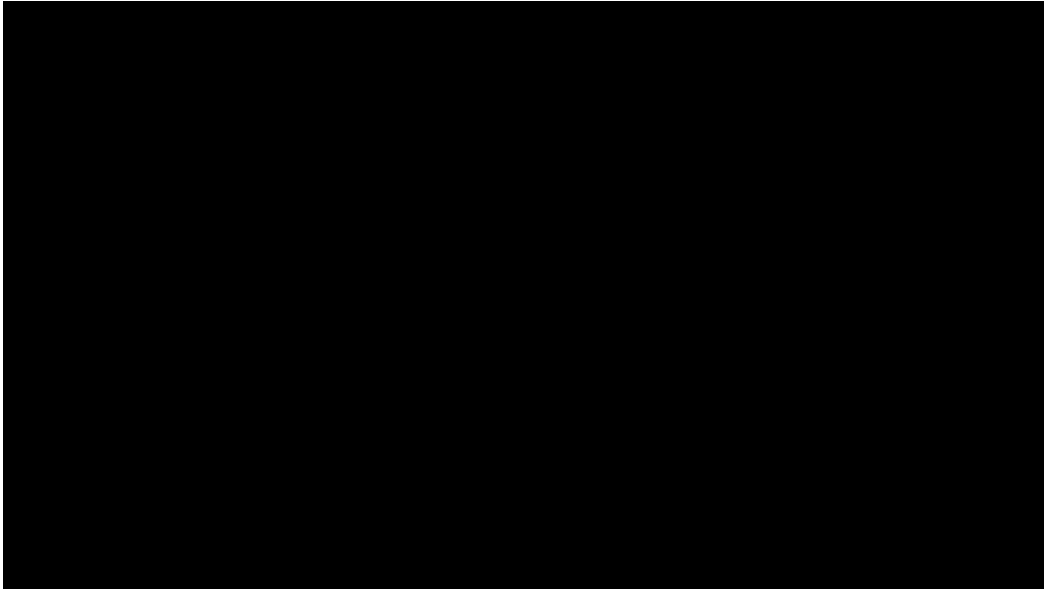


May 2, 2017

## Zillow Group Launches RealEstate.com, Gives First-Time Home Buyers New Way to Search for Homes

### Allows buyers to search by "All-In Monthly Price" to get a fuller picture of cost of homeownership

SEATTLE, May 2, 2017 /PRNewswire/ -- Zillow Group (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 launches [RealEstate.com](http://RealEstate.com), a new consumer real estate brand tailored to first-time home buyers, many of whom are millennials.



On [RealEstate.com](http://RealEstate.com), buyers can search for homes in a completely new way - by the monthly payment and down payment they can afford.

Home buyers say finding a home within their budget is their top concern, even more so than finding a home in a safe neighborhood, according to the 2016 [Zillow Group Consumer Housing Trends Report](#)<sup>1</sup>. Yet, first-time buyers are nearly twice as likely to exceed their budget as repeat buyers.

To help buyers understand the additional costs associated with homeownership, [RealEstate.com](http://RealEstate.com) calculates an "All-In Monthly Price" for every home and breaks out estimated expenses that might roll up into a monthly payment, including principal and interest, property taxes, homeowner's insurance, HOA fees and utilities, and closing costs.

In addition, home shoppers will be able to search for and see information about homes in English, Spanish or Chinese.

Nearly half of all home buyers (42 percent) are first-time buyers, and the majority of first-time buyers (56 percent) are millennials. In addition to playing an increasingly larger role in the housing market, the millennial generation is more diverse than older generations.

"[RealEstate.com](http://RealEstate.com) is designed to equip the next generation of home buyers to find a home that suits their needs and budget," said Jeremy Wacksman, CMO at Zillow Group. "We know from our research that affordability is a huge driver for home buyers, and that first-time buyers are more likely to go over budget. By tailoring the home search experience on [RealEstate.com](http://RealEstate.com) around a home's monthly cost, we hope to make the home buying experience less daunting and even more transparent for first-time buyers."

Millennial home-shoppers are hungry for resources to help them in their home search. They rely heavily on technology early in the buying and selling process, according to the Zillow Group report. Agents continue to play an important role with this engaged group of buyers, with 70 percent using an agent in their home search and they are more likely to find their real estate agent online (29 percent) and to evaluate agents using online reviews (61 percent).

For real estate professionals, [RealEstate.com](http://RealEstate.com) offers another way to connect with first-time home buyers and millennials. Buyers will be able to connect with real estate agents directly from the listing details page on the site. Listings come directly from multiple listing services, real estate brokerages and franchisors, agents will receive the same listing treatment they currently have on Zillow® and Trulia®.

The launch of [RealEstate.com](http://RealEstate.com) builds upon on Zillow Group's mission to empower people with information so they can make smarter real estate decisions. At launch, [RealEstate.com](http://RealEstate.com) is available on desktop and mobile web.

[RealEstate.com](http://RealEstate.com) will join Zillow Group's other consumer brands including Zillow, Trulia, StreetEasy®, HotPads® and Naked Apartments®. Zillow Group acquired the URL [RealEstate.com](http://RealEstate.com) as part of the Trulia acquisition in 2015.

## Zillow Group

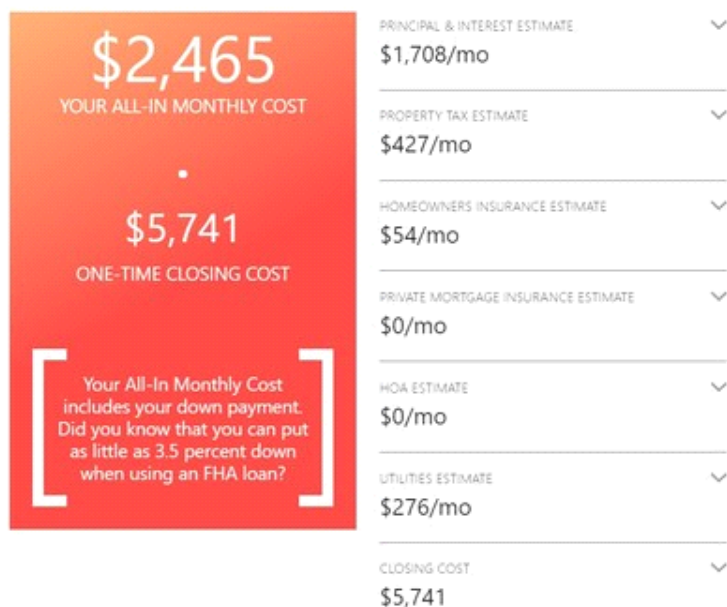
Zillow Group (NASDAQ: Z and ZG) houses a portfolio of the largest real estate and home-related brands on the Web and mobile. The company's brands focus on all stages of the home lifecycle: renting, buying, selling, financing and home improvement. Zillow Group is committed to empowering consumers with 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®, Naked Apartments® and [RealEstate.com](http://RealEstate.com). 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 Mortechn®, dotloop® and Bridge Interactive™. The company is headquartered in Seattle.

Zillow, Mortechn, StreetEasy, and HotPads are registered trademarks of Zillow, Inc. Trulia is a registered mark of Trulia, LLC. dotloop is a registered trademark of DotLoop, LLC. Naked Apartments is a registered trademark of Naked Apartments, LLC. Bridge Interactive, Contact, Cheque and Compose are trademarks of Bridge Interactive Group, LLC.

(ZFIN)

<sup>i</sup> The first annual Zillow Group Report is the largest-ever survey of U.S. home buyers, sellers, owners and renters, and asked more than 13,000 U.S. residents aged 18 to 75 about their homes - how they search for them, pay for them, maintain and improve them, and what frustrations and aspirations color their decisions.

## All-In Monthly Pricing



RealEstate.com Search by City, Address, ZIP, Neighborhood

Home > English > US > REGISTER

Contact Premier Agent®

Name: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
 Message: \_\_\_\_\_

REQUEST INFO

For Sale in Washington > Seattle ACTIVE

**\$ 599,999** USD 4 Beds 2 Baths 3,200 sqft

Built in 1985  
 6,298 sqft lot  
 11 Days on RealEstate.com

All-in Monthly Pricing

**\$3,428** YOUR ALL-IN-MONTHLY COST

APPROX. \$1,152/mo taxes  
**\$2,276/mo**  
 \$1,152/mo Taxes of Home  
 \$1,120,000 Down Payment  
 \$9.99/mo Fixed P in \$30, K

RealEstate.com 搜索城市、地址、邮编、地区

Home > English > US > 注册

联系房产经纪人®

姓名: \_\_\_\_\_  
 电子邮箱: \_\_\_\_\_ 手机号码: \_\_\_\_\_  
 留言: \_\_\_\_\_

获取更多信息

For Sale in Washington > Seattle ACTIVE

**\$ 599,999** USD 4 房 2 浴室 3,200 平方英尺

建于 1985 年  
 6,298 平方英尺地段  
 11 天在 RealEstate.com 上

每月总开支

**\$3,428**

APPROX. \$1,152/mo 税费  
**\$2,276/mo**  
 \$1,152/mo 房屋税费  
 \$1,120,000 首付  
 \$9.99/mo 固定 P 在 \$30, K

RealEstate.com Buscar por Ciudad, Dirección, Código Postal

Home > English > US > REGÍSTRATE

Contacto Premier Agent®

Nombre: \_\_\_\_\_  
 Correo Electrónico: \_\_\_\_\_ Número De Teléfono: \_\_\_\_\_  
 Mensaje: \_\_\_\_\_

¡OBTÉN MÁS INFO!

For Sale in Washington > Seattle ACTIVE

**\$ 599,999** USD 4 Habitaciones 2 Baños 3,200 pies cuadrados

Construido en 1985  
 6,298 pies cuadrados lote  
 11 Días En RealEstate.com

Todo en el precio Mensual

**\$3,428**

APROXIMADAMENTE \$1,152/mo en impuestos  
**\$2,276/mes**  
 \$1,152/mes Precio de la casa  
 \$1,120,000 Pago inicial

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