptions

Market overview

E2E AI

Pre-approve a loan

Connect to an agent

Close the deal

Schedule a tour

Check affordability

Live Demos



**AI with content
answers a question**



**AI with content,
context and integration closes the loop**

Surface-level AI

Summarize a listing

Rewrite descriptions

Market overview

E2E AI

Pre-approve a loan

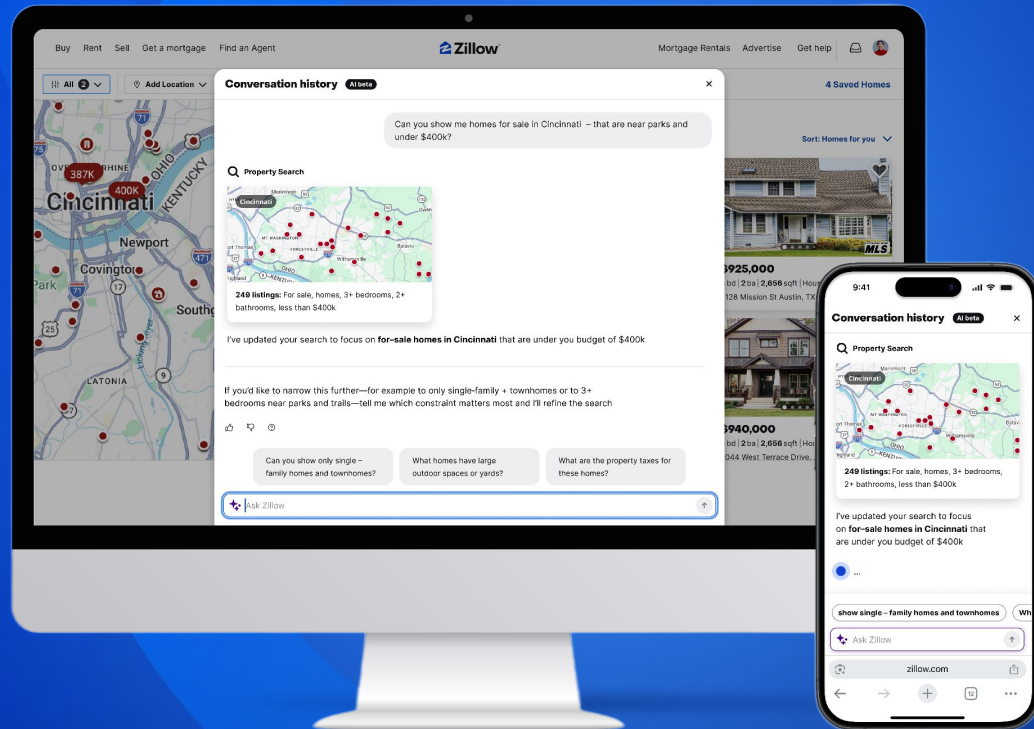
Connect to an agent

Close the deal

Schedule a tour

Check affordability

Introducing AI mode, built inside Zillow



One shopper. One condo.

WEEK 1

Orientation



Week 1

What is this
home's estimated
market value?

One shopper. One condo. 17 conversations



Live Demos



Peter

Seattle Condo Buyer

High-intent, comparison-driven buyer

🔍 Actively evaluating price vs. value

Target

~325K

Comps

~300K

Property

Condo

What matters most to Peter

- Modern kitchen finishes
- Outdoor space (balcony)
- HOA coverage clarity

Behavior signals

- 17 returns to the same listing
- Re-checking price & value
- Actively comparing similar units
- Evaluating rent vs. buy tradeoff

Readiness

- Past research phase
- Rent vs. own stage
- Checking rates & affordability



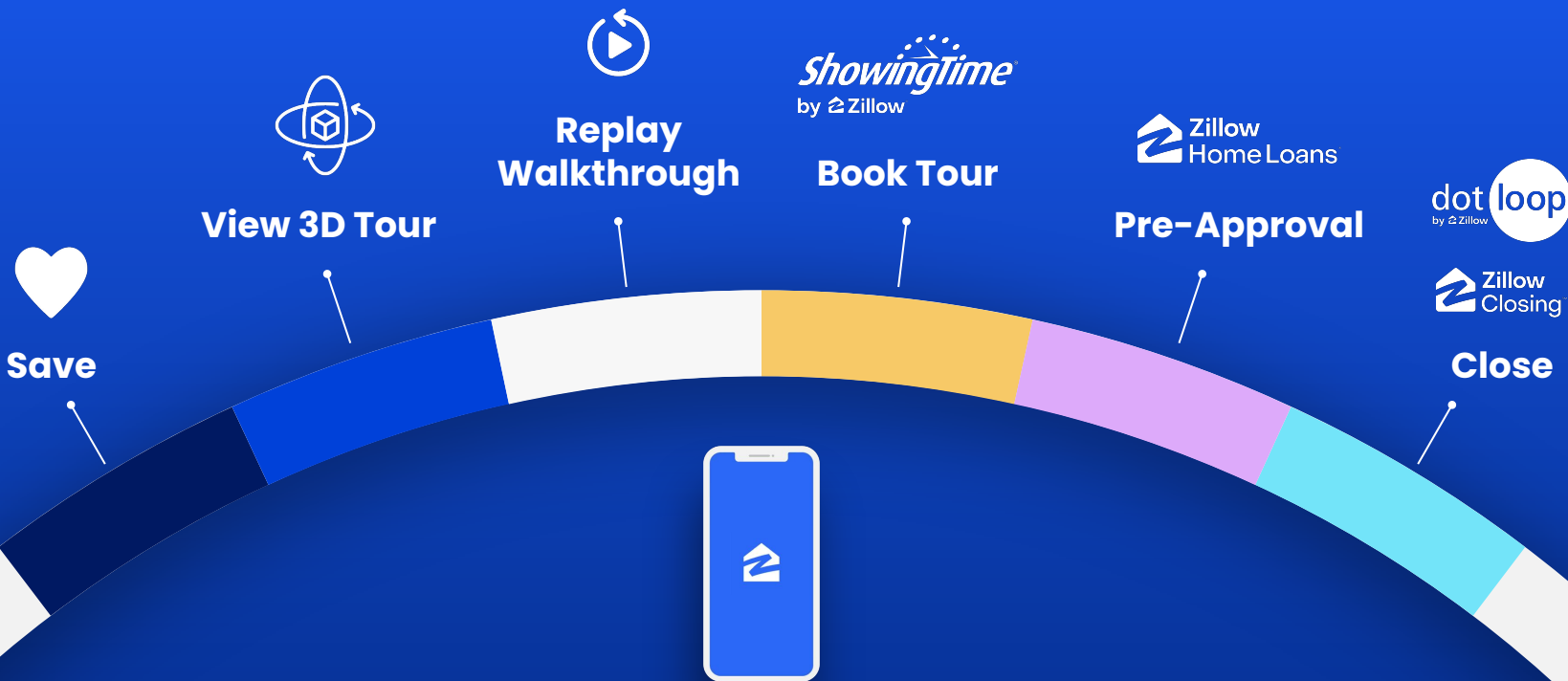
Week 1

17 returns to the same listing

Week 4

Live Demos

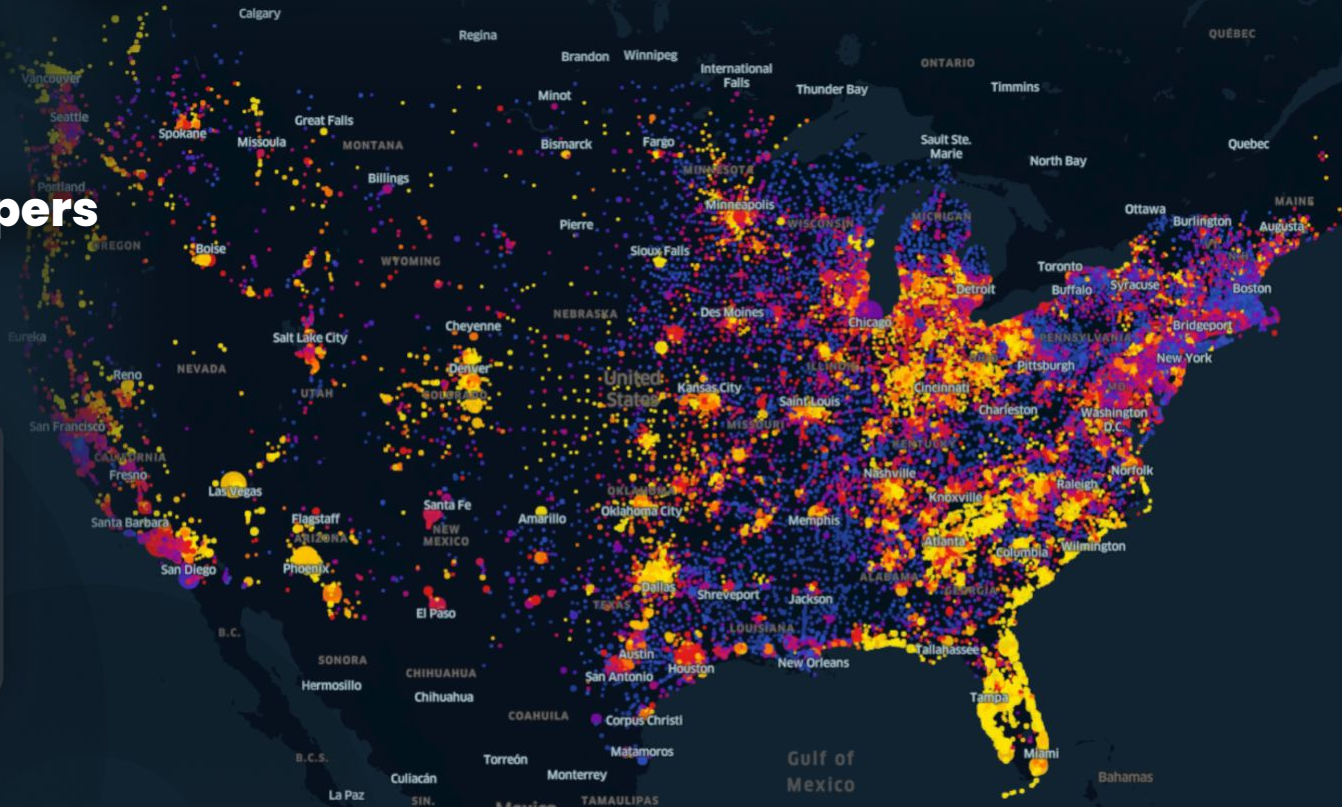
Zillow sees the full arc



We see signal at scale

A heat map of high-intent shoppers

LEGEND

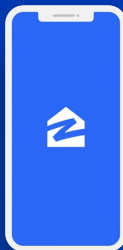
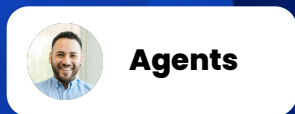


High-Quality Media

Drives deeper engagement

Behavioral Data

Sharpens how we understand



Actions Feed the System

A smarter Zillow makes better matches

Understanding Drives More Action

Stronger models make Zillow smarter



Beth

Phoenix, AZ first-time buyer

40 → 116 conversations, 8 properties
11 deep dives on financials & what she can afford



Peter

Seattle, WA condo shopper

5 → 45 conversations, 4 distinct properties
Still returning to the first condo



Cindi

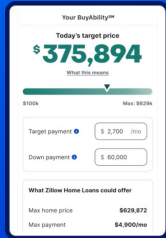
Deep diving in Winter Park, FL

41 → 176 conversations, 24 properties, active
14/14 days, 43 comparison conversations, diving
further into grocery and neighborhood amenities

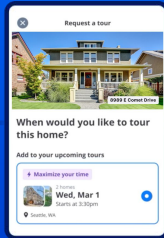
The customer journey continues...

Mover experience

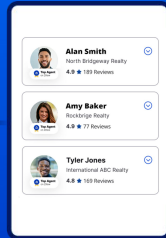
Shop based on affordability



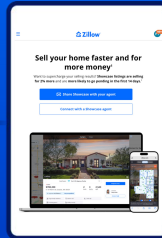
Tour



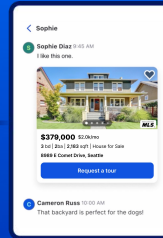
Find your agent



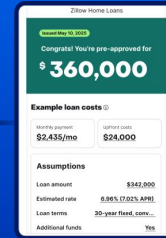
Choose how to sell



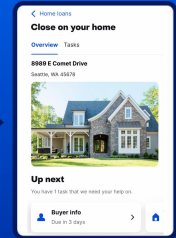
Collaborative messaging



Digital mortgage pre-approval



Integrated title & close



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