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Zillow to Expand Buying and Selling Homes to Denver

Zillow Offers expanding to its fourth market in the fall of 2018

SEATTLE, Aug. 1, 2018 /PRNewswire/ -- Potential home sellers in Denver will soon be able to use Zillow Offers to request an offer from Zillow to buy their home.

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

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.

"Zillow Offers is designed to help address one of the biggest pain points for home sellers - the uncertainty and inconvenience of how and when they can sell their house," said Zillow Brand President Jeremy Wacksman. "With the expansion into our fourth market, we'll provide a service to Denver-area home sellers that is transparent and gives them more choices. Whether they request a no-obligation cash offer from us, or are connected to a local Premier Agent should they decide to sell traditionally, consumers get more control and face less stress thanks to Zillow Offers."

Similar to Phoenix, Las Vegas and Atlanta, Zillow will partner with local brokerages and Premier Agents in Denver, allowing them to acquire new seller lead opportunities as part of Zillow Offers. The three brokerages partnering with Zillow for the Denver launch are 8z Real Estate, Berkshire Hathaway HomeServices Innovative Real Estate and RE/MAX Alliance. 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 today expect more control, convenience and transparency when selling their home. 8z was created to empower consumers with tools, technology and our local expertise so they can make the decision that works best for their unique circumstances," said Lane Hornung, CEO and Founder of 8z Real Estate. "Zillow Offers is the kind of innovative program that complements our strengths as a local brokerage, and one we believe can deliver a better real estate experience for the Denver consumer."

"Every home seller's motivation and circumstances are unique, and it's important to provide them with services tailored to best meet their needs," said Chad Ochsner, Broker/Owner of RE/MAX Alliance. "We're excited to partner with Zillow as they expand into Denver with a program designed to keep real estate professionals at the center of every transaction."

"Consumers today are looking for more transparency and choice when it comes to selling their home, whether it's going with a Zillow Offer or selling traditionally," said Scott Nordby, CEO of Berkshire Hathaway HomeServices Innovative Real Estate. "We are excited to partner with Zillow to help us connect to more Denver-area home sellers - providing them with the service and assistance that best suits them."

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 to purchase their home 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, Washington.

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