**"Zillow Offers: Winning Online Real State 2.0"**

[“Zillow Offers: Winning Online Real Estate 2.0” is a Harvard Business School case study by Luis Viceira, Marco Di Maggio and Allison Ciechanover **1**](https://www.hbs.edu/faculty/Pages/item.aspx?num=56602). [The case study discusses Zillow’s entry into the direct home buying and selling market in 2017 through its Zillow Offers program **1**](https://www.hbs.edu/faculty/Pages/item.aspx?num=56602). Zillow Offers made home selling easy and fast by providing sellers a fair price and a guaranteed cash close within 48 hours of the seller submitting a request for an offer online [**1**](https://www.hbs.edu/faculty/Pages/item.aspx?num=56602). [Zillow then performed renovations and hoped to sell the home within a target of 90 days **1**](https://www.hbs.edu/faculty/Pages/item.aspx?num=56602). [CEO Rich Barton believed that the “instant buyer” or iBuyer market could one day account for up to 30% of all domestic real estate transactions and that Zillow Offers could bring in an additional $20 billion in annual revenue within three to five years **1**](https://www.hbs.edu/faculty/Pages/item.aspx?num=56602).

Is there anything else you would like to know about this topic?

Received message. "Zillow Offers: Winning Online Real Estate 2.0" is a Harvard Business School case study by Luis Viceira, Marco Di Maggio and Allison Ciechanover . The case study discusses Zillow's entry into the direct home buying and selling market in 2017 through its Zillow Offers program . Zillow Offers made home selling easy and fast by providing sellers a fair price and a guaranteed cash close within 48 hours of the seller submitting a request for an offer online . Zillow then performed renovations and hoped to sell the home within a target of 90 days . CEO Rich Barton believed that the "instant buyer" or iBuyer market could one day account for up to 30% of all domestic real estate transactions and that Zillow Offers could bring in an additional $20 billion in annual revenue within three to five years . Is there anything else you would like to know about this topic?

Zillow Offers was Zillow’s iBuying program that made near-instant cash offers on homes [**1**](https://www.realestatewitch.com/zillow-instant-offers/). However, in November 2021, Zillow announced that it would permanently shut down Zillow Offers due to valuation problems with its home-buying model [**1**](https://www.realestatewitch.com/zillow-instant-offers/). [CEO Richard Barton said that Zillow had overbid on too many homes and was stuck with thousands of properties worth less than what they paid **1**](https://www.realestatewitch.com/zillow-instant-offers/). [In the months leading up to the shutdown, from July to September 2021, Zillow Offers lost more than $420 million **1**](https://www.realestatewitch.com/zillow-instant-offers/).

**What happened to the homes that Zillow bought**

After Zillow announced that it would permanently shut down Zillow Offers, it was reported that Zillow was trying to offload around $2.8 billion worth of houses onto investors [**1**](https://www.theverge.com/2021/11/1/22758176/zillow-offers-ibuyer-housing-market-inventory-investors-real-estate). [These were homes that Zillow had bought with the intent of selling them to hopeful homeowners and landlords **1**](https://www.theverge.com/2021/11/1/22758176/zillow-offers-ibuyer-housing-market-inventory-investors-real-estate).

The key takeaways from the article on the web page are:

* Zillow was founded in 2005 and became the leading online real estate and home-related marketplace.
* Zillow’s revenue, which was historically derived primarily from advertising fees paid by realtors and mortgage lenders, totaled $1.3 billion in 2018.
* In 2017, Zillow entered the direct home buying and selling market with its Zillow Offers program.
* Zillow Offers made home selling easy and fast by providing sellers a fair price and a guaranteed cash close within 48 hours of the seller submitting a request for an offer online.
* Zillow then performed renovations and hoped to sell the home within a target of 90 days.
* CEO Rich Barton believed that the “instant buyer” or iBuyer market could one day account for up to 30% of all domestic real estate transactions and that Zillow Offers could bring in an additional $20 billion in annual revenue within three to five years.

**Neighborhood Watch: The Rise of Zillow by Russel Walker**

[“Neighborhood Watch: The Rise of Zillow” is a case study by Russel Walker and Joanna Green published by the Kellogg School of Management **1**](https://www.emerald.com/insight/content/doi/10.1108/case.kellogg.2021.000012/full/html). [The case study discusses how Zillow initially set out to solve two key economic frictions in the real estate industry - information asymmetry and the principal-agent problem - by empowering users to access real-time housing data and eliminating the need for realtors **1**](https://www.emerald.com/insight/content/doi/10.1108/case.kellogg.2021.000012/full/html). [However, Zillow soon realized that American homeowners and buyers were not willing to give up the traditional real estate agent model and changed course **1**](https://www.emerald.com/insight/content/doi/10.1108/case.kellogg.2021.000012/full/html). [In the end, Zillow decided to join rather than replace the middlemen in the real estate industry **1**](https://www.emerald.com/insight/content/doi/10.1108/case.kellogg.2021.000012/full/html).

The key takeaways from the case study “Neighborhood Watch: The Rise of Zillow” by Russel Walker and Joanna Green are:

* Zillow initially set out to solve two key economic frictions in the real estate industry - information asymmetry and the principal-agent problem - by empowering users to access real-time housing data and eliminating the need for realtors.
* However, Zillow soon realized that American homeowners and buyers were not willing to give up the traditional real estate agent model and changed course.
* In the end, Zillow decided to join rather than replace the middlemen in the real estate industry.

Is there anything else you would like to know about this topic?

***Zillow Offers*** is a case study that explores how Zillow, a leading online real estate and home-related marketplace, entered the direct home buying and selling market in 2017. Zillow Offers made home selling easy and fast for sellers who met certain criteria, and provided them with a fair price and a guaranteed cash close. Zillow Offers also performed renovations and hoped to sell the home within 90 days. The case study examines the risks and opportunities of Zillow Offers, such as the volatility of the stock price, the competition from other online platforms and realtors, and the potential to capture a large share of the iBuyer market.

**Data Analytics-Driven E-Commerce for the Small Seller: Zilingo**

Zilingo is an online e-commerce platform for selling fashion products that was founded by Ankiti Bose and Dhruv Kapoor in Bangkok in 2015. The platform is driven by data analytics-driven research tools to enable small sellers to target demand from customers and drive sales efficiently. Reports generated by the platform encompass buyer statistics, supplier statistics, fashion trends and buyer preferences. Suppliers can manage logistics through third-party logistics partners available on the platform, and better sell their products by using the myriad tools available on the mobile-friendly app to upload images of their products, manage inventory, schedule pickups, track orders, consult on price-setting, and even liaise with third-party loan providers. Zilingo had also built a significant consumer base by December 2017, with seller hubs in Hong Kong, Korea, Vietnam, Cambodia, Indonesia, Thailand, Singapore and China.

Zilingo had grown 25% month-on-month in its second year of operation. The company had also proved to be one of the fastest growing e-commerce businesses in South East Asia and had been able to raise substantial funding (US$27 million) within its first two years of operation. In April 2018, the company had raised US$ 54 million in funding, making it among the top ten funded startup companies in Singapore. The company has also launched its B2B product in the US market in line with its market strategy of quickly growing its customer base as well as its geographic base.

How does Zilingo compare to other e-commerce platforms?

[Zilingo is an online e-commerce platform for selling fashion products that was founded by Ankiti Bose and Dhruv Kapoor in Bangkok in 2015**1**](https://www.afr.com/companies/retail/how-start-up-zilingo-went-from-unicorn-to-donkey-20220627-p5awzt). [The platform is driven by data analytics-driven research tools to enable small sellers to target demand from customers and drive sales efficiently**1**](https://www.afr.com/companies/retail/how-start-up-zilingo-went-from-unicorn-to-donkey-20220627-p5awzt). [Reports generated by the platform encompass buyer statistics, supplier statistics, fashion trends and buyer preferences**1**](https://www.afr.com/companies/retail/how-start-up-zilingo-went-from-unicorn-to-donkey-20220627-p5awzt). Suppliers can manage logistics through third-party logistics partners available on the platform, and better sell their products by using the myriad tools available on the mobile-friendly app to upload images of their products, manage inventory, schedule pickups, track orders, consult on price-setting, and even liaise with third-party loan providers[**1**](https://www.afr.com/companies/retail/how-start-up-zilingo-went-from-unicorn-to-donkey-20220627-p5awzt).

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I couldn’t find any direct comparison between Zilingo and other e-commerce platforms. However, Zilingo’s unique selling point is its focus on small sellers in South East Asia[**1**](https://www.afr.com/companies/retail/how-start-up-zilingo-went-from-unicorn-to-donkey-20220627-p5awzt).

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How does Zilingo help small sellers?

Zilingo is an online e-commerce platform for selling fashion products that provides small sellers in South East Asia with an efficient online platform to sell their products. The Zilingo e-commerce platform is driven by data analytics-driven research tools to enable small sellers to target demand from customers and drive sales efficiently. Reports generated by the platform encompass buyer statistics, supplier statistics, fashion trends and buyer preferences. Suppliers can manage logistics through third-party logistics partners available on the platform, and better sell their products by using the myriad tools available on the mobile-friendly app to upload images of their products, manage inventory, schedule pickups, track orders, consult on price-setting, and even liaise with third-party loan providers.