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Zillow Launches Video Walkthroughs on Rental Listings

On mobile and Web, video walkthroughs provide renters with a new, immersive way to shop for their next single family rental

SEATTLE, Nov. 14, 2016 /PRNewswire/ -- Today, Zillow® introduces video walkthroughs on rental listings, providing renters with a new and more immersive way to envision themselves in a home. Video walkthroughs are short videos that will give renters more information about a home's key features and special attributes than photos alone can provide.

Video walkthroughs are designed to fit into the browsing behavior of renters, who are increasingly searching for homes on their smartphone. Two-thirds of Zillow's traffic comes from a mobile device; on weekends it's more than 70 percent. With a time limit of two minutes and no sound, video walkthroughs give renters a new way to explore the real estate market and narrow down the homes they want to tour. The format is the same for every listing, giving renters a consistent viewing experience and allowing them to more easily compare homes.

"Video walkthroughs have been tremendously popular on for-sale listings, bringing them to rentals is a natural extension," said Jeremy Wacksman, Zillow chief marketing officer. "Video walkthroughs give renters a quick glimpse into home features that are hard to capture in photos, like how a home is laid out or how much natural light there is in the kitchen. For landlords and property managers who manage their listings through Zillow Rental Manager, this is an easy way to make your listing come to life."

Landlords and property managers record and publish video walkthroughs to their listings, for free, via the Zillow Rental Manager App. Zillow built into the app the ability to record footage in short segments, versus one continuous video, so that agents can show different views and shots of the home easily.

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Zillow

Zillow® is the leading real estate and rental marketplace dedicated to empowering consumers with data, inspiration and knowledge around the place they call home, and connecting them with the best local professionals who can help. Zillow serves the full lifecycle of owning and living in a home: buying, selling, renting, financing, remodeling and more. In addition to Zillow.com®, Zillow operates the most popular suite of mobile real estate apps, with more than two dozen apps across all major platforms. Launched in 2006, Zillow is owned and operated by Zillow Group (NASDAQ:Z and ZG) and headquartered in Seattle .

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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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