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Zillow to Expand Buying and Selling Homes to Atlanta

Zillow Offers expanding to its third market in the fall of 2018, its first in the Eastern U.S.

SEATTLE, July 18, 2018 /PRNewswire/ -- Potential home sellers in Atlanta will soon be able to use Zillow Offers to request an offer from Zillow to buy their home.

When the program launches in Atlanta in the fall of 2018, it will become the third market where Zillow will directly buy homes, prepare them for sale, and list them for sale in its expanded test of Zillow Offers. Zillow Offers is currently available in Phoenix and Las Vegas.

Zillow's [research](#) shows that 71 percent of sellers are simultaneously buying a home, adding stress, timing and financial complexity. With Zillow Offers, potential home sellers can request an offer and, within two business days, receive a free, no-obligation cash offer from Zillow - an opportunity to sell their home on their own timeline.

"Sellers love Zillow Offers, because it's a service that offers them more control and convenience - and less stress - when they sell their homes," said Zillow Brand President Jeremy Wacksman. "Zillow has delivered that to sellers in our first two markets, and we're excited to expand into Atlanta. Once we launch the program in the fall, we will be able to provide Atlanta-area homeowners with more choices, greater control, certainty about price, and transparency when it comes to selling their home - whether they take a cash offer or sell traditionally with a Premier Agent."

Similar to Phoenix and Las Vegas, Zillow will partner with local brokerages and Premier Agents in Atlanta, allowing them to acquire new seller lead opportunities as part of Zillow Offers. The two brokerages partnering with Zillow for the Atlanta launch are Berkshire Hathaway HomeServices (BHHS) Georgia Properties and Better Homes and Gardens Real Estate Metro Brokers. The program gives real estate agents the opportunity to acquire new listings by connecting them with motivated sellers who have taken a direct action to sell their home. Consumers who request a Zillow Offer, but decide to instead sell their house traditionally with an agent or do not receive a Zillow Offer, will be connected with a local brokerage or Premier Agent. Finally, Zillow pays a commission to agents when it buys and sells each home, and agents remain at the center of every transaction Zillow is a part of.

"Consumers expect an experience tailored to their unique circumstances, especially when it's as significant as selling their home," said Craig McClelland, Vice President and COO of Better Homes and Gardens Real Estate Metro Brokers. "Zillow Offers gives consumers more choice, control and transparency with less stress and hassle, while providing local agents more opportunities to connect with consumers. We're excited to partner with Zillow on this innovative program to serve consumers in Atlanta."

"At BHHS Georgia Properties, we are focused on doing everything we can to help consumers do what's right for them, and that means constantly innovating and being forward thinking to meet their evolving expectations," said Dan Forsman, President & CEO of Berkshire Hathaway HomeServices Georgia Properties. "Zillow Offers is an opportunity for us to help consumers in a new way, working with a brand that consumers trust."

Zillow

Zillow® is the leading real estate and rental marketplace dedicated to empowering consumers with data, inspiration and knowledge around the place they call home, and connecting them with great real estate professionals. Zillow serves the full lifecycle of owning and living in a home: buying, selling, renting, financing, remodeling and more. Zillow Offers provides homeowners in some metropolitan areas with the opportunity to receive offers from Zillow. When Zillow buys a home, it will make necessary updates and list the home for resale on the open market.

In addition to [Zillow.com](#), Zillow operates the most popular suite of mobile real estate apps, with more than two dozen apps across all major platforms. Launched in 2006, Zillow is owned and operated by Zillow Group (NASDAQ: Z and ZG) and headquartered in Seattle.

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