



Zillow in the Age of AI

Jeremy Wacksman

Chief Executive Officer
Zillow

Consumers

search “Zillow”

more than

“real estate”

Zillow will offer property-management tools to renters and landlords

August 4, 2018, by *Andrea Riquier*

Zillow is now a mortgage lender, launches Zillow Home Loans

April 2, 2019, by *Ben Lane*

Zillow introduces Calendly-like instant booking for rental property tours

January 24, 2023, by *Ivan Mehta*

Zillow launches “BuyAbility” tool for home shoppers

May 13, 2024, by *TMN Editor*

Follow Up Boss updates terms, unlocks new agent benefits via Zillow Pro

New integration unlocks AI efficiency, real-time consumer insight and smarter CRM tools to help agents save time, strengthen relationships and grow their business.

November 3, 2025, by *RISMedia Staff*

Zillow's platform supports the entire home journey





**Agents using at least one Zillow
product touch an estimated**

80%

of U.S. residential transactions



**Zillow helps property
owners list**

> 60%

of vacant units to find tenants

The Super App is here – and it's called Zillow

February 13, 2024, by Brooklee Han

Listing strategies

Transaction infrastructure

Saved, viewed and toured homes

Local market context

Buyer's budget

Seller's Zestimate views

Buyer and agent conversations

Generic LLMs can't see...

Home valuation data

Renter behavior

Listing strategies

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Local market context

Buyer and agent conversations



Transaction infrastructure



Buyer's budget

Seller's Zestimate views

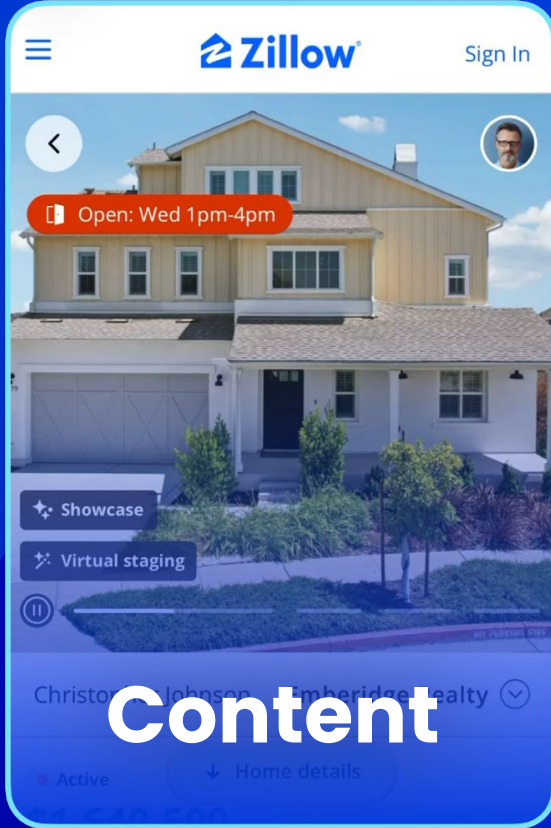
Renter behavior

Home valuation data

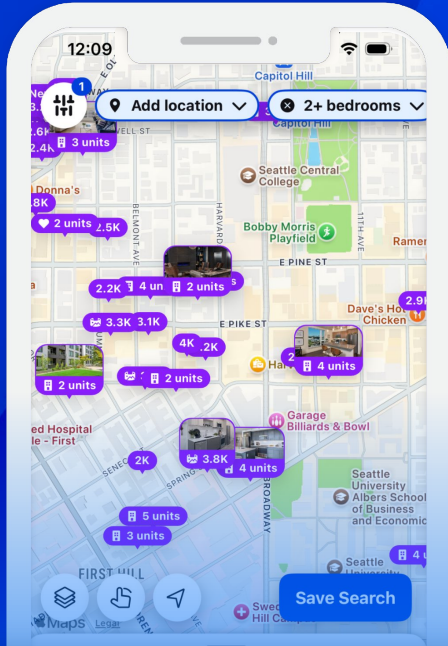


Zillow sees...

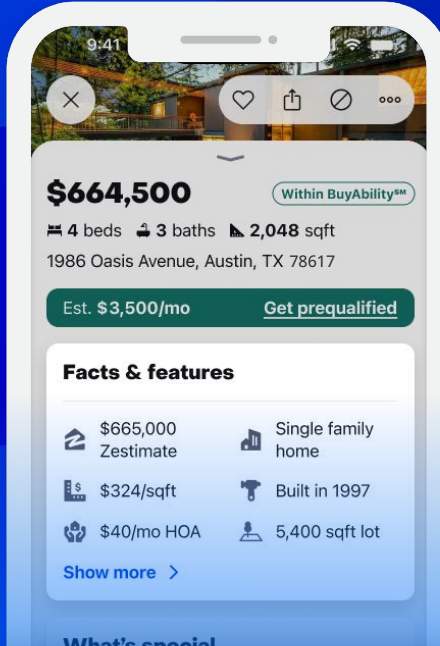




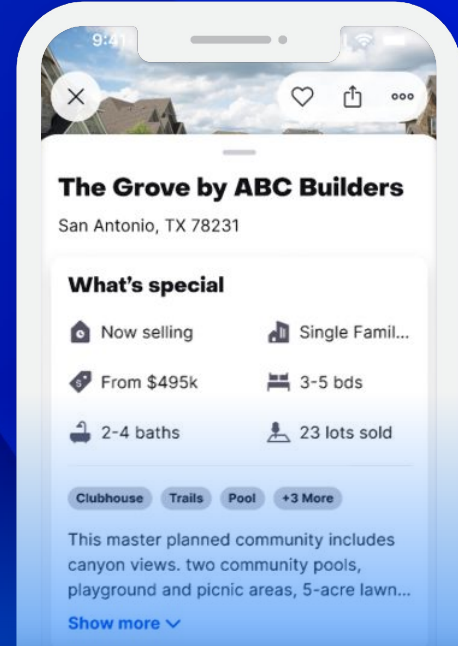
CONTENT



● House / Apartment for Rent

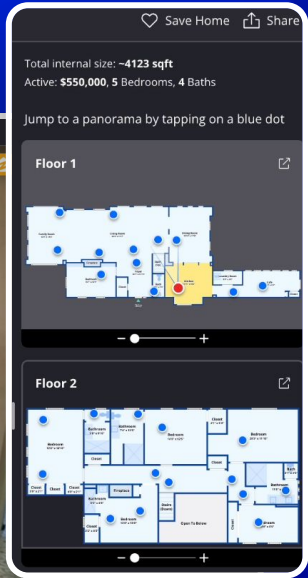
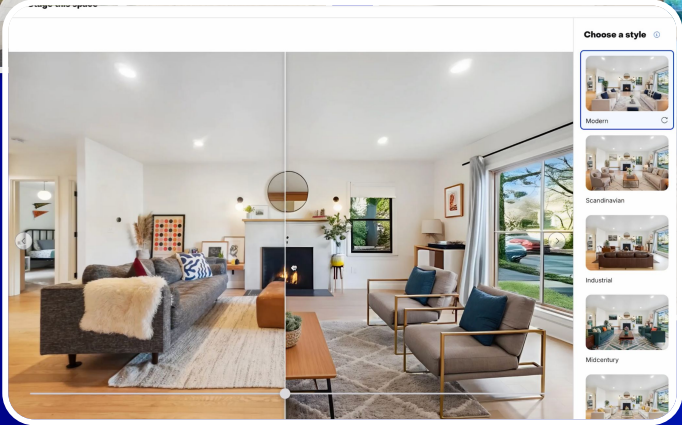
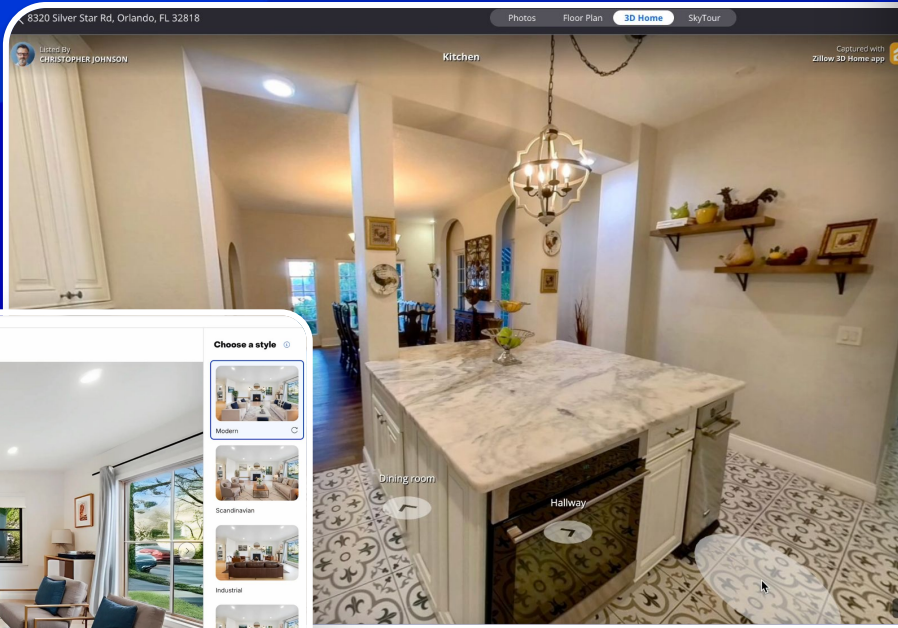
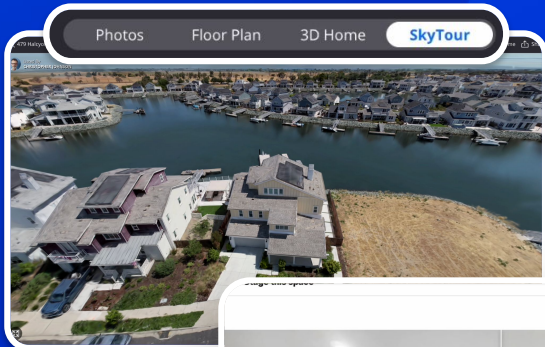


● Existing For Sale Homes



● New Construction

PROPRIETARY RICH MEDIA



Photos in the 3D Home viewer may not match the actual home and floor plans/floors are approximate and not for design purposes. Click for source details.

CONTEXT

~70%

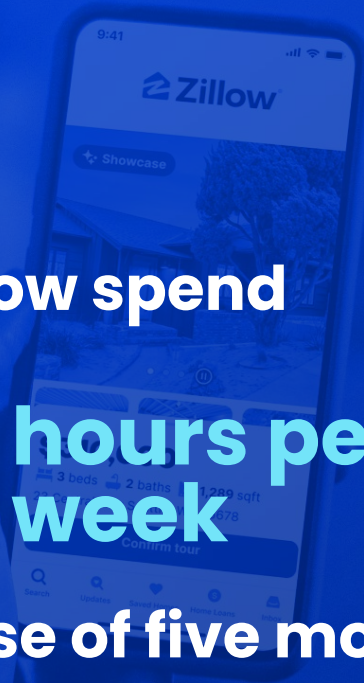
of U.S. buyers and sellers
use Zillow during their
real estate transaction



CONTEXT



Buyers on Zillow spend
2-3 hours per
week
over the course of five months



dot loop
by Zillow

ShowingTime
by Zillow

Zillow
Home Loans

Zillow
Showcase



fub
by Zillow

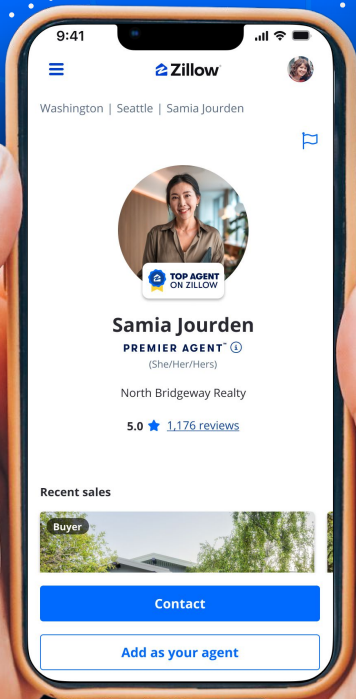
INTEGRATION

90%

of in-person tours in the
U.S. are facilitated by
ShowingTime

100,000

agents use Follow
Up Boss every day



Statistic based on Zillow internal data and estimates, 2025



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

50

state regulators

520

MLSs

200M+

forms & docs
sent yearly

The volume of complexity in real estate


1.5M

agents

100,000

brokers

Request a tour
It starts as early as 9:00am



Listed by
Sally Reeds

Contact Sally

Kitchen

Photos 30 tour




Before AI **Action Hub**

Action Hub

Top priorities New leads

Actions

- PRIORITY**
- Ryan Kowalski** High intent · 14 sessions thi... Just now
- Priya Nair** Tour request: 5218 E Osbor... Just now
- Marcus Webb** Ready for loan officer intro 1 hr
- Jordan Nance** Closing today — confir... This morning
- Nina Reeves** Birthday today Today
- Derek Lam** Listing Soon · high-inten... This morning
- Linda Harrington** Listing soon · home valu... This morning
- David Park** Under contract · Inspection ... Just now



Jillian Jones

Activity On website now

MARKETING SOURCE

Zillow

AT A GLANCE

500K 4 2,000sf 2
33178

SAVED SEARCH - VIEW ALL (2)

- Oakland Alameda, CA, 94606,94607
- Orange County, CA, 94635,94636

RECENT ACTIVITY - VIEW ALL (1)

- 2227 Saddlebrook Ave, Oakland, CA 95606
- 1223 Rogers Ave, Oakland, CA 95606
- 1235 Albus Ave, Oakland, CA 95606
- 2424 Olfaur Dr, Oakland, CA 95606
- 2626 Olfaur Dr, Oakland, CA 95606



