

## KEY TAKEAWAYS:

CONSUMER FAMILIARITY  
WITH IBUYERS MOSTLY  
UNCHANGED Q/Q.

THE MAIN DRAW TO  
POTENTIALLY USING IBUYERS  
REMAINS PRICE AND EASE.

ZILLOW REMAINS THE  
STRONGEST PLATFORM IN  
TERMS OF MINDSHARE, BOTH  
OVERALL AND FOR IBUYERS  
SERVICES SPECIFICALLY.

MOST OF THE ENGAGEMENT  
DATA AROUND IBUYERS  
REMAINED CONSISTENT Q/Q  
AND SATISFACTION IS  
STRONG / IMPROVED FOR  
ZILLOW.

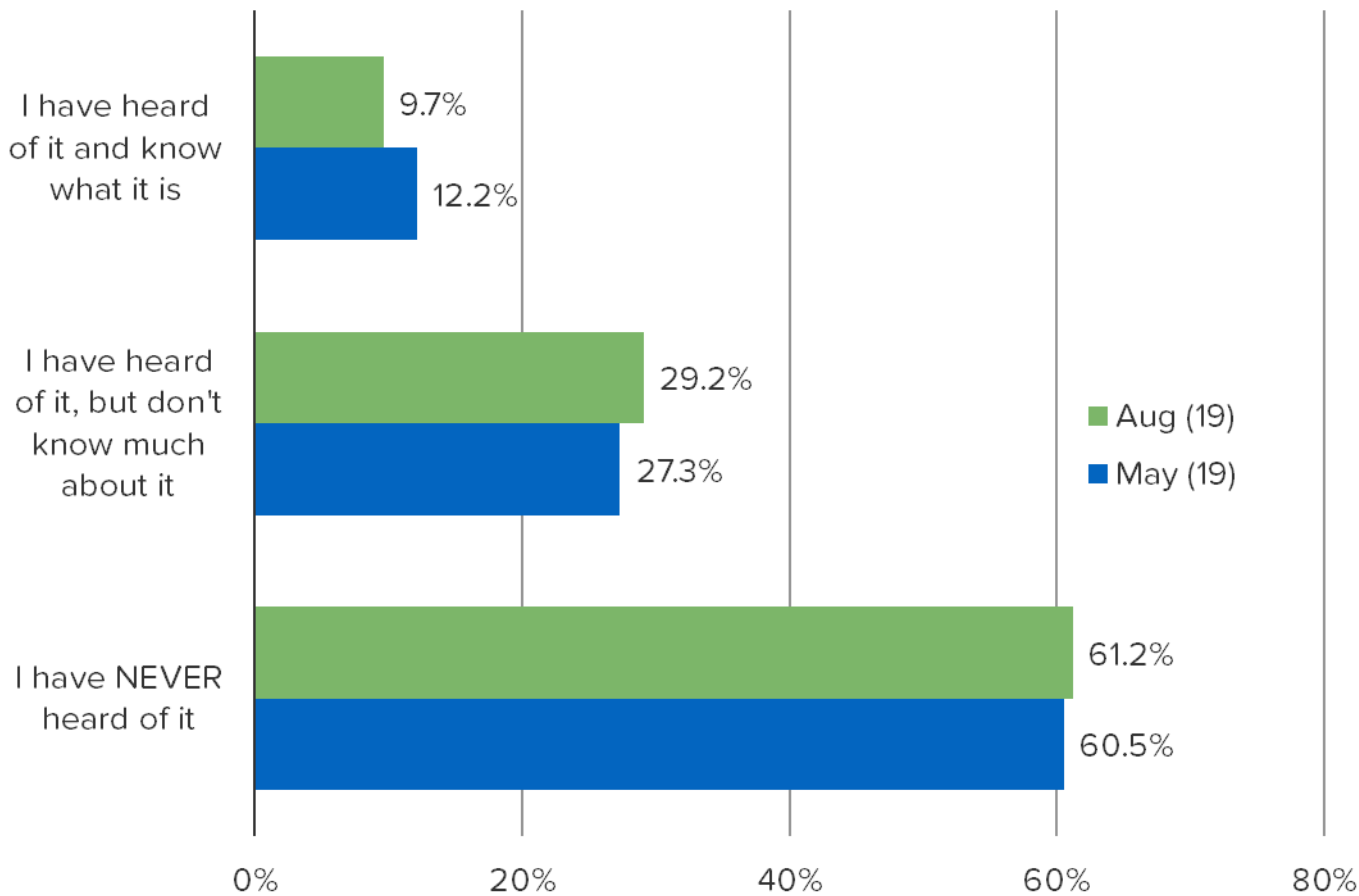
SELF-REPORTED  
ENGAGEMENT AMONG  
ZILLOW USERS (PLATFORM  
OVERALL) IMPROVED A BIT  
Q/Q.

INITIAL FEEDBACK FROM  
CONSUMERS AND HOME  
OWNERS SHOWS A  
REASONABLY STRONG  
INTEREST IN ZILLOW FOR  
MORTGAGE SERVICES.

IBUYERS

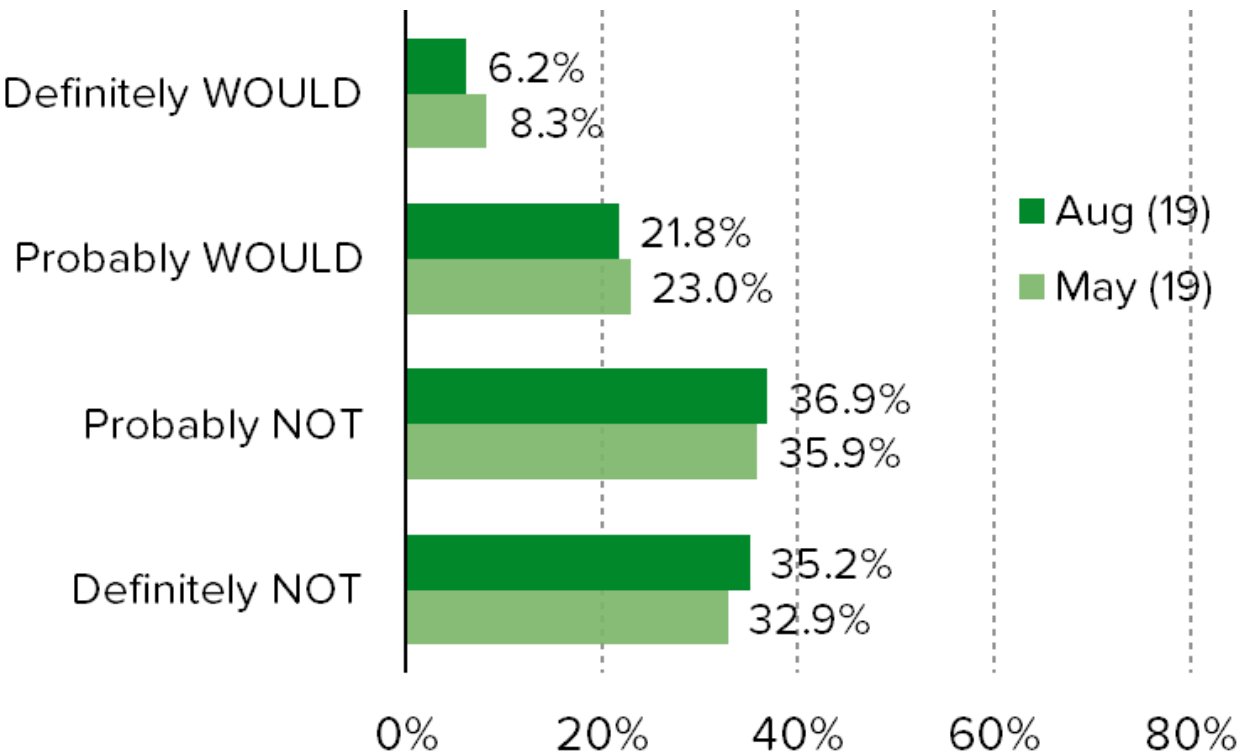
ARE YOU FAMILIAR WITH/HAVE YOU HEARD OF IBUYERS (COMPANIES OFFERING IBUYERS SERVICES INCLUDE ZILLOW, OPENDOOR, OFFERPAD, ETC.)

Posed to all respondents.



WOULD YOU EVER CONSIDER SELLING YOUR HOME TO ONE OF THE IBUYERS?

Posed to home owners.



We Listed The Following Description of an iBuyer Before Asking This Question: An iBuyer is a company that will make you an offer on your home within minutes (or days) sight unseen. If you choose to accept the price, you can close in as little as a couple days. For the convenience, iBuyers typically charge a commission and a discount to fair value to account for the risk they take.Would you consider ever selling your home to one of the iBuyers?

**AUG (19)**



**WHAT WOULD MAKE YOU WANT TO CONSIDER SELLING TO AN IBUYER? (IE. WHAT ABOUT SELLING TO AN IBUYER DO YOU FIND APPEALING?)**

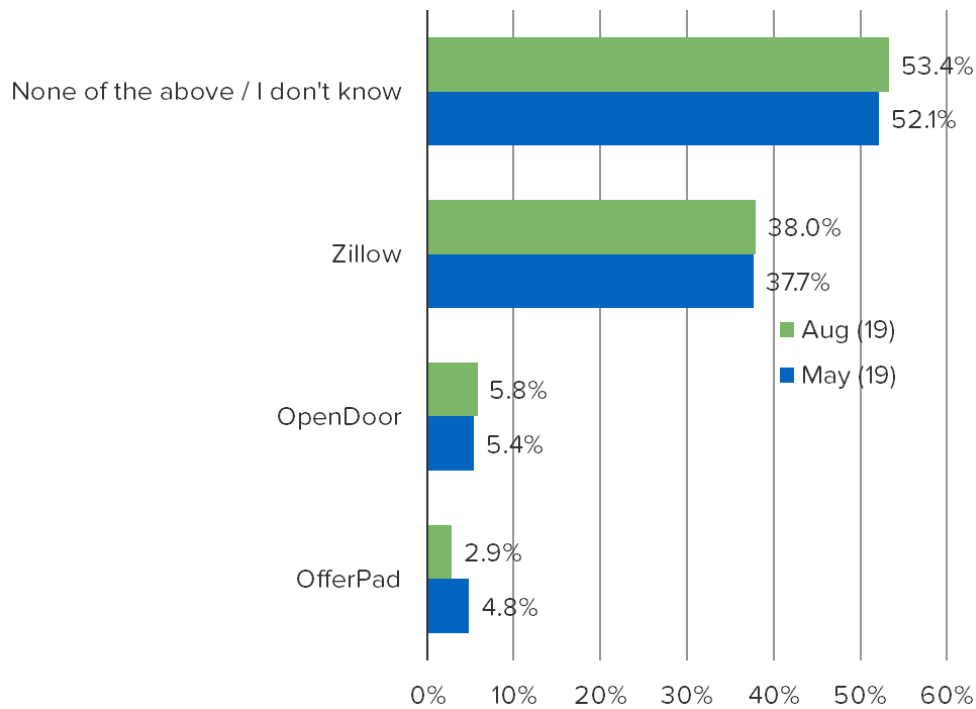
Posed to home-owners who said they would definitely or probably sell to an iBuyer.

**AUG (19)**

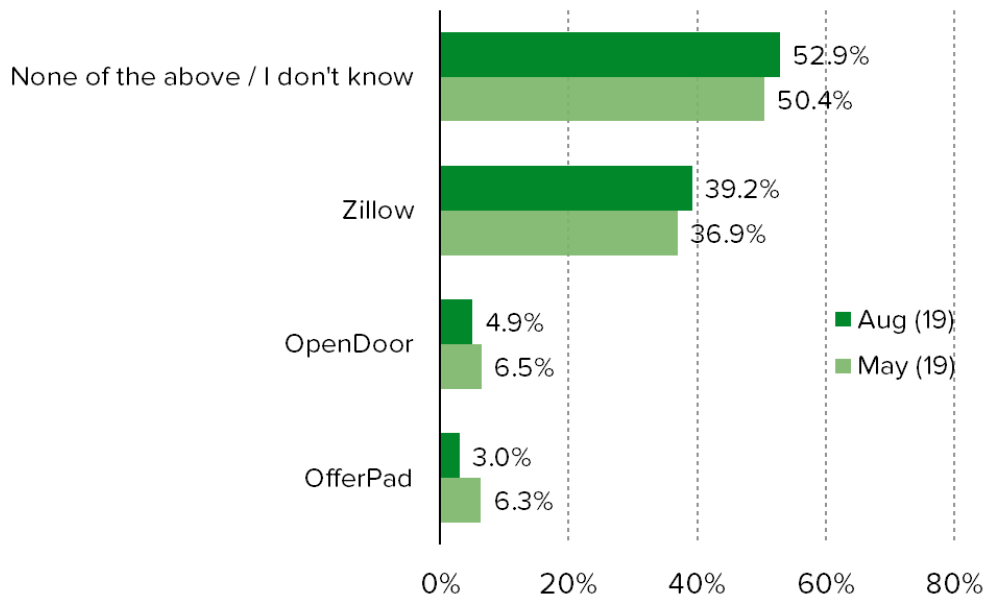


IF YOU CONSIDERED SELLING TO AN IBUYER, WHICH PLATFORM WOULD YOU TRUST THE MOST?

Posed to all respondents.

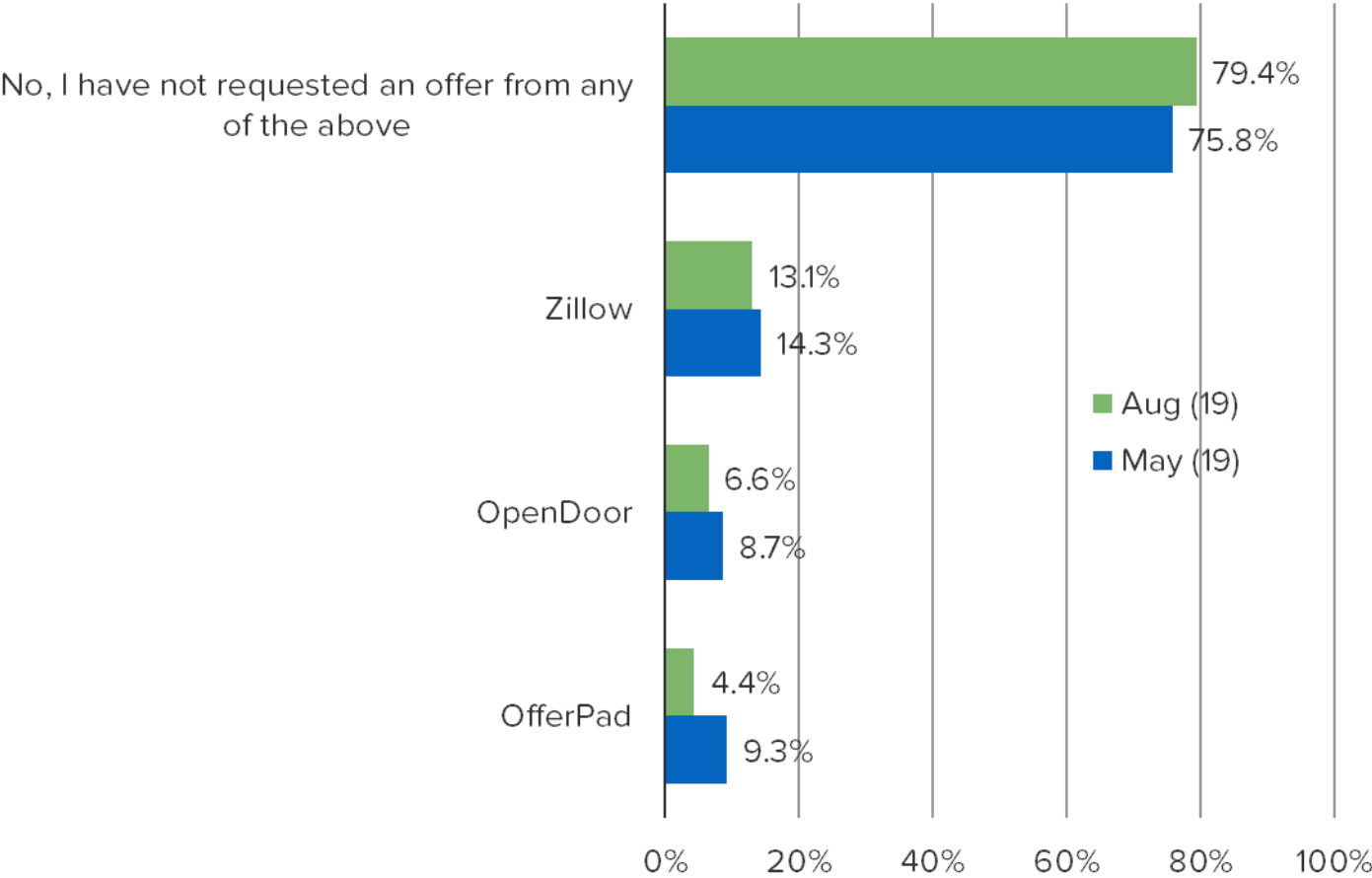


Posed to home owners.



HAVE YOU EVER REQUESTED AN OFFER FROM ANY OF THE FOLLOWING IBUYERS TO SELL YOUR HOME TO THEM?

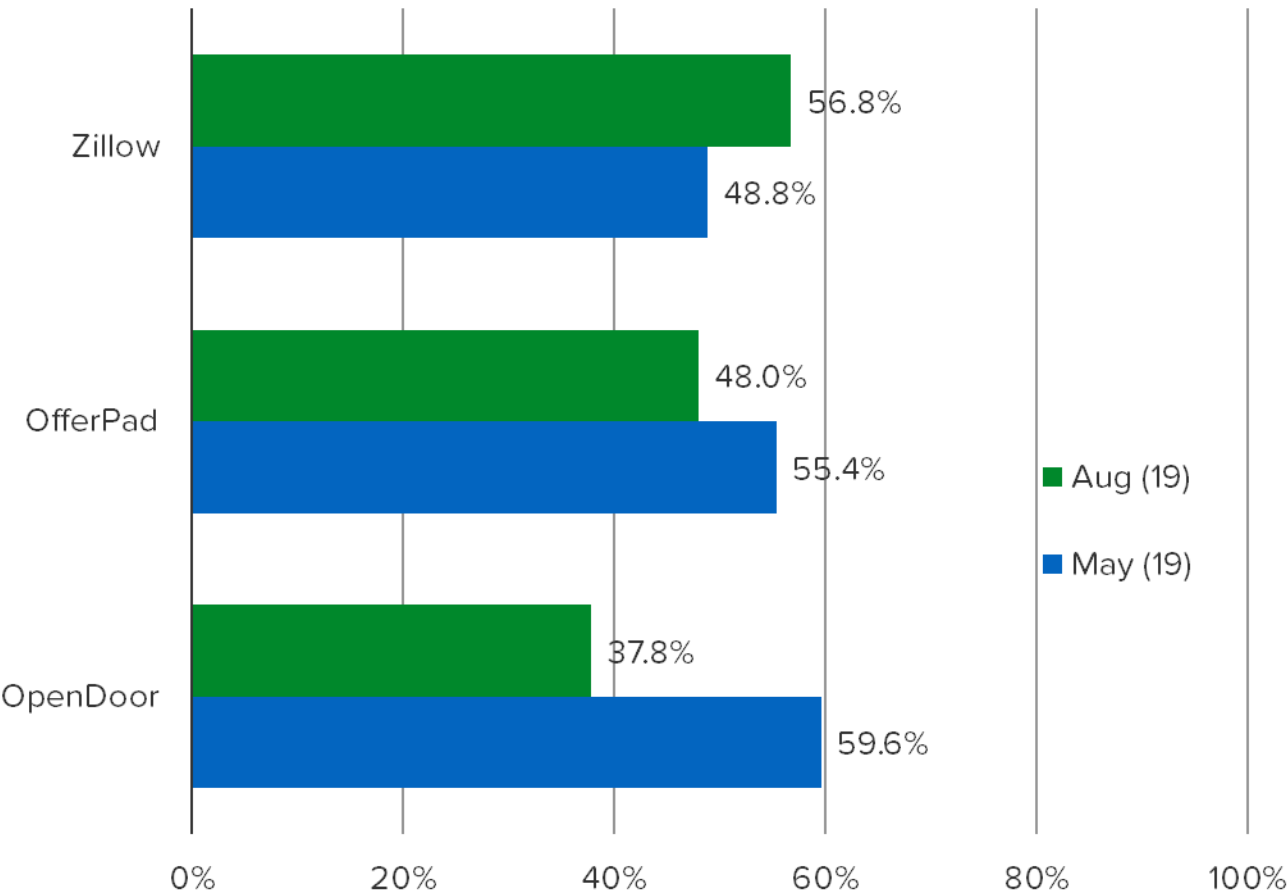
Posed to home owners.





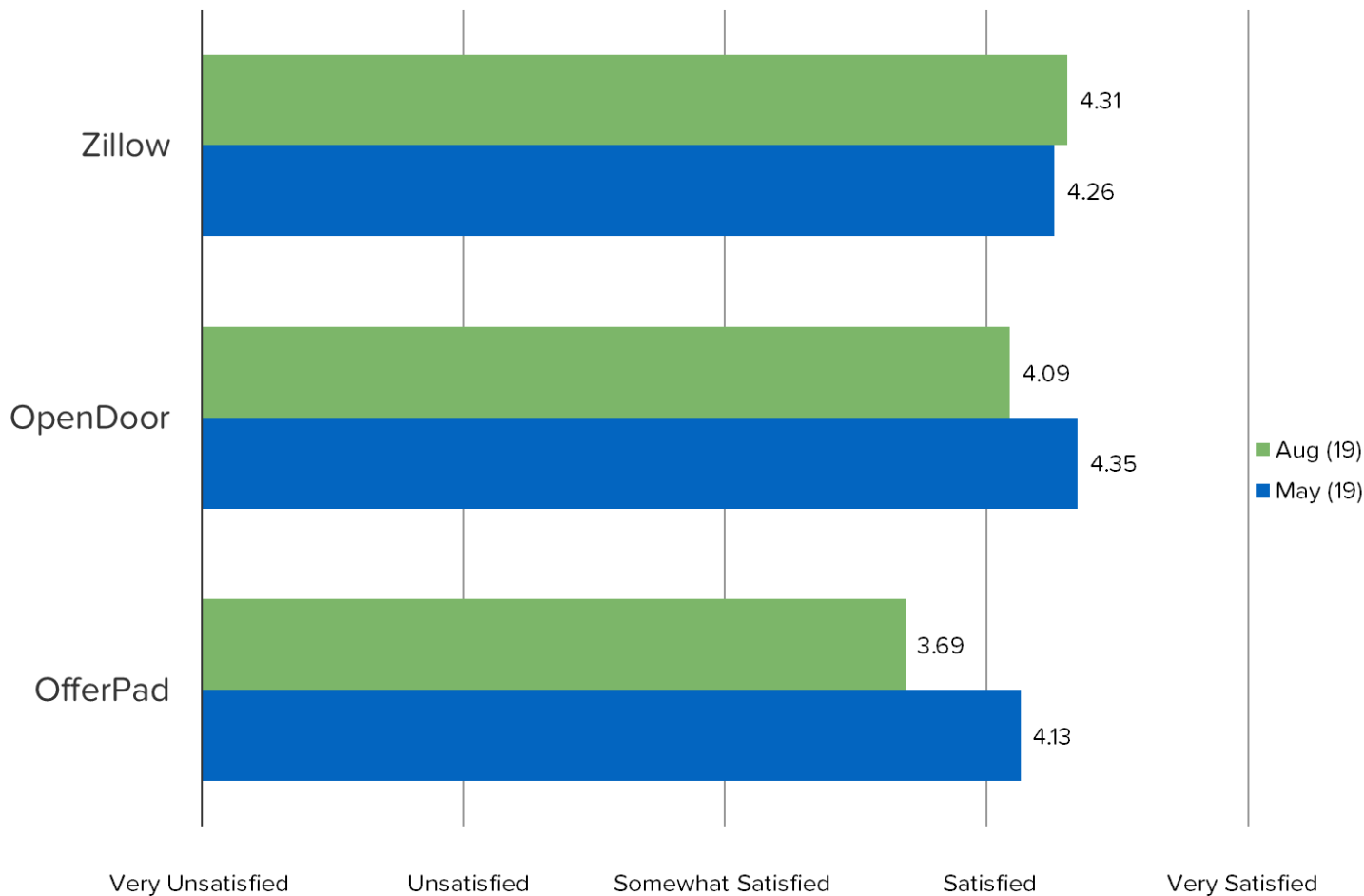
DID YOU ACCEPT THEIR OFFER TO SELL YOUR HOME TO THEM?

Posed to home owners who have requested offers from each of the below iBuyers.



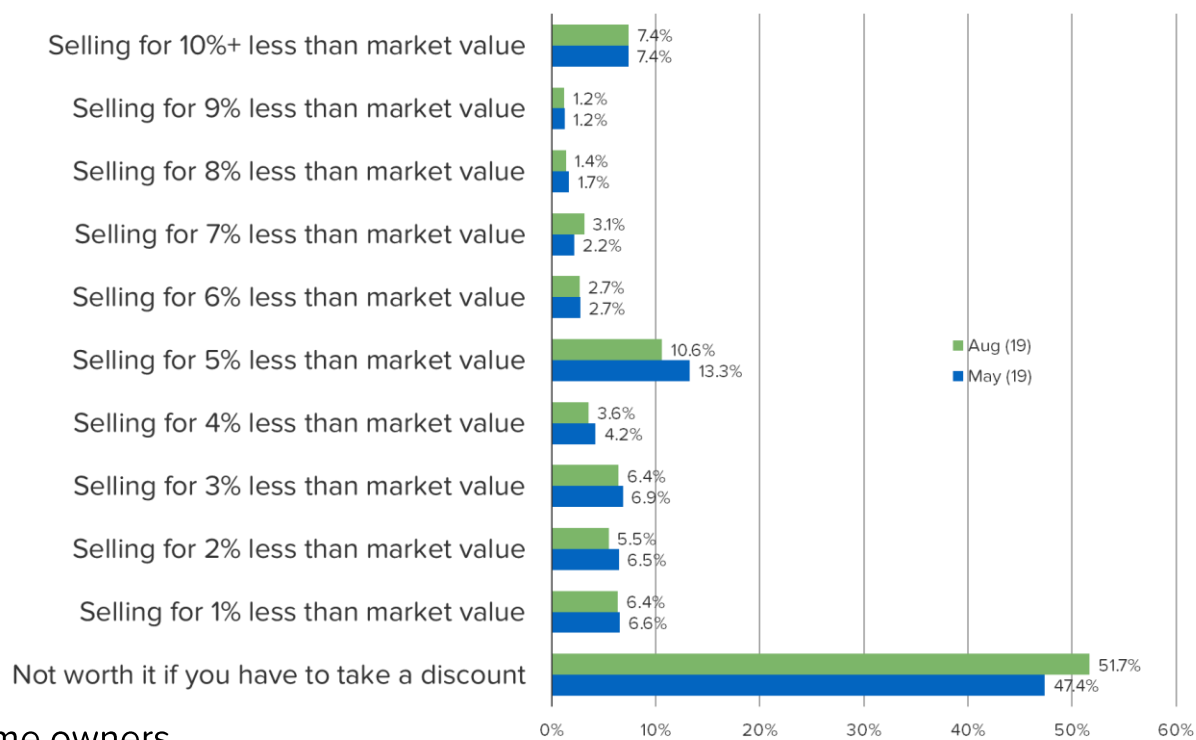
HOW SATISFIED WERE YOU WITH THE PRICE/OVERALL EXPERIENCE OF SELLING TO AN IBUYER?

Posed to home owners who accepted an offer from an iBuyer.

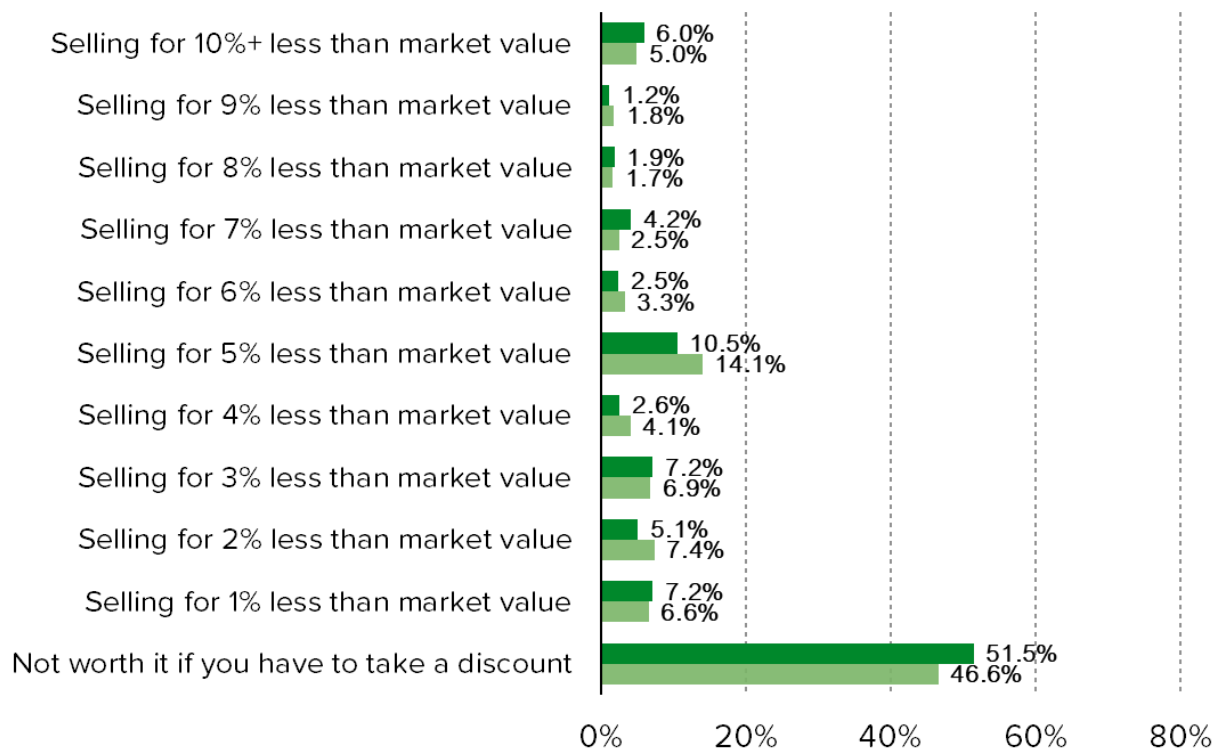


WHAT IS THE MAXIMUM DISCOUNT THAT YOU THINK A SELLER SHOULD ABSORB FOR IT TO MAKE SENSE TO GET THE CONVENIENCE OF SELLING AN IBUYER?

Posed to all respondents.



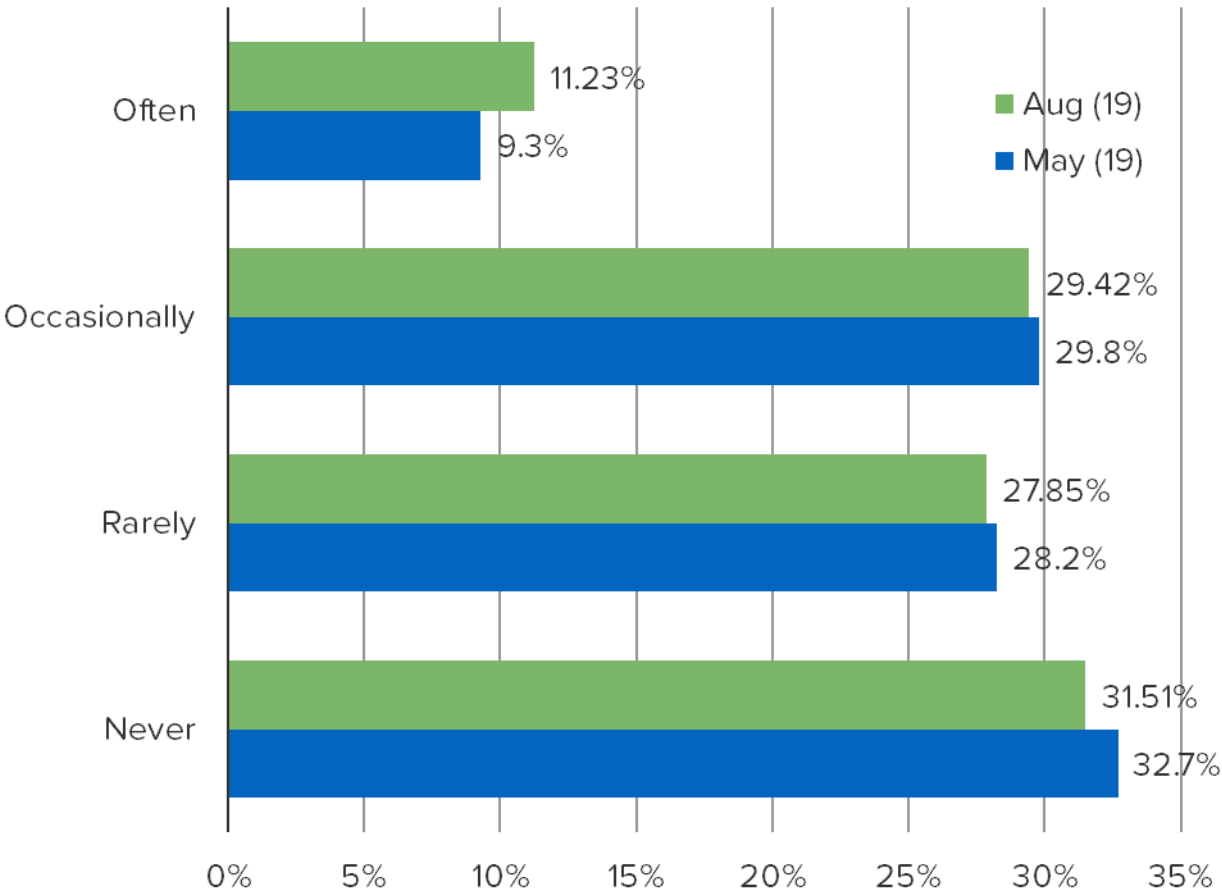
Posed to home owners.



# ONLINE REAL ESTATE PLATFORM USAGE AND SENTIMENT

HOW OFTEN DO YOU BROWSE REAL ESTATE WEBSITES/MOBILE APPS?

Posed to all respondents.



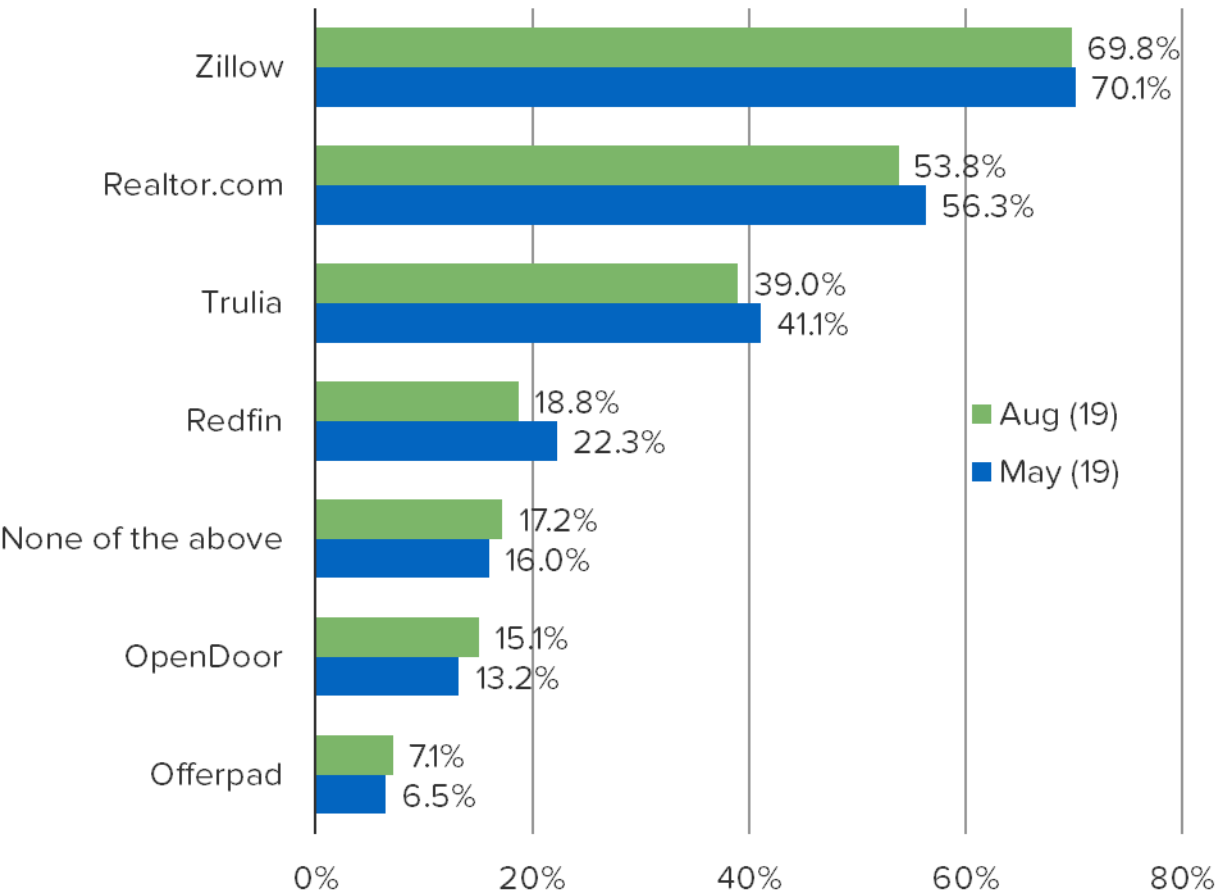
## WHEN YOU THINK OF ONLINE REAL ESTATE WEBSITES OR MOBILE APPS, WHICH DO YOU THINK OF FIRST?

Posed to respondents who browse real estate website / mobile apps.



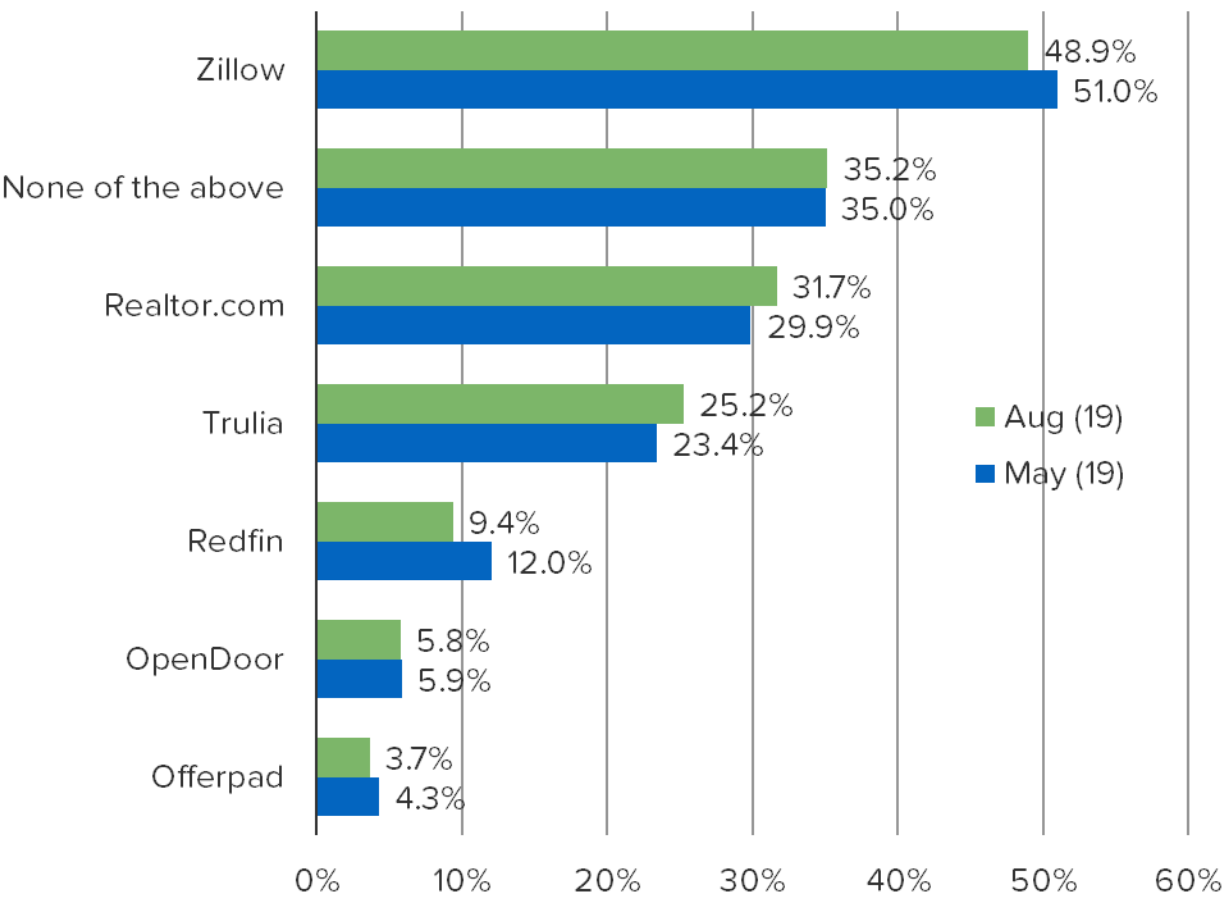
HAVE YOU HEARD OF ANY OF THE FOLLOWING SITES/MOBILE APPS? (SELECT ALL THAT APPLY)

Posed to all respondents.



HAVE YOU EVER VISITED ANY OF THE FOLLOWING SITES/MOBILE APPS? (SELECT ALL THAT APPLY)

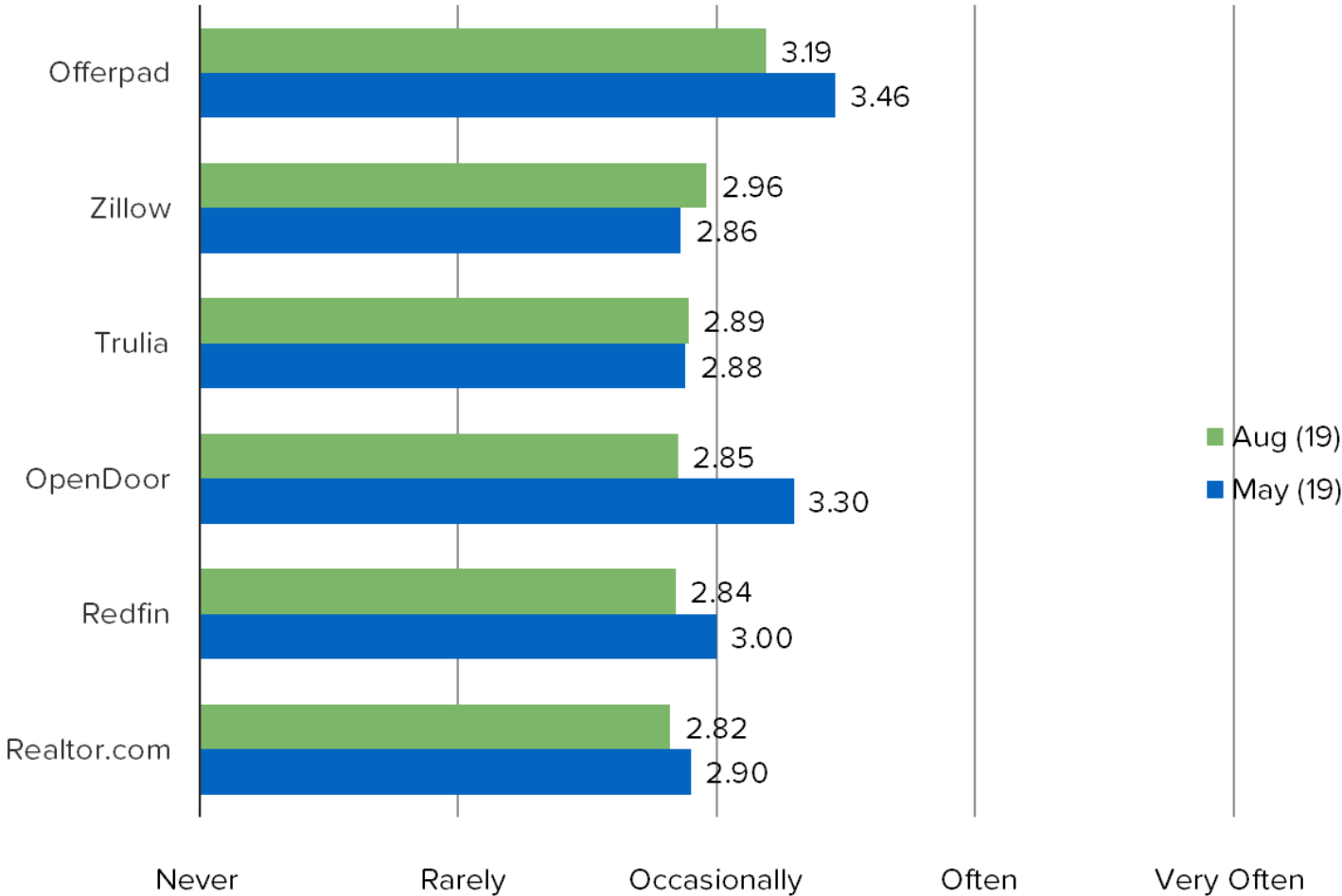
Posed to all respondents.





HOW OFTEN DO YOU VISIT EACH OF THE FOLLOWING?

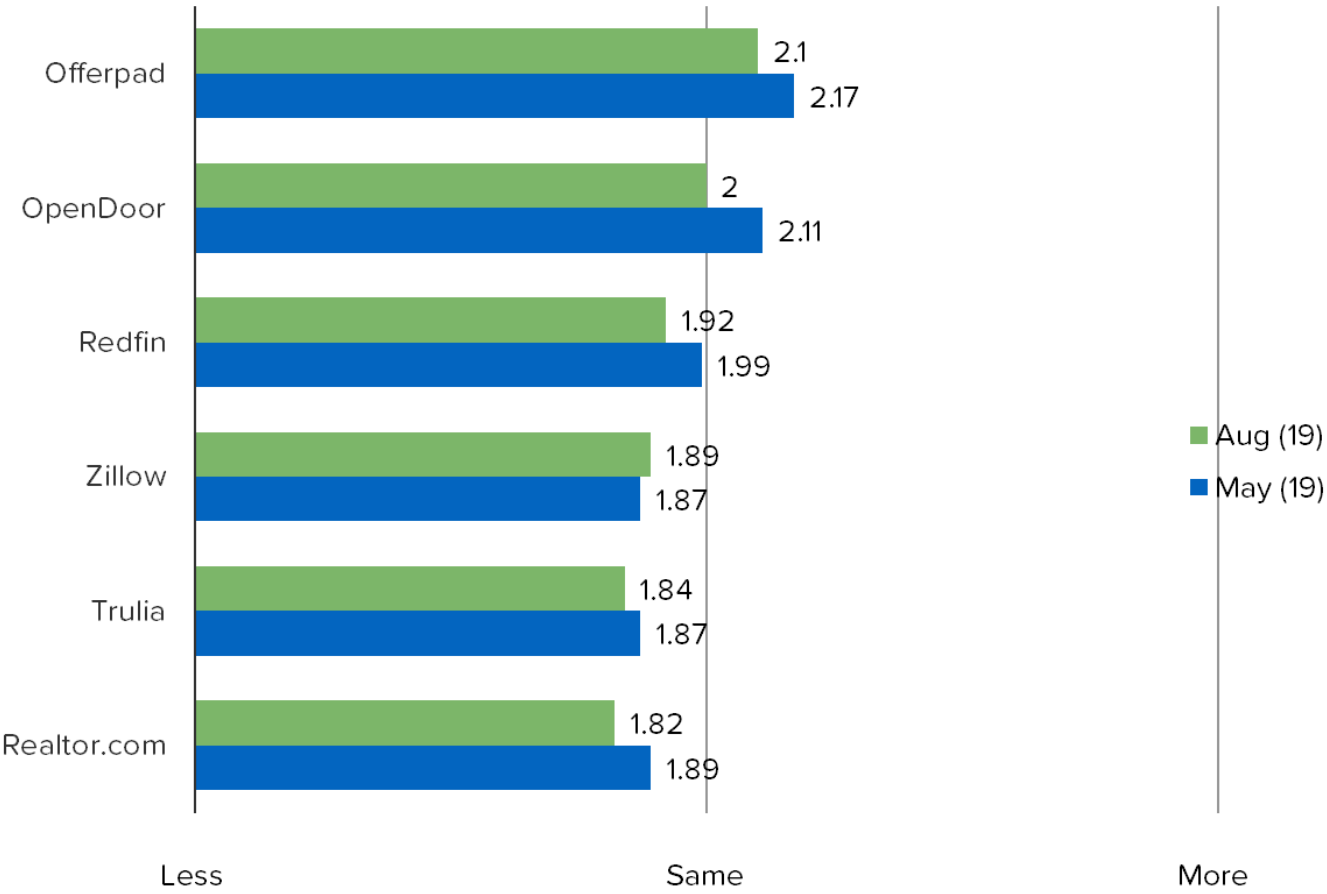
Posed to respondents who have visited each of the following.



- N =
- Zillow: 562
  - Redfin: 108
  - Realtor.com: 364
  - OpenDoor: 67
  - OfferPad: 42
  - Trulia: 290

HAVE YOU RECENTLY BEEN INCREASING OR DECREASING HOW OFTEN YOU VISIT THIS SITE/APP?

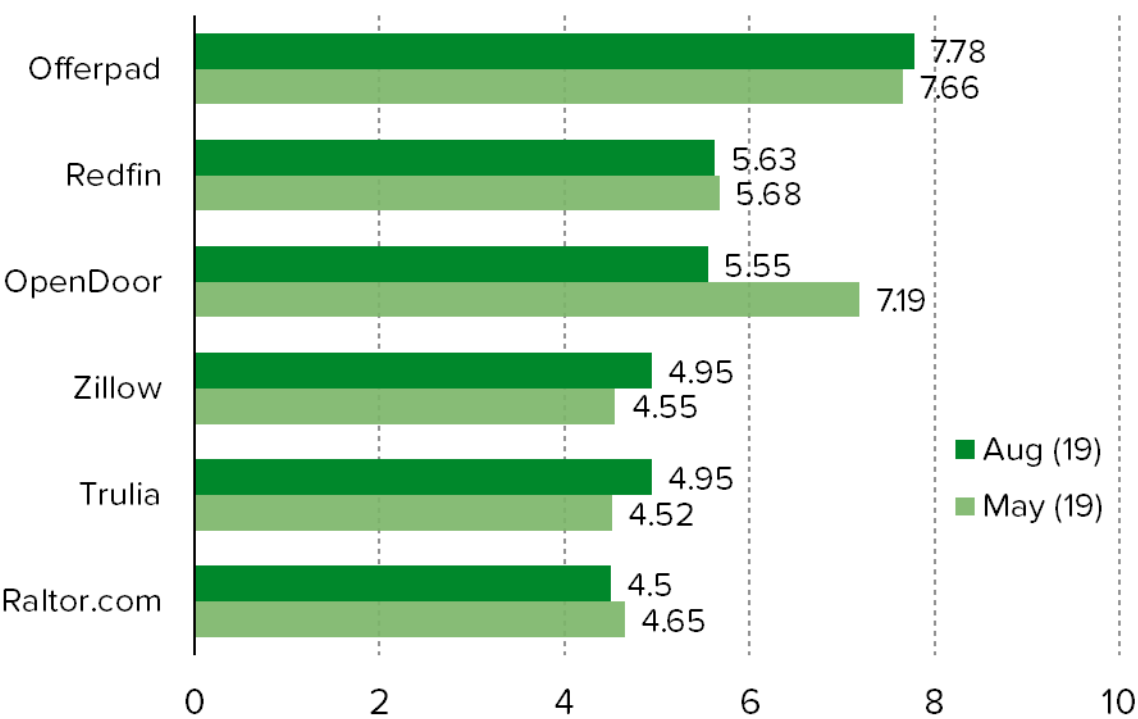
Posed to respondents who have visited each of the following.



- N =
- Zillow: 562
  - Redfin: 108
  - Realtor.com: 364
  - OpenDoor: 67
  - OfferPad: 42
  - Trulia: 290

APPROXIMATELY HOW MANY DAYS OUT OF THE MONTH WOULD YOU ESTIMATE THAT YOU VISIT THIS WEBSITE/APP?

Posed to respondents who have visited each of the following.



N =

Zillow: 562

Redfin: 108

Realtor.com: 364

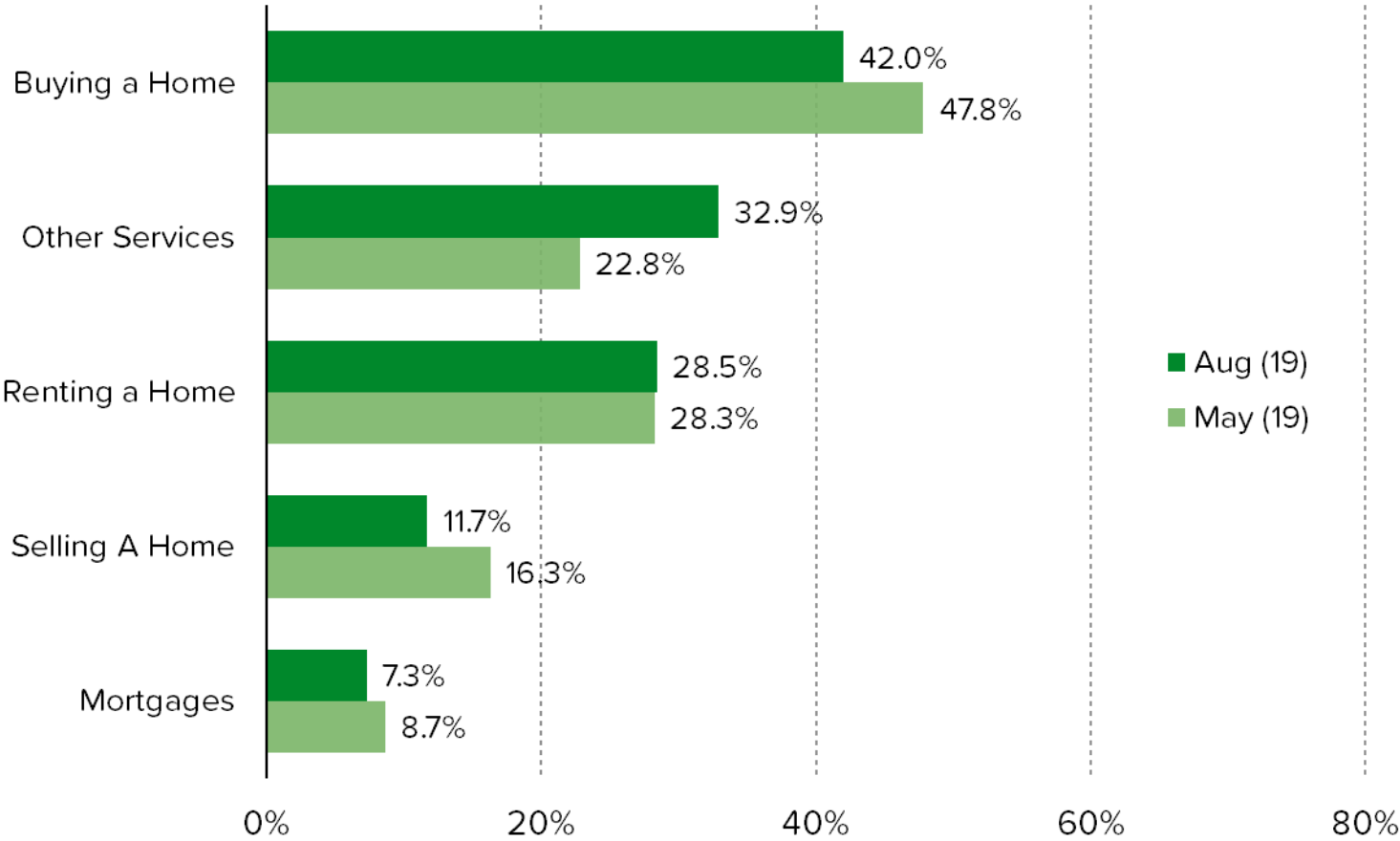
OpenDoor: 67

OfferPad: 42

Trulia: 290

WHAT DO YOU USE ZILLOW FOR? (SELECT ALL THAT APPLY)

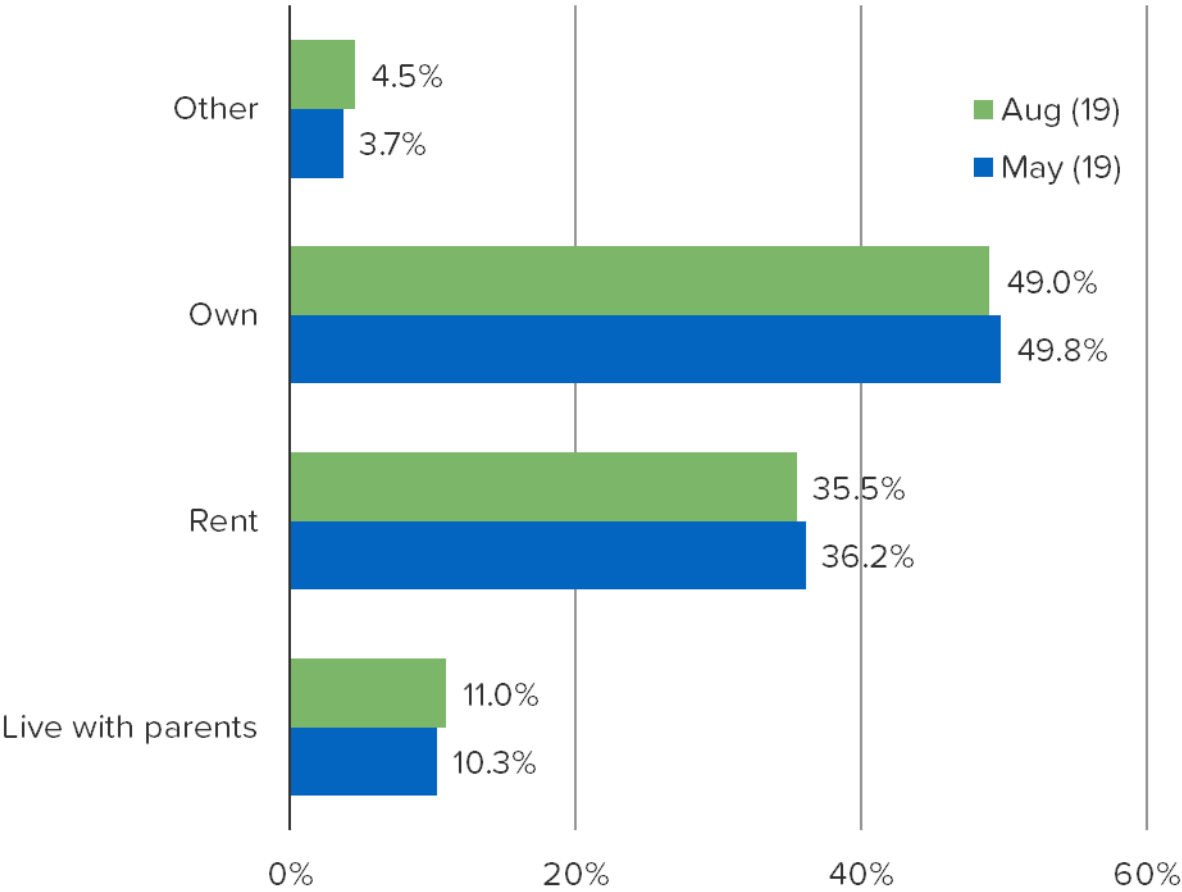
Posed to all respondents who use Zillow.



SECTOR TRENDS

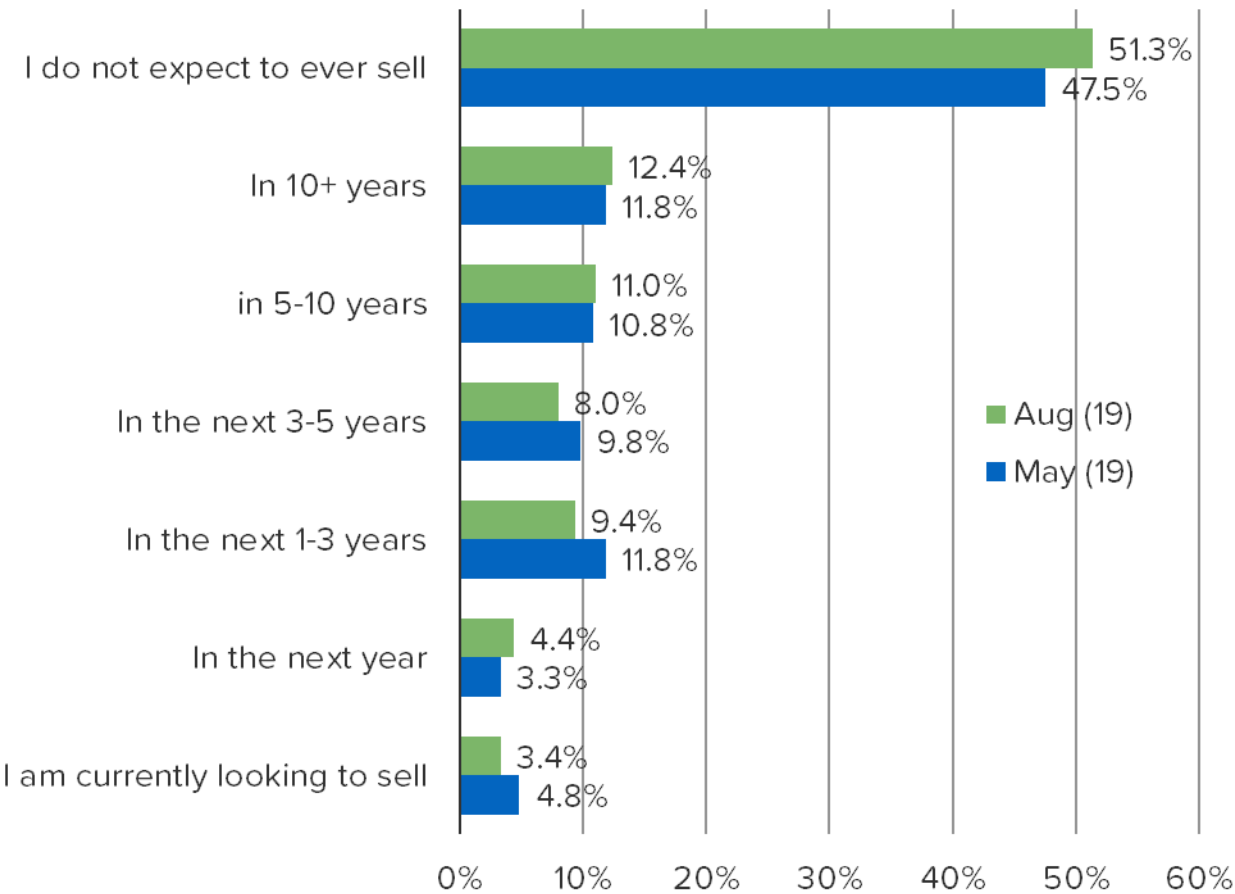
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR CURRENT LIVING SITUATION?

Posed to all respondents.



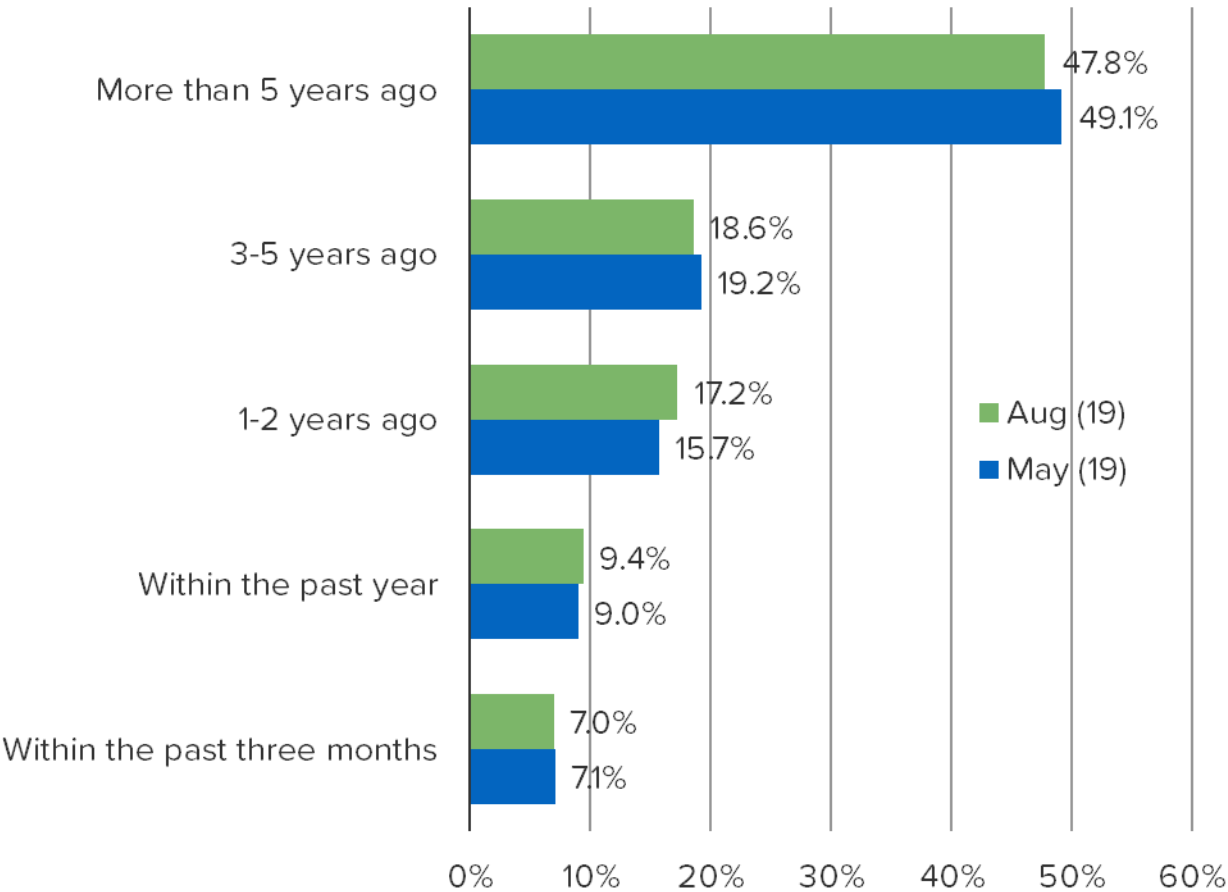
DO YOU EXPECT TO SELL YOUR HOME AT ANY POINT IN THE FUTURE?

Posed to all respondents.



WHEN IS THE LAST TIME YOU MOVED?

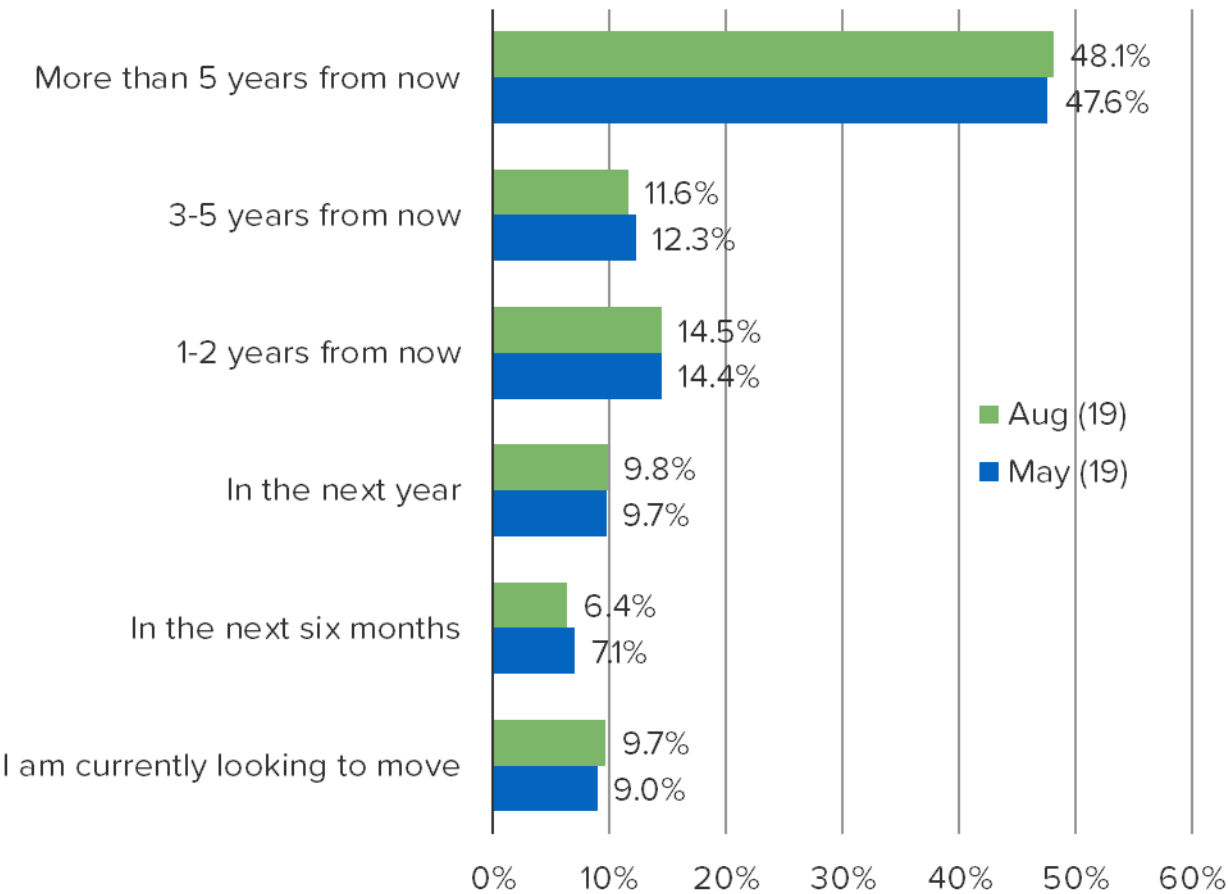
Posed to all respondents.





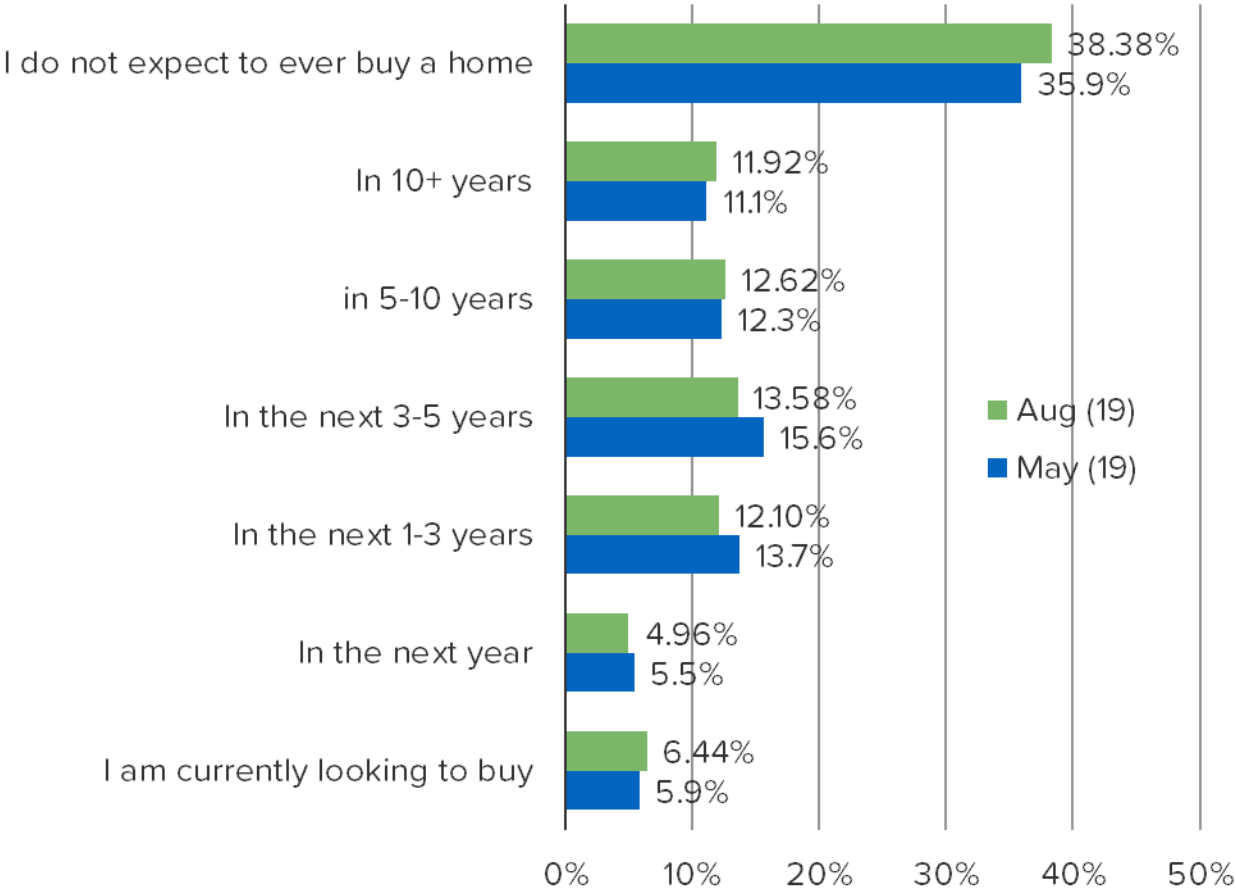
WHEN DO YOU EXPECT TO MOVE AGAIN?

Posed to all respondents.



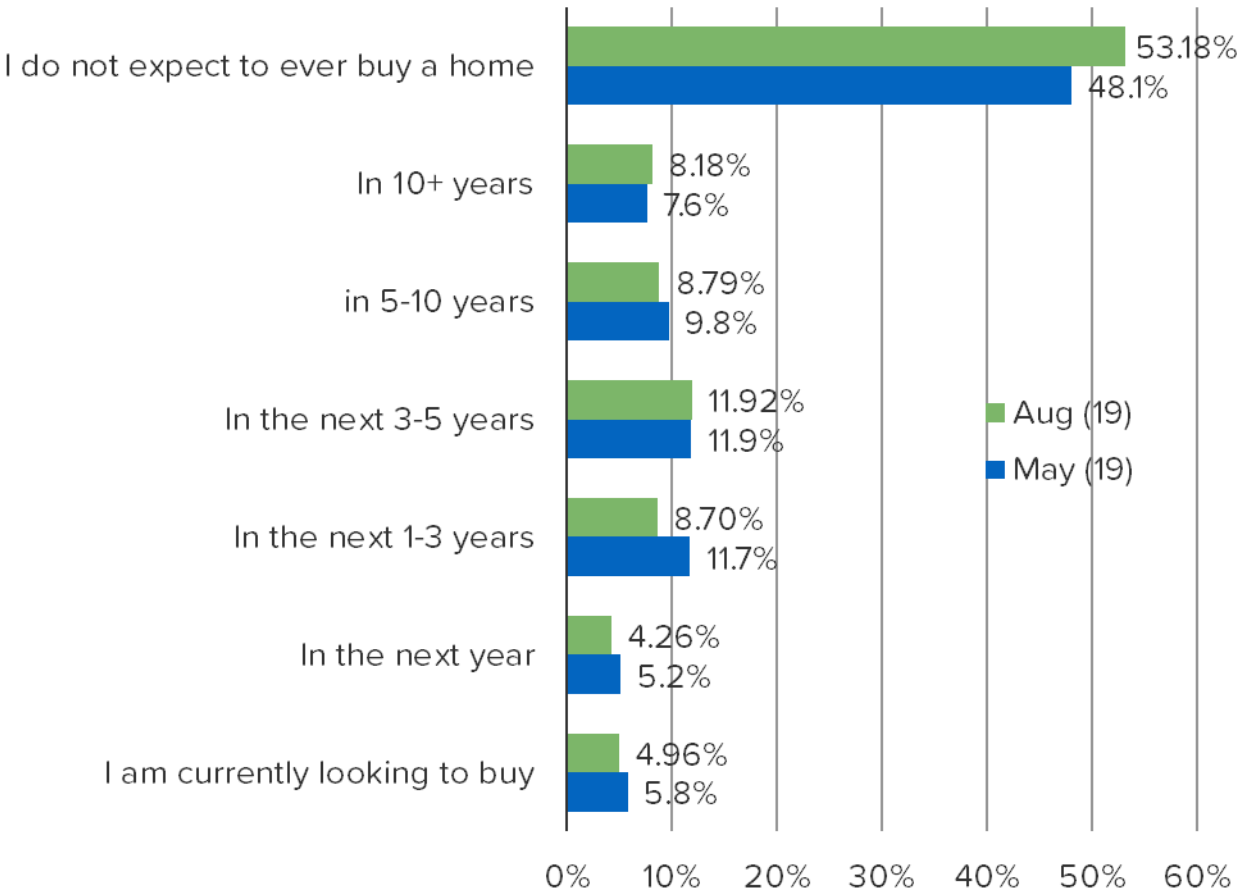
DO YOU EXPECT TO BUY A HOME TO LIVE IN AT ANY POINT IN THE FUTURE?

Posed to all respondents.



DO YOU EXPECT TO BUY AN INVESTMENT PROPERTY AT ANY POINT IN THE FUTURE?

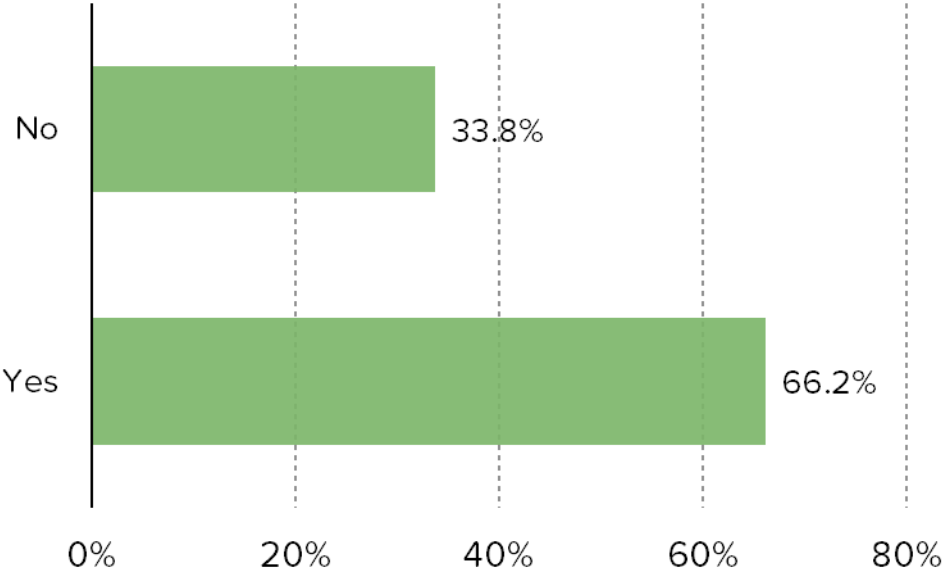
Posed to all respondents.



MORTGAGE SERVICES

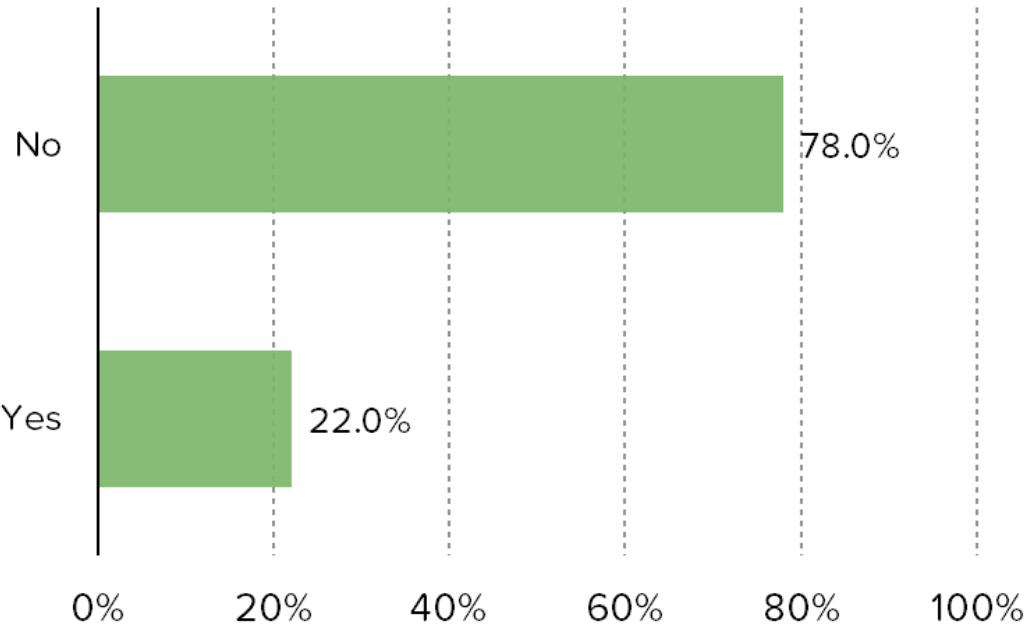
WHEN YOU BOUGHT YOUR HOME, DID YOU GET A MORTGAGE?

Posed to respondents who own a home.

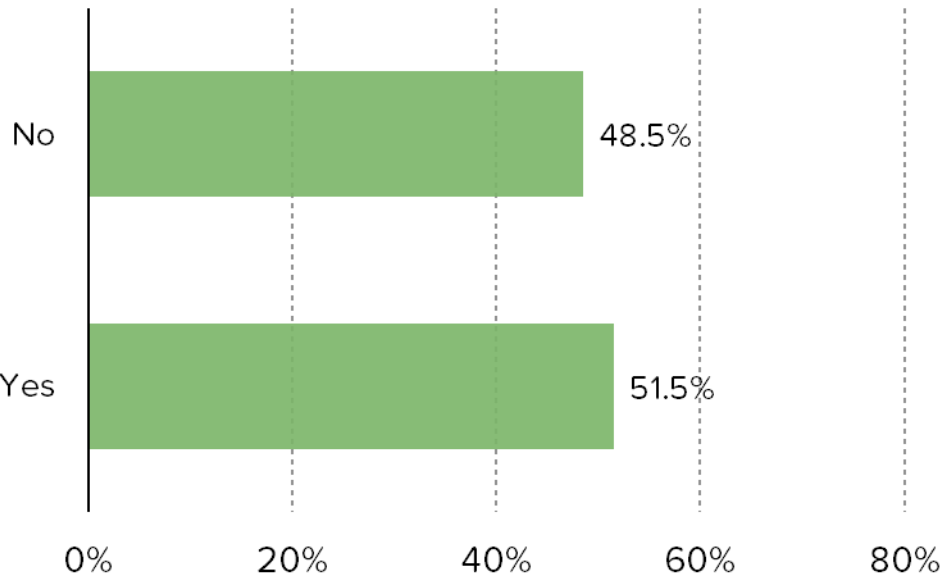


DID YOU SEARCH FOR MORTGAGE INFORMATION ON ZILLOW WHEN YOU BOUGHT YOUR HOME?

Posed to respondents who own a home.

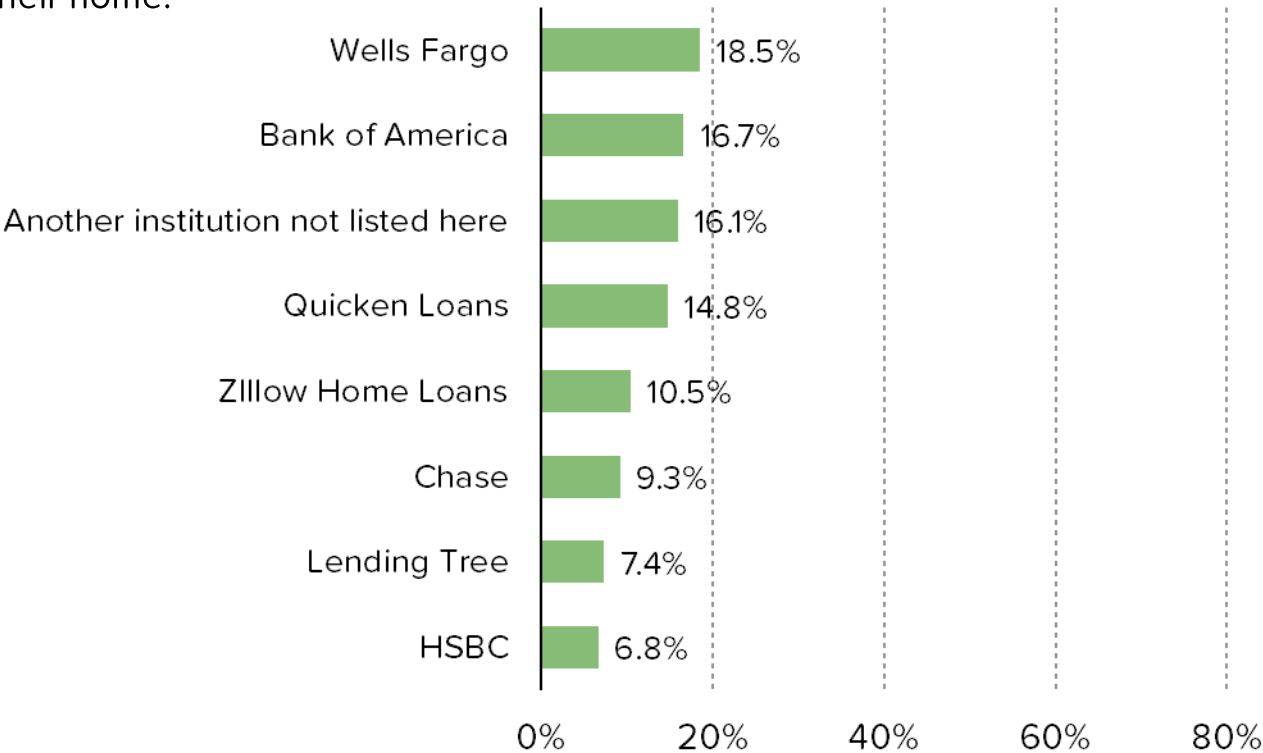


Posed to respondents who bought their home in the past year.



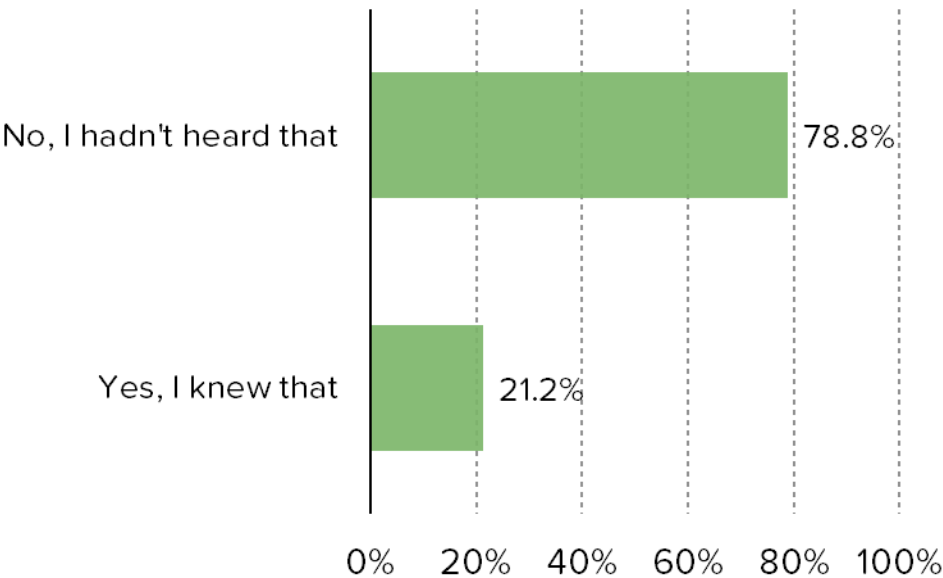
FROM WHICH OF THE FOLLOWING DID YOU ORIGINATE YOUR MORTGAGE?

Posed to all respondents who searched for mortgage information on Zillow when they bought their home.

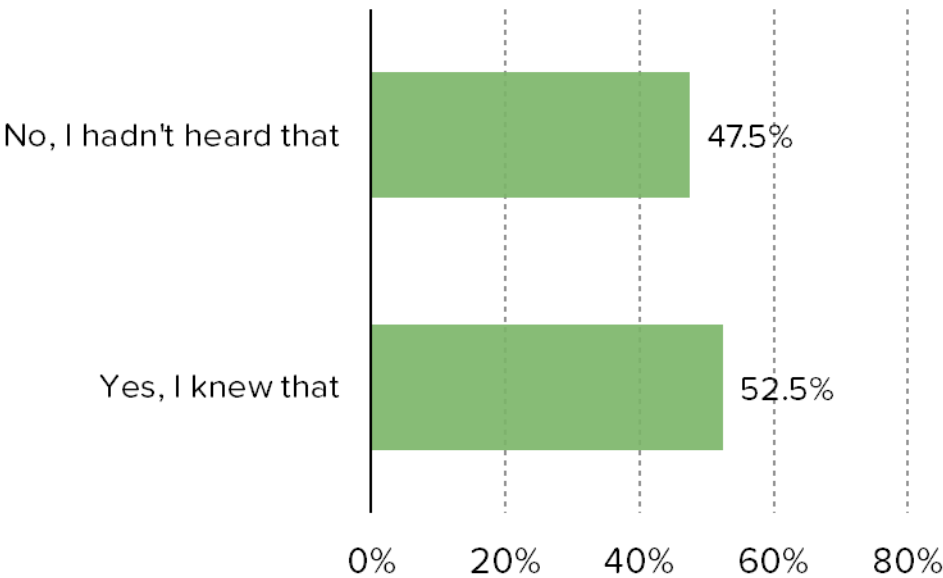


DID YOU KNOW ZILLOW NOW OFFERS MORTGAGES THROUGH “ZILLOW HOME LOANS”?

Posed to all respondents.



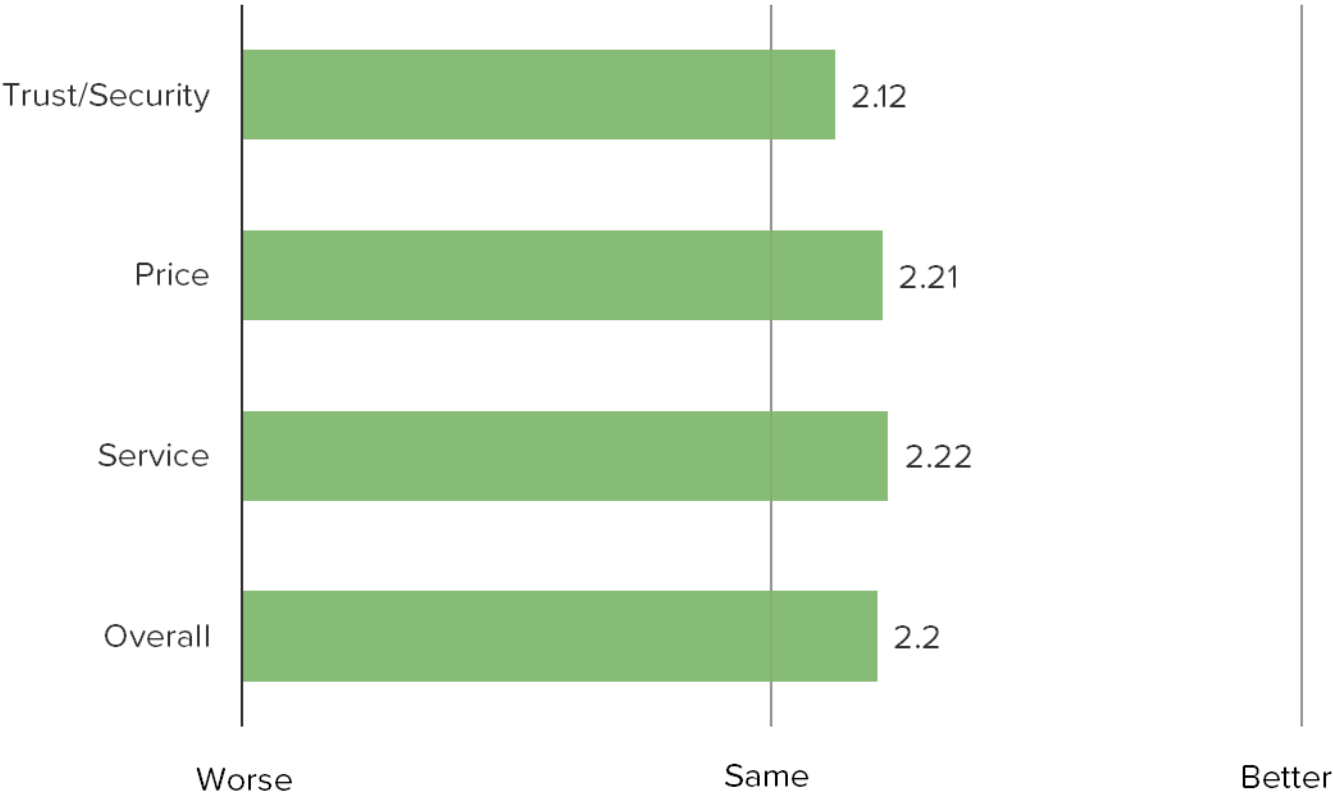
Posed to respondents who bought their home in the past year.





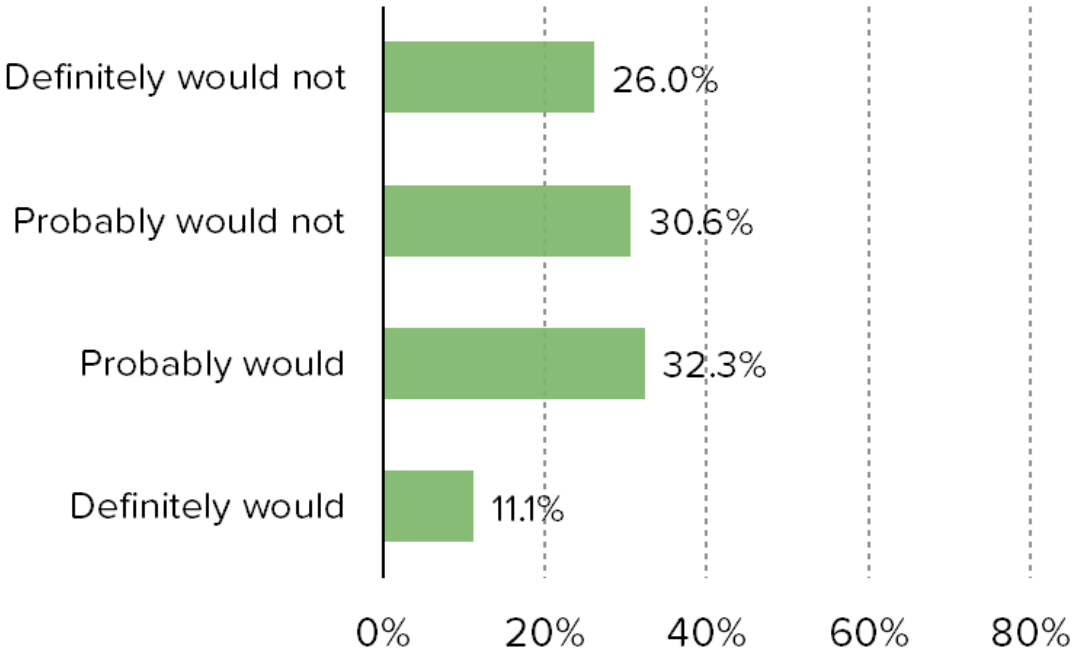
WOULD YOU EXPECT ZILLOW’S HOME LOANS MORTGAGE OFFERING TO BE BETTER OR WORSE THAN TRADITIONAL BANK MORTGAGES?

Posed to all respondents.



IF YOU NEEDED TO OBTAIN A MORTGAGE TODAY, HOW LIKELY WOULD YOU BE TO GET A QUOTE FROM ZILLOW?

Posed to all respondents.



Posed to respondents who bought their home in the past year.

