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Zillow Group Adds Income Qualification Information to Rental Listings on Zillow, Trulia and HotPads

SEATTLE, Oct. 29, 2015 /PRNewswire/ -- Today, Zillow Group, which houses a portfolio of the largest and most vibrant rental, real estate and home-related brands on mobile and Web, announced a new designation for rental properties on its consumer sites of Zillow®, Trulia® and HotPads®, that better identifies properties that have income restrictions. Now, when a renter submits his or her information to the property manager, the renter will be asked if his or her income meets the standard required to rent the property if it has income restrictions attached to the listing.

"Renting is an incredibly competitive market, so when these income-restricted units are coming on to the market, property managers are often being flooded with inquiries - but not all of them are eligible to rent the unit," said Greg Schwartz, Zillow Group chief business officer. "By clearly prompting the renter to acknowledge an income range before he or she submits their information to the property manager, it will reduce the amount of unqualified inquires. Property managers will be able to respond to potential residents more quickly - smoothing the rental process for everyone."

Currently on Trulia, potential renters are able to filter listings by income restrictions, a feature that is expected to be rolled out to Zillow and HotPads, and their corresponding mobile apps, by the first half of 2016. The feature was unveiled today at the first annual Zillow Group Multifamily Forum in front of 500 multifamily professionals in New Orleans, La.

(ZFIN)

About 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® and HotPads®. 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 Postlets®, Mortech®, Diverse Solutions®, dotloop® and Retsly®. The company is headquartered in Seattle.

Zillow, Postlets, Mortech, Diverse Solutions, StreetEasy, Retsly and HotPads are registered trademarks of Zillow, Inc. Trulia is a registered mark of Trulia, Inc. dotloop is a registered trademark of DotLoop, Inc.

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