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Zillow Group Launches New Features for New Construction Listings; Adds Access to Exclusive Consumer Insights for Builder Partners

Builders who participate in Promoted Communities program now able to display lot availability

SEATTLE, Oct. 20, 2016 /PRNewswire/ -- Zillow Group, Inc. (NASDAQ: Z and ZG), which houses a portfolio of the largest and most vibrant real estate and home-related brands on mobile and Web, today announced new features created for builders to help better market their communities to home shoppers on Zillow® and Trulia®. Builders who participate in Zillow Group's Promoted Communities program, the exclusive advertising platform for builders on Zillow and Trulia, will now have the ability to display real-time lot availability on search results and maps. In addition, they will have access to Zillow Group's brand new Builder Insights platform, which is currently in beta.

- 1 **Lot Availability:** With the addition of real-time lot availability to the home search experience on Zillow, builders will be able to easily showcase the true breadth of their available inventory to home shoppers. It will be clear to home shoppers what lots are available in a community and what the lot's status is (i.e. not yet built, under construction, move-in ready, sold). Shoppers can get real-time updates of the community activity such as: "only 5 lots are left in this community," driving more consumer traffic to new construction communities.
- 1 **Builder Insights platform:** Builders who participate in Zillow Group's Promoted Communities program will now be the first to receive exclusive insights on consumer behavior through the new Zillow Group Builder Insights platform, which can help them better assess local market conditions and determine consumer preferences. Insights are based on proprietary data in three categories - available inventory, consumer search data, and housing economics. This data can help builders make more informed decisions regarding their product positioning, land acquisition and marketing.

"These new features are game-changing for builders who partner with us," said Lucy Wohltman, Zillow Group vice president of new construction. "The introduction of lot availability improves not only the consumer search experience on Zillow, but allows builders to showcase their available inventory and significantly increase discoverability of their communities. Coupled with access to more data than ever before from the Builder Insights platform, builders have the tools to make more informed decisions about where and what to build that will be most desirable to home shoppers."

These features were unveiled at the Zillow Group New Construction Forum in Nashville, Tenn. The Zillow Group New Construction Forum is an annual event that brings together the nation's largest builders to meet with Zillow Group executives and learn from other real estate experts about the latest industry trends.

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Zillow Group

Zillow Group (NASDAQ: Z and ZG) houses a portfolio of the largest real estate and home-related brands on the Web and mobile. The company's brands focus on all stages of the home lifecycle: renting, buying, selling, financing and home improvement. Zillow Group is committed to empowering consumers with unparalleled data, inspiration and knowledge around homes, and connecting them with the right local professionals to help. The Zillow Group portfolio of consumer brands includes real estate and rental marketplaces Zillow®, Trulia®, StreetEasy®, HotPads® and Naked Apartments®. In addition, Zillow Group works with tens of thousands of real estate agents, lenders and rental professionals, helping maximize business opportunities and connect to millions of consumers. The company operates a number of business brands for real estate, rental and mortgage professionals, including Mortech®, dotloop®, Bridge Interactive and Retsly®. The company is headquartered in Seattle.

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