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Office of the Vice Provost for Advances in Learning



MODULE 4 UNIT 3

Infographic Transcript

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How Zillow's business model evolved

Traditionally, licensed brokers and estate agents, or realtors, intermediate between sellers and buyers. They are the purveyors of information about properties for sale.

Zillow was originally designed as a site where information on properties previously only available to realtors now became available to the public. Algorithms were used to determine the approximate value of any house, whether or not it was currently for sale, making the real estate market more transparent.

Zillow's original features enabled people to buy and sell property independently of brokers and agents.

- **Make Me Move** allowed homeowners to publicly list the price they would be willing to sell their property for, without a realtor.
- **Mortgage marketplace** connected lenders and borrowers.
- **Zillow Digs** helped owners and buyers wanting to remodel homes find ideas and architects.
- **Mobile app**
- **Zillow data** provided information on properties and real estate.

Ten years later, Zillow's founders realized that Americans, still reeling from the housing market crash of 2008, were unwilling to buy and sell property without realtors.

Zillow offers business model

In 2015, Zillow combined operations with Trulia, an online real estate company. Since the acquisition, Zillow now operates as Zillow Group which consists of four real estate brands, namely; Zillow, Trulia, StreetEasy and HotPads. Currently, Zillow operates as a multisided platform and rental marketplace serving buyers, sellers, homeowners, renters, realtors, mortgage professionals, landlords and property managers.

In 2018, the business launched Zillow Offers which supports the full life cycle of home ownership to include buying, selling, renting, financing and remodeling. With the launch of Zillow Offers, customers can use the Zestimate tool to check the valuation of their properties and should Zillow see an opportunity to purchase the home from the seller they could receive an initial offer from Zillow within 48 hours. This process offers sellers more convenience and control and expedites the selling process.