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## **Zillow Group Launches New Data Dashboard of Real-Time Consumer, Economic Insights for Rental Industry**

### **"Rental Inform" combines aggregated consumer insights and economic trends to help property management companies make business decisions**

SEATTLE, Oct. 10, 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, announced the beta launch of Rental Inform™ at its third annual [Multifamily Forum](#) in Miami, Fla. Rental Inform is a cloud-based data dashboard of Zillow Group's exclusive real-time, robust rental market and aggregated consumer insight data, and helps property management companies make more informed decisions about operations, marketing and investments.

Zillow Group made the Rental Inform beta available to select marketing professionals who attended the company's Multifamily Forum last week, and will soon make the product broadly available to marketers who participate in Zillow Group's Rent Connect - the exclusive rental advertising platform across Zillow Group's rental network, comprised of Zillow, Trulia and HotPads.

Powered by aggregated search data from millions of renters on Zillow Group's Rental Network, as well as by Zillow Group's unique economic insights, Rental Inform includes a wide range of data to help marketing professionals and property managers identify business opportunities. The platform includes tools to help marketers better understand consumer preferences - for example, what type of floor plan, desired amenities or price point is most desired in an area - as well as insights to the current rental market and pricing trends.

Rental Inform allows marketers to view and compare currently listed apartments by type and location. This competition view of Rental Inform shows marketers traffic volumes across listings in a given region, helping them understand what type of community prospective renters are interested in within a given geography.

"Rental Inform will provide our valued property management partners with exclusive data to help them understand real-time consumer and economic trends, customized for their local market," said Michael Sherman, Zillow Group vice president of rentals. "The first of its kind in the rental category, this platform offers access to Zillow Group's proprietary search data to help marketers make more informed decisions about their business. This level of competitive and consumer intelligence is unmatched in the industry today, and we're excited to bring this new data set to our clients."

Additional information about Rental Inform is available at <https://www.zillow.com/multifamily-knowledge-center/news-data/mf-forum-2017-presentations/>.

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### **About Zillow Group**

Zillow Group, Inc. (NASDAQ:Z) (NASDAQ:ZG) houses a portfolio of the largest real estate and home-related brands on mobile and the web. The company's brands focus on all stages of the home lifecycle: renting, buying, selling and financing. Zillow Group, Inc. 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, Inc. portfolio of consumer brands includes real estate and rental marketplaces Zillow®, Trulia®, StreetEasy®, HotPads®, Naked Apartments® and [RealEstate.com](#). In addition, Zillow Group, Inc. develops a comprehensive suite of marketing software and technology solutions to help real estate, rental and mortgage professionals maximize business opportunities and connect with 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, StreetEasy, HotPads, Mortechn and Bridge Interactive are registered trademarks of Zillow, Inc. Trulia is a registered trademark of Trulia, LLC. Naked Apartments is a registered trademark of Naked Apartments. Dotloop is a registered trademark of DotLoop, LLC. Rental Inform is a trademark of Zillow, Inc.

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