

**Bespoke Intel**

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**Zillow  
iBuying and Financial Situation**

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**May 27, 2021**

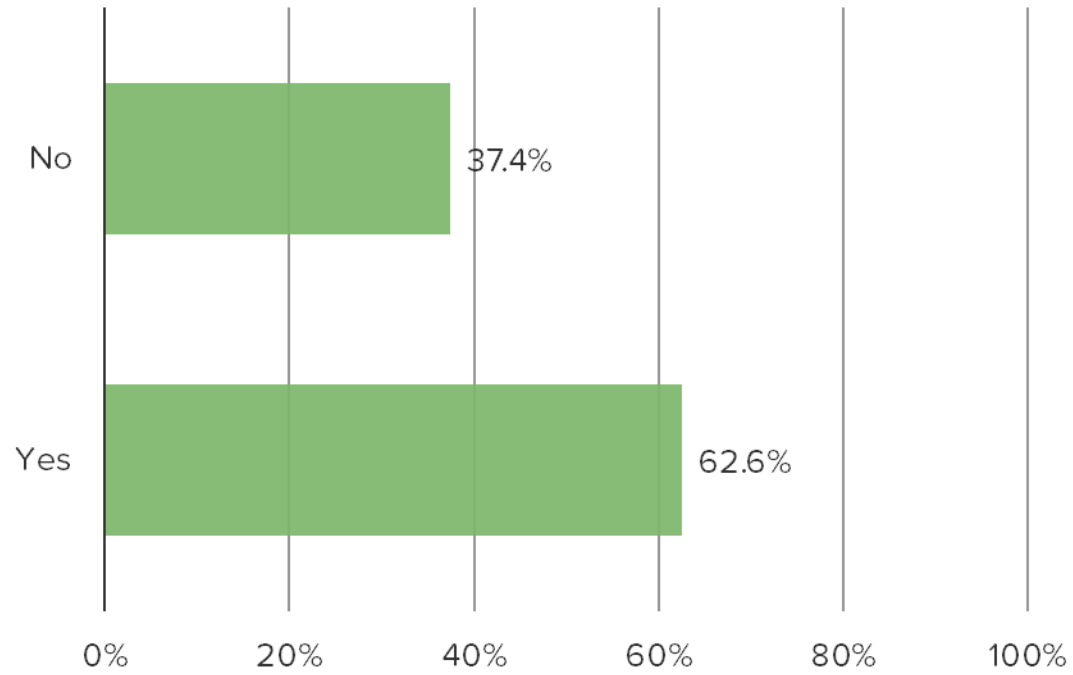
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**Current Homeowners – How Likely Are They To Request iBuyer Offer**

**Sold a Home Since 2014 – iBuyer Dynamics**

### Do you currently own a home?

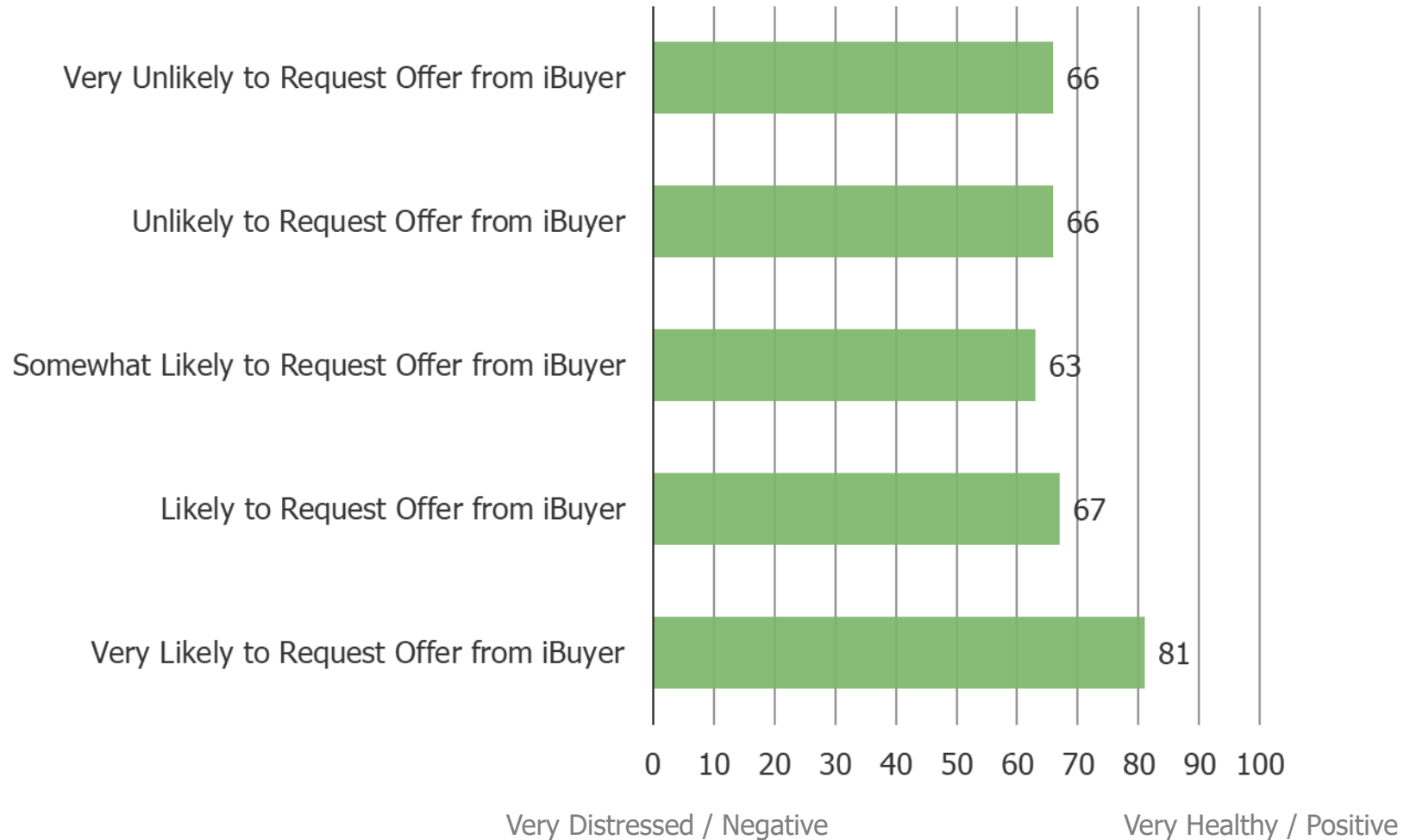
Posed to all respondents.



N=2261

**Please rate your personal financial condition AT THE MOMENT: CROSS TABBED BY HOW LIKELY THEY ARE TO REQUEST AN OFFER FROM AN IBUYER IF THEY WERE SELLING THEIR HOME TODAY.**

Posed to all respondents who own a home.

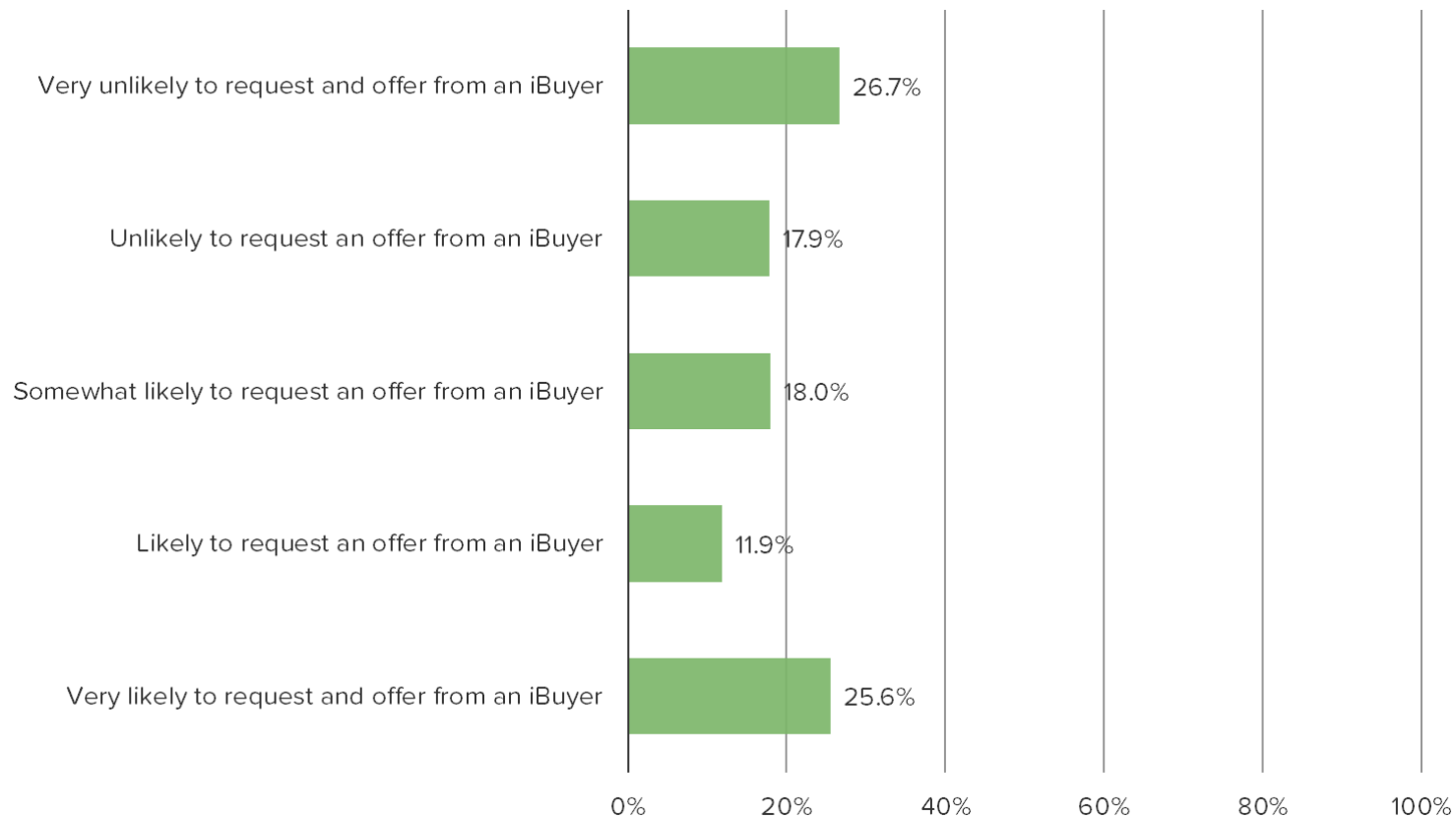


N=1415

**If you were selling your home today, how likely would you be to request an offer from an iBuyer?**

**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.**

Posed to all respondents who own a home.



N=1415

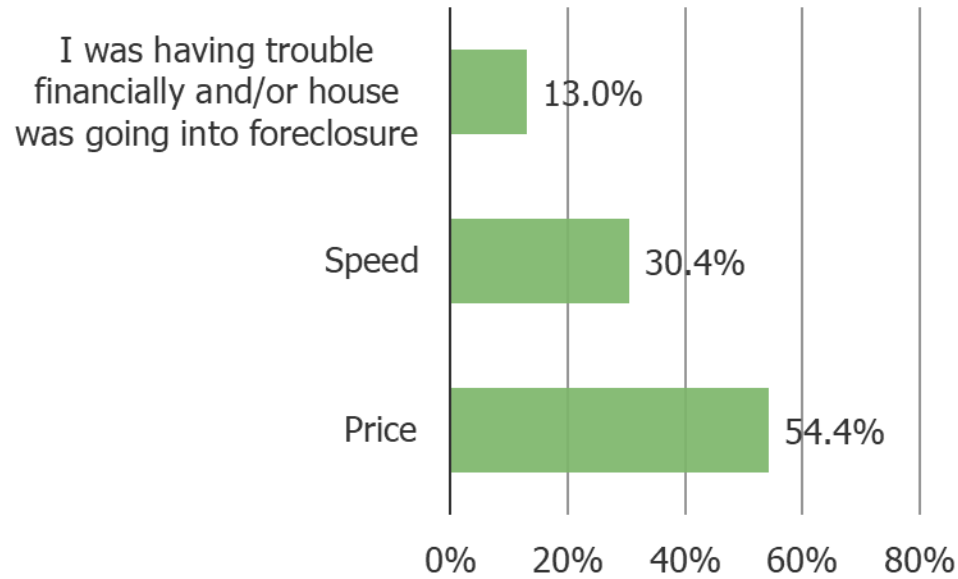
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## **Current Homeowners – How Likely Are They To Request iBuyer Offer**

**Sold a Home Since 2014 – iBuyer Dynamics**

### Which feature of iBuyers did you value the most to request an offer?

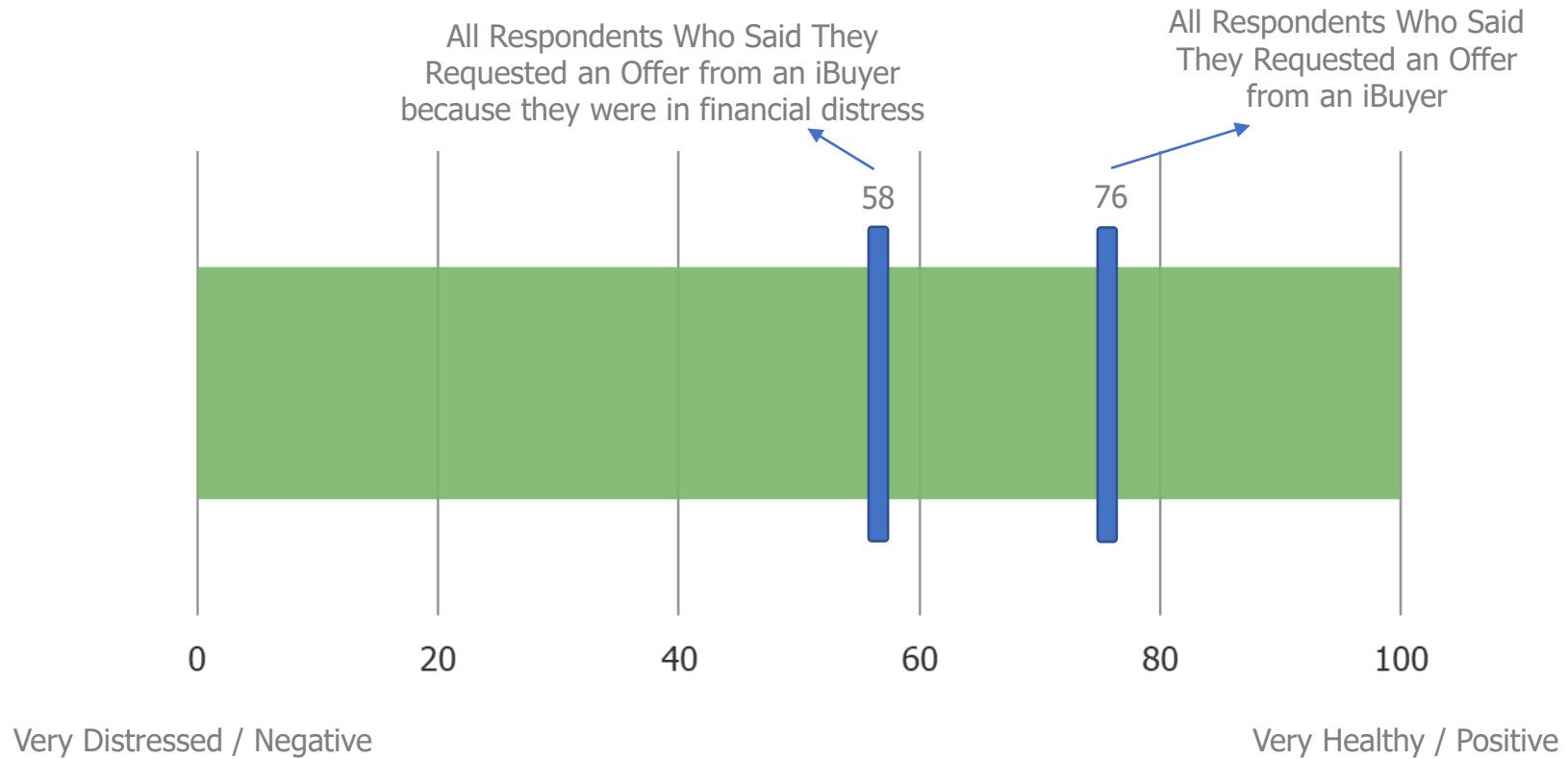
Posed to respondents who sold a home between 2014 and present and requested an offer from an iBuyer.



N=46

### At the time that you requested an offer from an iBuyer, what kind of personal financial condition were you in at the time?

Posed to all respondents who requested an offer from an iBuyer between 2014 and present.



N=46