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StreetEasy Launches Out East, Giving Buyers and Renters a New Way to Find Their Hamptons Dream Home

New brand replaces Hamptons Real Estate Online (HREO.com), and introduces a customized, mobile-friendly experience dedicated to Hamptons-area real estate.

NEW YORK, Feb. 8, 2018 /PRNewswire/ -- StreetEasy®, New York City's leading real estate marketplace, owned and operated by Zillow Group, Inc. (NASDAQ: Z and ZG), today announced the launch of Out East™, a new Hamptons-focused real estate brand. Out East provides expansive listings covering for-sale homes, short and long-term rentals, and land for sale, as well as locally penned town guides and a hyper-customized shopping experience to help buyers and renters discover their Hamptons dream home. Out East is now available on desktop and mobile web (outeast.com).



Named after a popular phrase for the scenic stretch of towns along the east end of Long Island, Out East replaces Hamptons Real Estate Online (HREO.com), which Zillow Group acquired in January 2017. StreetEasy's Hamptons site will also retire and redirect consumers and real estate agents to Out East. Out East joins StreetEasy and Naked Apartments® as Zillow Group's third hyper-local New York brand — the first built exclusively for properties in the Hamptons.

Similar to New York City, the Hamptons is a unique real estate market, home to three of the top 15 most expensive zip codes in the country[i]. It's also one of the most popular second-home and vacation rental destinations for New Yorkers. On Out East, buyers and renters will see a completely reimagined search experience that captures the beauty of the Hamptons, and provides market-specific features and filters that can't be found on any national real estate platforms. A hyper-customized experience provides home shoppers with the ability to search by town, rental period, and waterfront location or water views. Large photos are the focal point of each listing page, and are accompanied by neighborhood information and a map of the home's proximity to beaches, farmers markets, transportation options, and other local points of interest.

Out East also provides buyers and renters with the ability to save custom searches and favorite listings, and to receive instant emails if a listing status changes or if new listings that meet their criteria hit the market. Because Out East is the only platform directly connected to RealNet™, the No. 1 tool real estate professionals use to input and update their Hamptons-area listings, Out East is the first to know about new listings and listing updates. It provides access to the most up-to-date and comprehensive for-sale, for-rent and vacant land listings across the Hamptons, the North Fork and Shelter Island — all areas located along the east end of Long Island. Designed as a mobile-web friendly platform, it's easy to search and save listings from any mobile device as well.

"With almost 40 percent of HREO's visits in 2017 coming from New York City users[iii], it's clear these two real estate markets are intrinsically linked, but very different," said Matt Daimler, general manager of Out East. "Channeling the same nuanced, hyper-local approach we take with our other New York brands, Out East is designed to provide renters and buyers with an exceptional and uniquely Hamptons real estate experience that can't be found anywhere else. We're excited to continue evolving and investing in Out East, and to make it even easier for people to find their dream home in the Hamptons."

For real estate professionals, Out East offers a truly local home-shopping experience and a powerful tool dedicated to the market in which they specialize. Built upon RealNet data, Out East is a modern, premium platform for agents to market their Hamptons listings and connect with potential buyers, sellers and renters. RealNet, which Zillow Group acquired as part of the HREO acquisition, will continue to operate with a fee for agents.

The launch of Out East builds upon Zillow Group's mission to empower people with information that helps them make smarter real estate decisions, particularly at the hyper-local level in New York. In addition to StreetEasy and Naked Apartments, Out East joins as Zillow Group's seventh national consumer brand, including Zillow®, Trulia®, Hotpads® and RealEstate.com.

About Out East:

Out East is the ultimate online destination for Hamptons real estate. Insider tips and locally penned guides complement a hyper-customized shopping experience that lets buyers and renters search by town or view and see a home's proximity to beaches, farmers markets, transportation options, and other local points of interest. With the most comprehensive and up-to-date listings covering for-sale homes, short and long-term rentals, and land for sale across the Hamptons, the North Fork and Shelter Island, Out East is the perfect way to discover your dream home in the Hamptons.

Launched in 2018, Out East is based in New York City and is owned and operated by Zillow Group (NASDAQ: Z and ZG).

About Zillow Group

Zillow Group (NASDAQ: Z and 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 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, RealEstate.com and Out East. In addition, Zillow Group provides 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®, Bridge Interactive® and New Home Feed®. The company is headquartered in Seattle.

Zillow, Mortechn, Bridge Interactive, StreetEasy, HotPads and New Home Feed are registered trademarks of Zillow, Inc. Out East and RealNet are trademarks of Zillow, Inc. Trulia is a registered trademark of Trulia, LLC. Naked Apartments is a registered trademark of Naked Apartments, LLC. dotloop is a registered trademark of DotLoop, LLC.

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[i] Bridgehampton zip code 11962, Water Mill zip code 11976, Amagansett zip code 11930 ranked 1st, 3rd and 15th, respectively, among the top 15 most expensive zip codes in the country. Ranking based on zip code level home values as measured by the Zillow Home Value Index as of January 28, 2018.

[ii] Source: Internal Google Analytics tracking of origin of HREO visits in 2017.

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