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Zillow Group Launches New Data Dashboard to Provide Unique Consumer, Economic Insights to New Construction Industry

"Builder Inform" combines consumer insights and economic trends to help builders make business decisions

SEATTLE, June 27, 2017 /PRNewswire/ -- Zillow Group, Inc. (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 launched Builder Inform™, a cloud-based data dashboard that provides robust consumer insight data from Zillow Group to residential builders to help them make decisions about future projects.

Builder Inform is available to builders who participate in Zillow Group's Promoted Communities, the exclusive advertising platform for builders on Zillow and Trulia.

Powered by aggregated search data from millions of homebuyers on Zillow, as well as by Zillow Group's unique economic insights, Builder Inform includes a wide range of data to help builders make decisions about where they should build and what types of homes to build. Capabilities include tools to help builders understand consumer preferences - what types of homes Zillow users search for and favorite, by ZIP code - as well as insights into the current housing market and pricing trends.

Builder Inform allows builders to view and compare currently listed homes by type and location to help them understand what they should build based on consumer demand in a given zip code.

"Builder Inform will provide our new construction partners with one-of-a-kind data and insights to help them understand real-time consumer and economic trends, customized for their local market," said Lucy Wohltman, Zillow Group vice president of new construction. "Bringing together economic data with our proprietary user data will help builders better identify new trends and areas to consider when scoping out their new projects. These insights can't be found on any other platform in the market today."

More information about Builder Inform is available at www.zgbuilderinform.com

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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®, Naked Apartments® and 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.

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