



## Model of Excellence

Zillow

Company:

Business Model:

**Zillow.com**  
**Seattle, WA 98104**  
**www.zillow.com**

**Advertising & Transaction Supported:**  
**Free with Third-Party Ads**

Business Model

The **Advertising and Transaction Supported: Free with Third-Party Ads** business model generally depends on broad interest content to drive strong site traffic which in turn fuels direct and syndicated advertising sales.

Overview

Zillow is a site that allows anyone to get an estimate of their home's value simply by entering the address into a simple Google-style search interface. Zillow is based on a national aggregation of property tax assessment and home sale data. But rather than simply spit out a list of recent nearby home sales, leaving the user with just a series of data points, Zillow takes the user all the way to an answer, providing the user with a single estimated value for the specified address, called a "Zestimate."

Zillow goes on to flip this otherwise mundane collection of data six ways from Sunday, providing housing price comparisons at the Zip code level, a tool to refine the Zestimate based on additional information supplied by the user, and a remarkable integration of data points with both street maps and aerial photography, to provide both a financial and visual snapshot of individuals' homes and neighborhoods.

Zillow claims to have over 65 million houses in its database, which it updates daily. For the moment, it is monetizing this content with contextual third-party advertising, but it clearly has bigger, though undisclosed plans, to ally itself with real estate brokers to create new revenue streams.

For ease of use, programming virtuosity, and sophisticated application of inferential information, Zillow is a winner. And with its speed, appealing user interface, outstanding graphic presentation and great price point (free), Zillow has the potential to fundamentally alter the way residential real estate is bought and sold.