



# MULTIFAMILY FORUM



# Accelerating HotPads: Our Investment in Multifamily Rentals

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Douglas Pope, General Manager, HotPads

# Zillow Group's Multi-brand Strategy

A green line that starts horizontally on the left, dips into a V-shape in the center, and then continues horizontally to the right.

# We have a brand for every type of renter

Flagship brand  
for all things home



Local expertise  
for renters and buyers



Renters-first,  
specifically urban renters



Flagship NYC brand  
for renters and buyers



NYC renters,  
where 70% of people rent



# More brands = more shelf space + broad appeal



You reach the **all-in** renters

90%

of HotPads page views  
are from rental properties



...but also the **undecided** shoppers.

58%

of Zillow visitors are considering  
both buying and renting

# A Closer Look at HotPads

A green line that starts horizontally on the left, dips into a V-shape in the center, and then continues horizontally to the right.



# HotPads users are busy and on the go



They face competitive, fast-moving markets.

50%

in the top 10 metros

80%

visits come from mobile

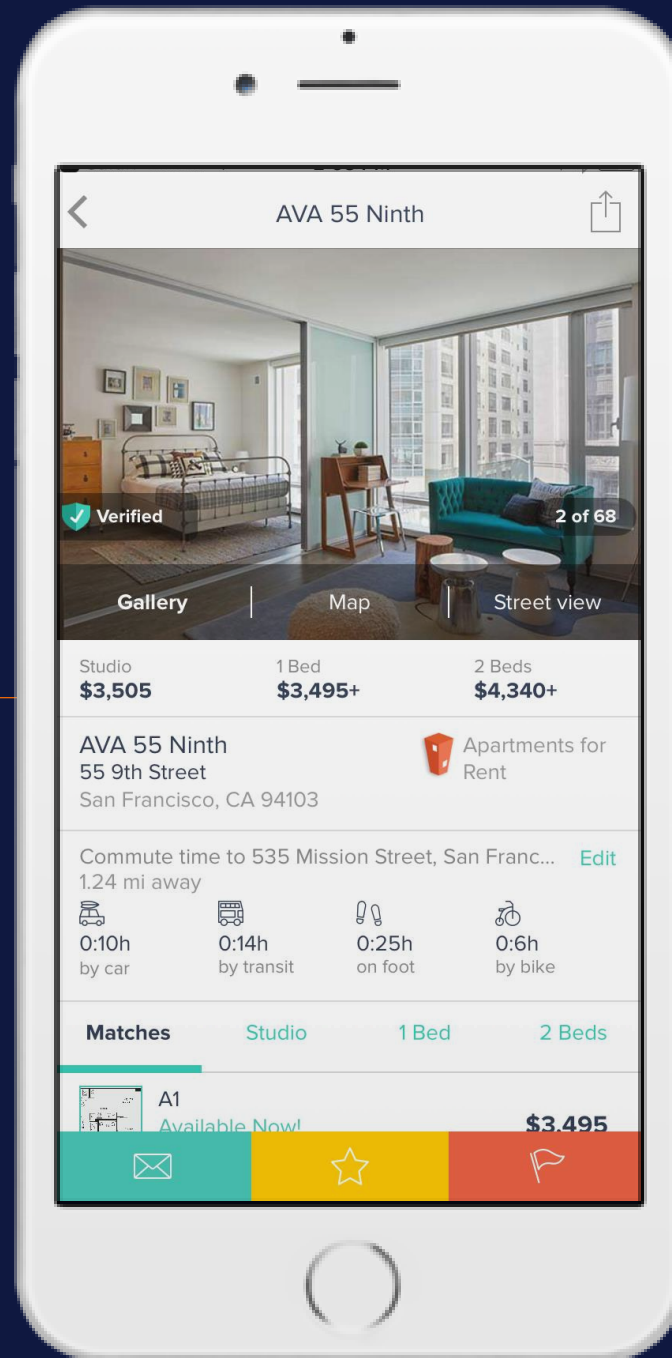
# Notifications

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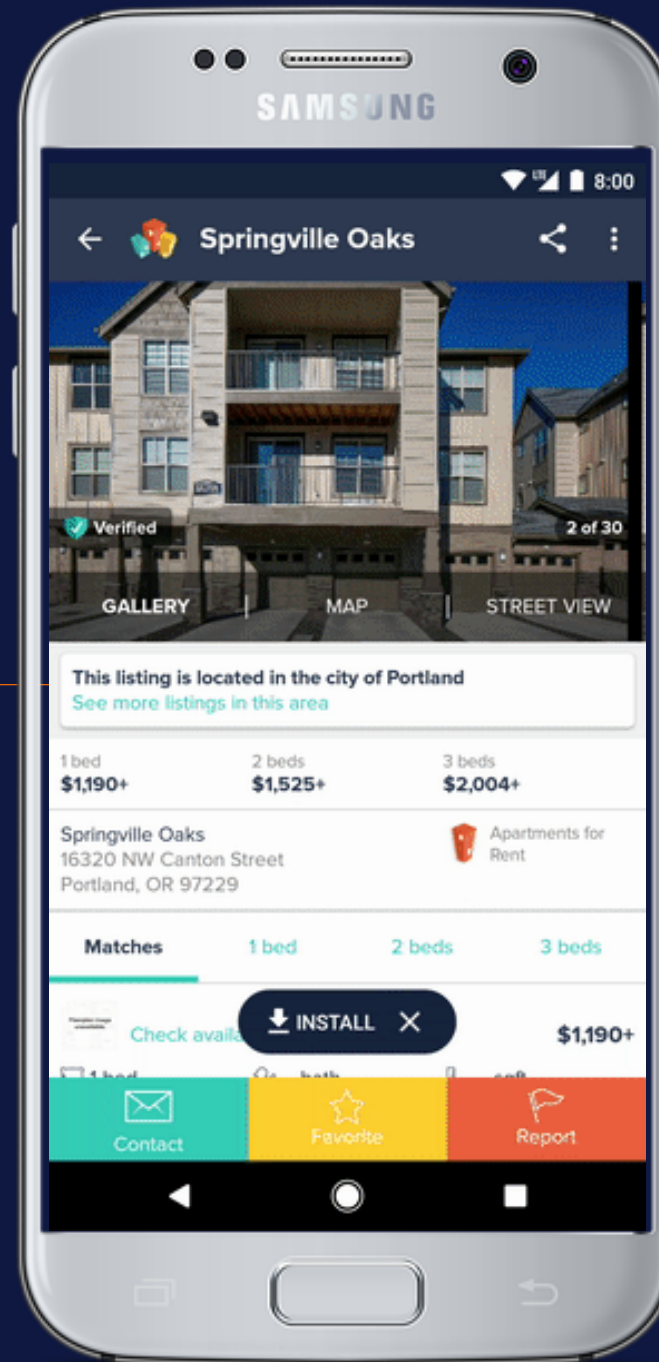




# Commute search

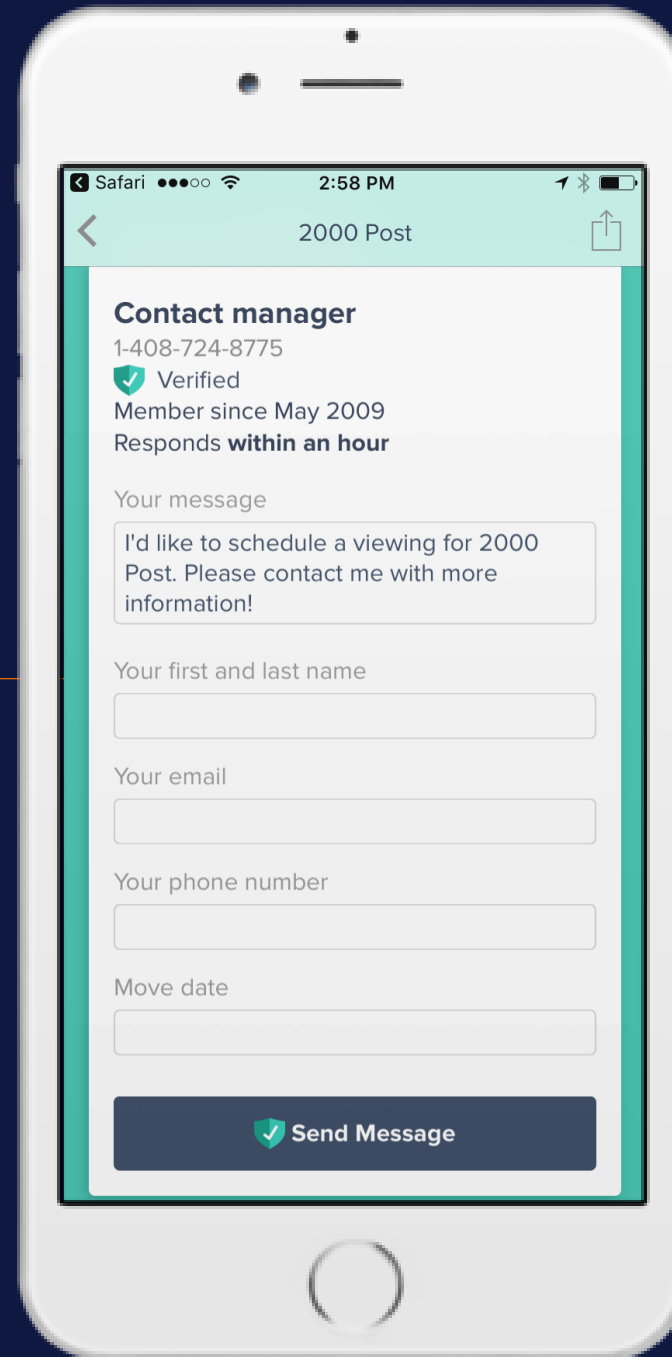


# Google Instant Apps



# Response time

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The image shows a white smartphone screen displaying a contact form for a Zillow listing titled "2000 Post". The status bar at the top shows "Safari", signal strength, Wi-Fi, and the time "2:58 PM". The form is titled "Contact manager" and includes the phone number "1-408-724-8775", a "Verified" status with a green checkmark icon, and the text "Member since May 2009" and "Responds **within an hour**". Below this is a section for "Your message" with a text input field containing the message: "I'd like to schedule a viewing for 2000 Post. Please contact me with more information!". Underneath the message field are four more input fields: "Your first and last name", "Your email", "Your phone number", and "Move date". At the bottom of the form is a dark blue button with a green checkmark icon and the text "Send Message".

Safari 2:58 PM

2000 Post

**Contact manager**  
1-408-724-8775  
✓ Verified  
Member since May 2009  
Responds **within an hour**

Your message

I'd like to schedule a viewing for 2000 Post. Please contact me with more information!

Your first and last name

Your email

Your phone number

Move date

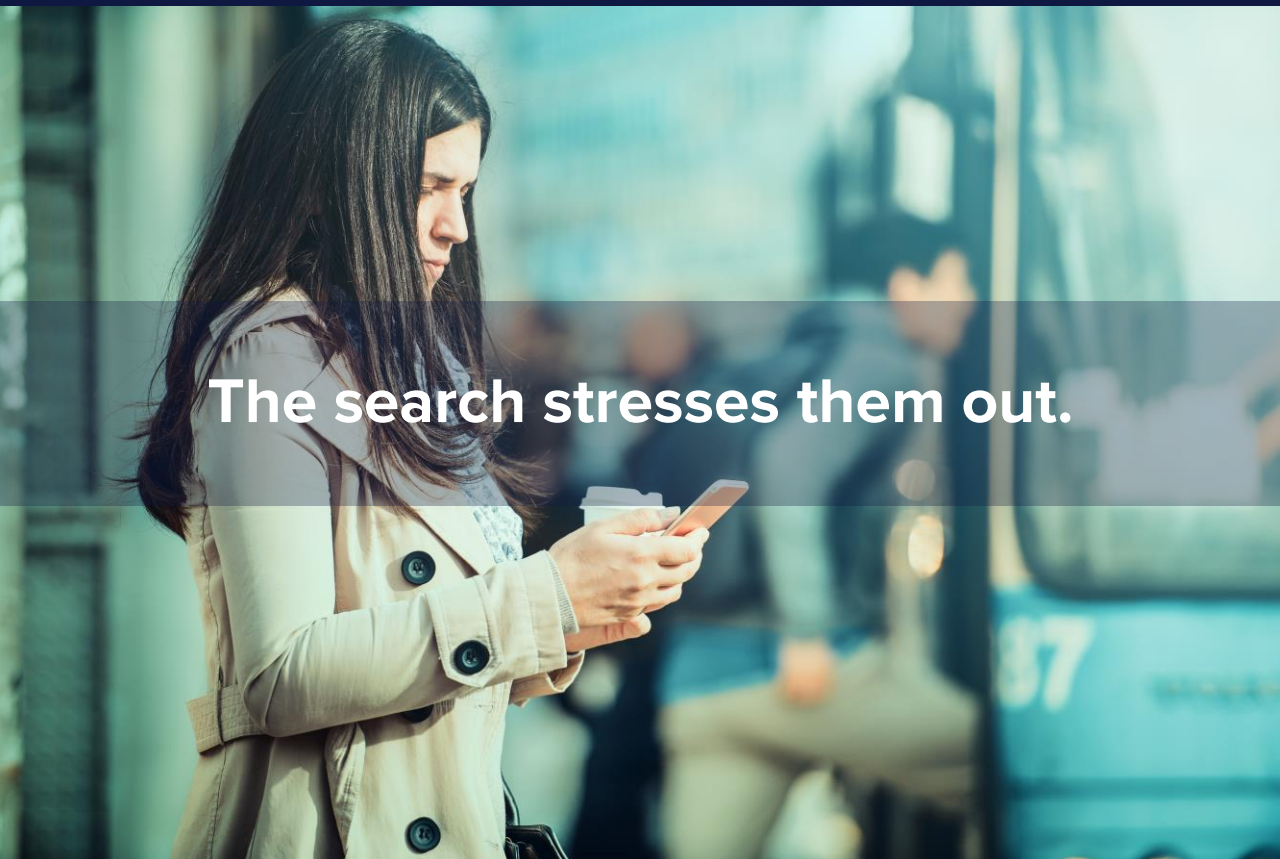
✓ Send Message

# Introducing HotPads Advertising

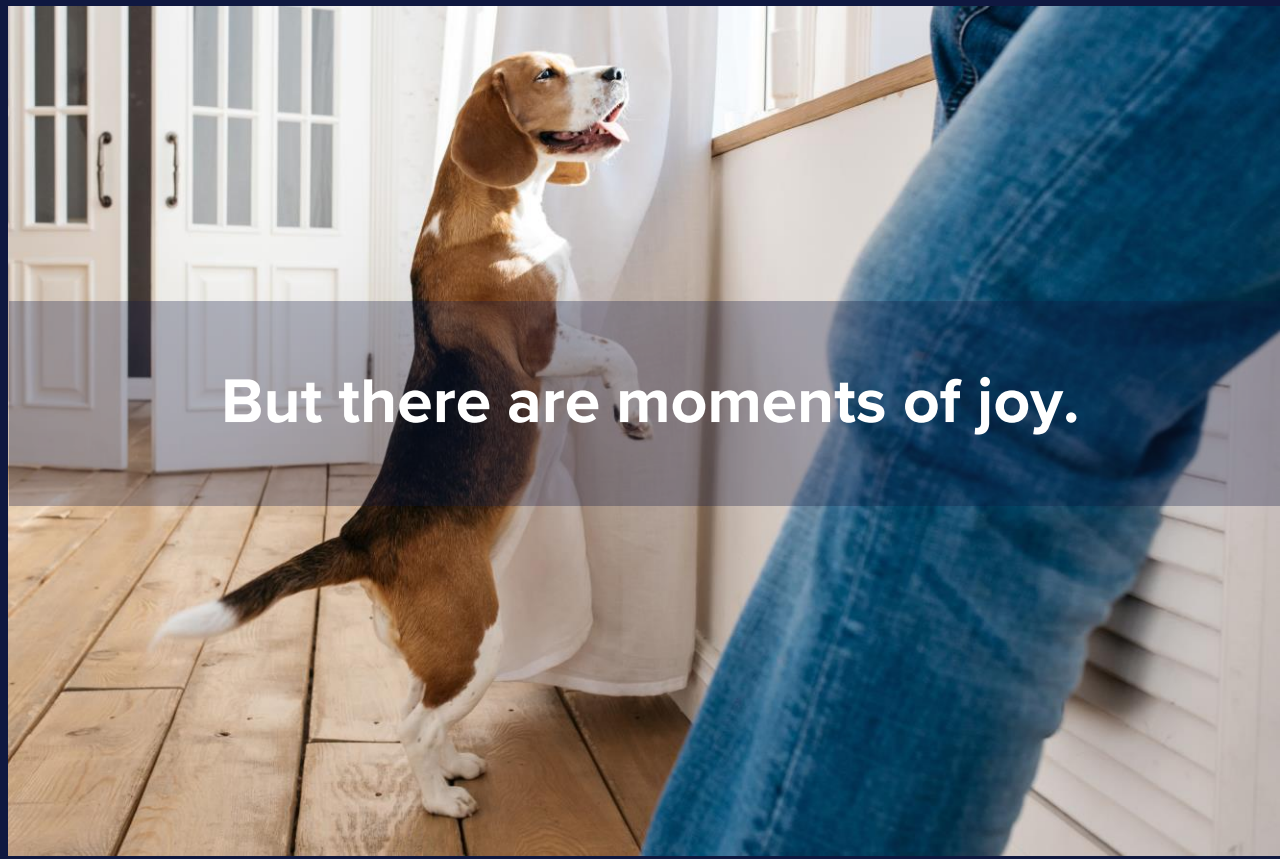


# What we know about our urban renters

*The rental search process is a double-edged sword.*



The search stresses them out.



But there are moments of joy.



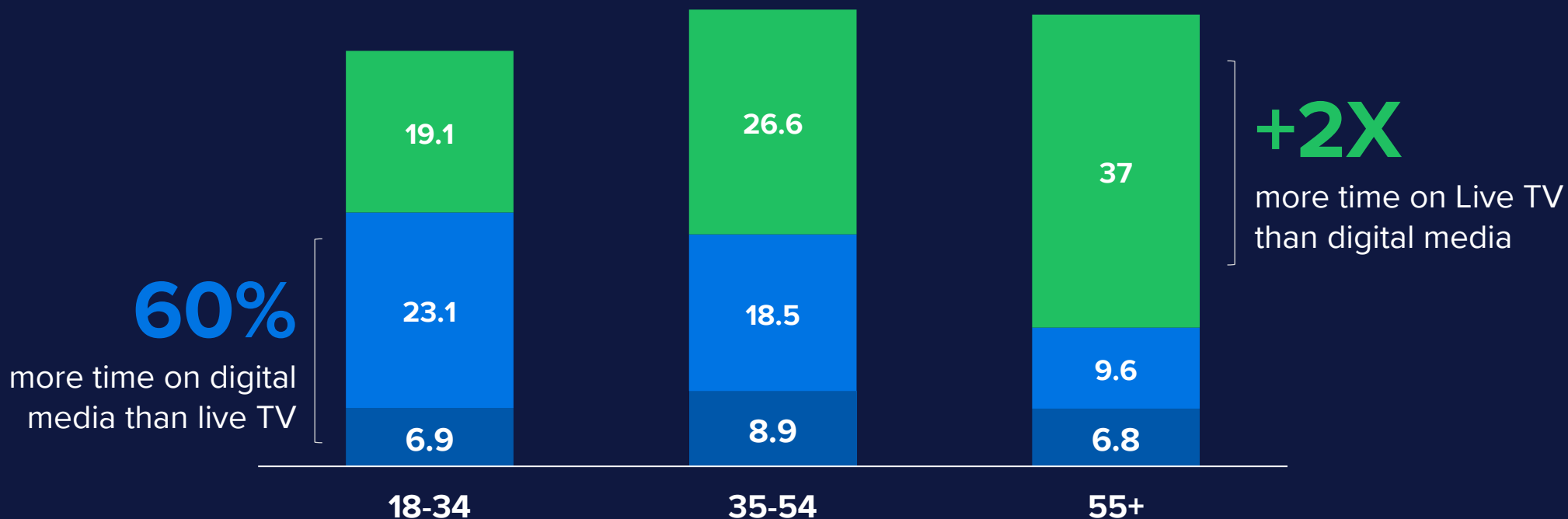
# What we know about urban renters

*They are really, really into digital.*

## HOURS SPENT ON PLATFORM BY AGE

Total hours (billions), Q4 2016

- Live TV
- Mobile
- Desktop



# What we know about urban renters

*They are really, really into social media.*



**9 in 10**

18-29 year-olds  
use social media



# HotPads campaign is 100% digital



Display



Facebook  
& Instagram

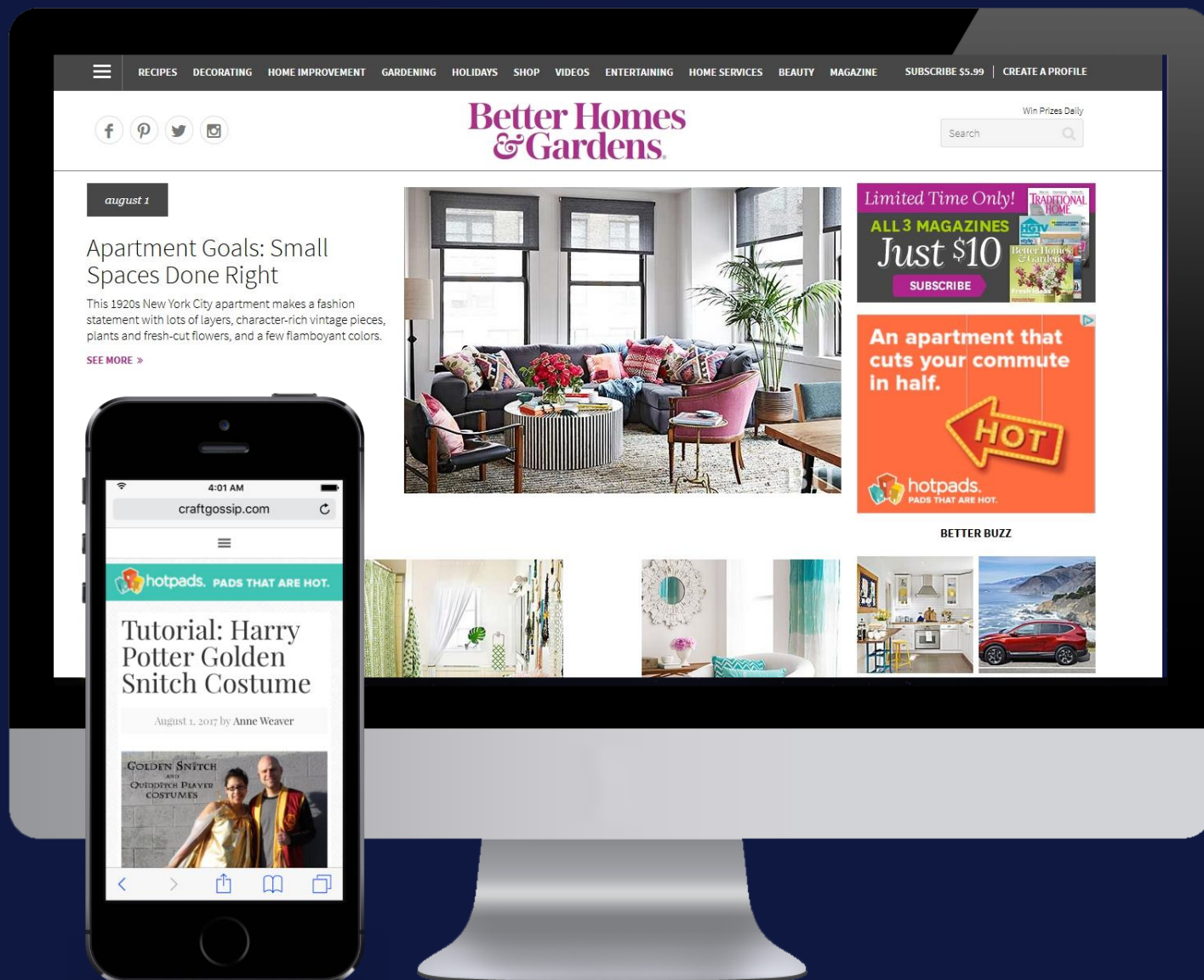


SEM



# Tested two campaigns





**A washer and dryer to call your own.**



**hotpads.**  
PADS THAT ARE HOT. [RENT A PAD](#)

**An apartment that cuts your commute in half.**



**hotpads.**  
PADS THAT ARE HOT. [RENT A PAD](#)




 **HotPads**  
Sponsored · 🌐


With map-based search, you can find the one thing that makes a hot pad even hotter: being two blocks from work.




🔊

 **HotPads**  
Sponsored · 🌐


Find the one thing that makes a hot pad even hotter: pet-friendliness.



🔊

 **HotPads**  
Sponsored · 🌐

Find the one thing that makes a hot pad even hotter: covered parking.



🔊



**HotPads**

Sponsored · 🌐

Looking for a new place? There are tons of hot pads in your area waiting to chat.

1746 Beverly St - Unit A



Really great having you over the other day. I hope you liked what you saw...



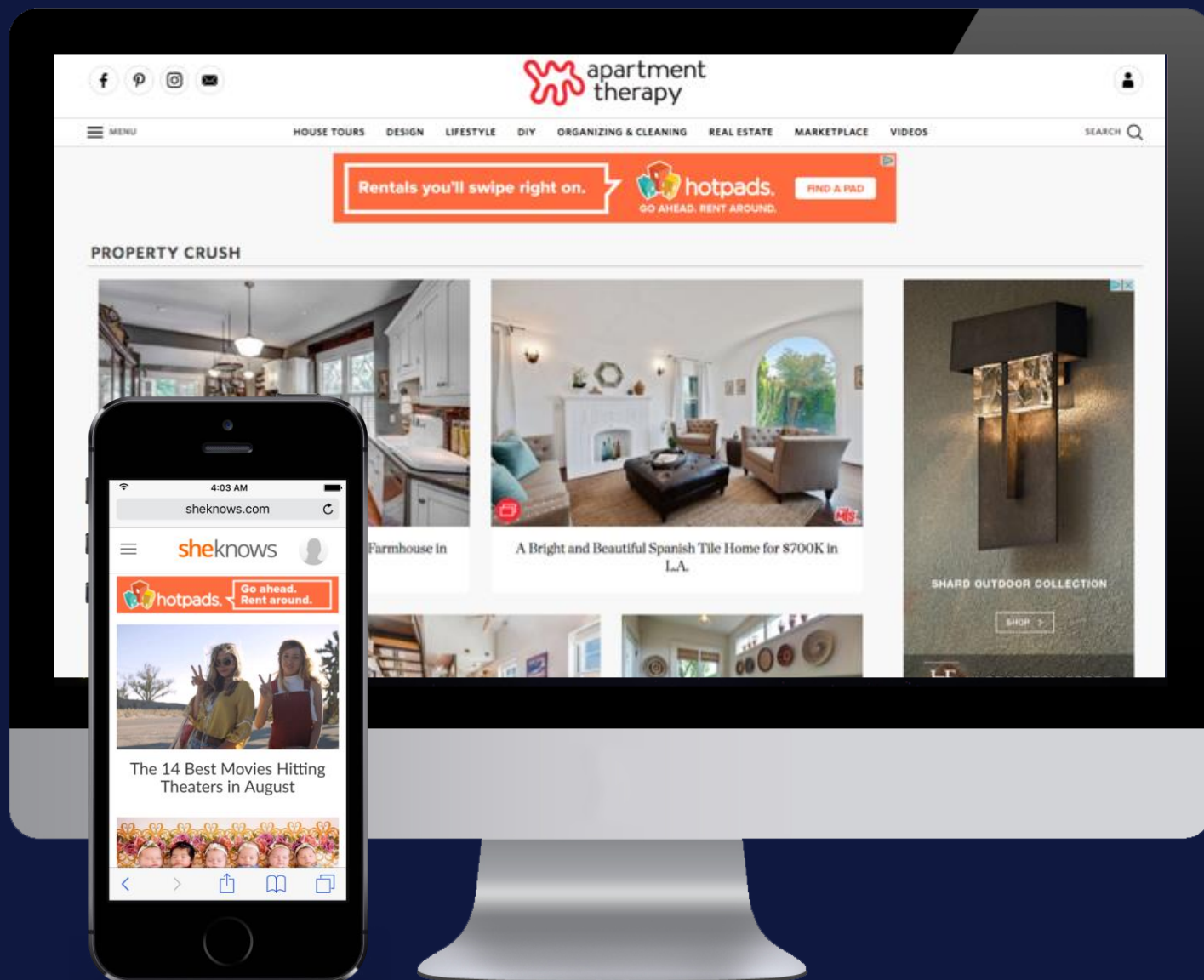
You know I did!

I can't stop thinking about you.  
Send Pics.



# Tested two campaigns





**Rentals  
you'll  
swipe  
right on.**



**RENT A PAD**

**Maybe  
you should  
see other  
apartments.**



**RENT A PAD**





HotPads

Sponsored · 🌐

Some pads are too hot for Facebook. Like the ones with ice-cold AC.



HotPads

Sponsored · 🌐

Some pads are too hot for Facebook. Like the ones with in-unit washer dryers.



HotPads

Sponsored · 🌐

Some pads are too hot for Facebook. Like the pet-friendly ones.







HotPads

Sponsored · 🌐

Looking for a new place? There are tons of hot pads in your area waiting to chat.

1746 Beverly St - Unit A



Really great having you over the other day. I hope you liked what you saw...



You know I did!

I can't stop thinking about you.  
Send Pics.



# Reactions from renters

“this made me laugh because of how excited I was about in-unit laundry”

“I love this site/app, would recommend it to anyone who is looking for an new apt.”

“Forced air isn’t sexy – central air, now that’s kind of hot”

“Lol! Love this app.”

“I agree, pet friendly apartments are rad!”

“What I wouldn’t give for an in unit washer and dryer... some day.”  
Reply: “I live in Club at Stone Oak apartments and have in unit washer and dryer!”



# Reactions from renters

“the dog is naked”

“Why is the w/d blurred out?  
What is in there??”

“I don’t get it.”

“Google knows  
I am in a  
laundromat...”

“NSFW = Not  
Suitable for Winter”

“I’m glad that y’all respect  
washer/dryer privacy”

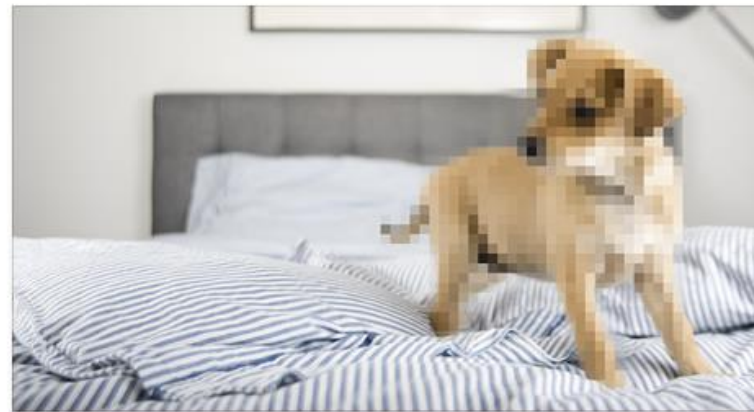
“Reported for offensive content. Even though  
it’s censored, it is still suggestive material!”



HotPads

Written by Smartly.io [?] · September 12 at 3:50pm · 🌐

Some pads are too hot for Facebook. Like the pet-friendly ones.



Rent a HotPad today.

Find a great apartment now.

[WWW.HOTPADS.COM](http://WWW.HOTPADS.COM)

26,084 people reached



Like



Comment



Share



Lynda Henson, Emily Nicole and 14 others

Top Comments ▾



Write a comment...



Press Enter to post.



Sandy Blevins Cute

Like · Reply · Message · Yesterday at 10:56am



Desiree Danielle The dog is naked

Like · Reply · Message · 🍌 1 · Yesterday at 9:11am



Mortensen Nicolina Marie I dont get it.

Like · Reply · Message · Yesterday at 8:41am

Get ready for a big  
**2018**





# MULTIFAMILY FORUM