



# MULTIFAMILY FORUM



# Renters, Not Leads: How Our Consumer-First Approach Helps You

Michael Sherman, VP Sales & Operations, Rentals

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# **Our investment in the renter experience** (and why that matters to you)







# Renters, not leads

## Driving **engagement**

through empowering products trusted and loved by millions of renters

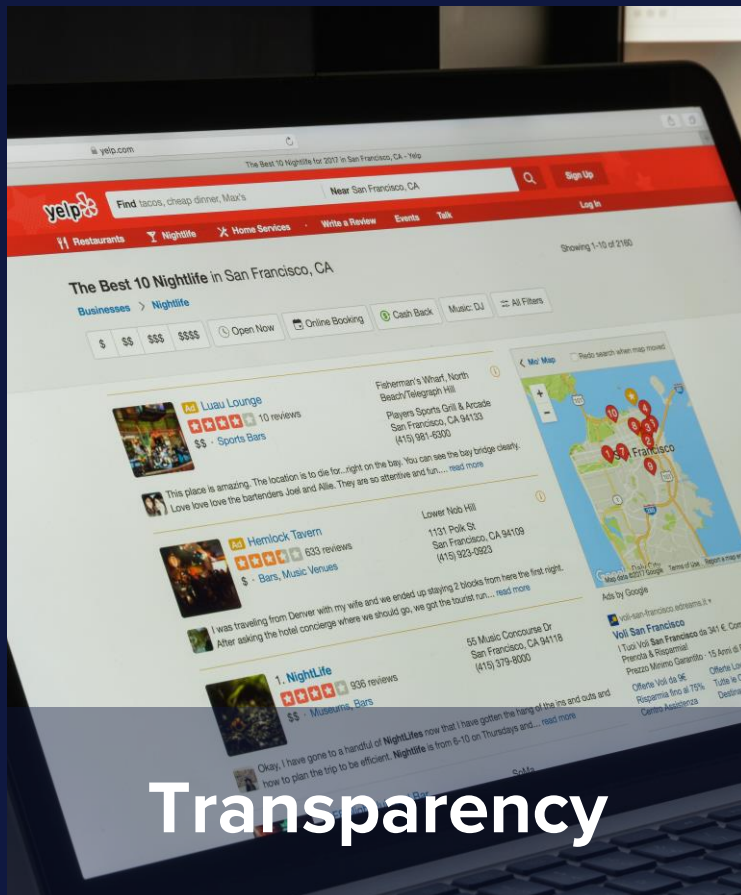
## Driving **intent**

through intelligent tools that bring renters closer to their new home, faster

# What consumers want from brands and services



Immediacy



Transparency



Simplicity



# What We're Building and Why

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Christopher Roberts



share

obsess

dream

find

browse

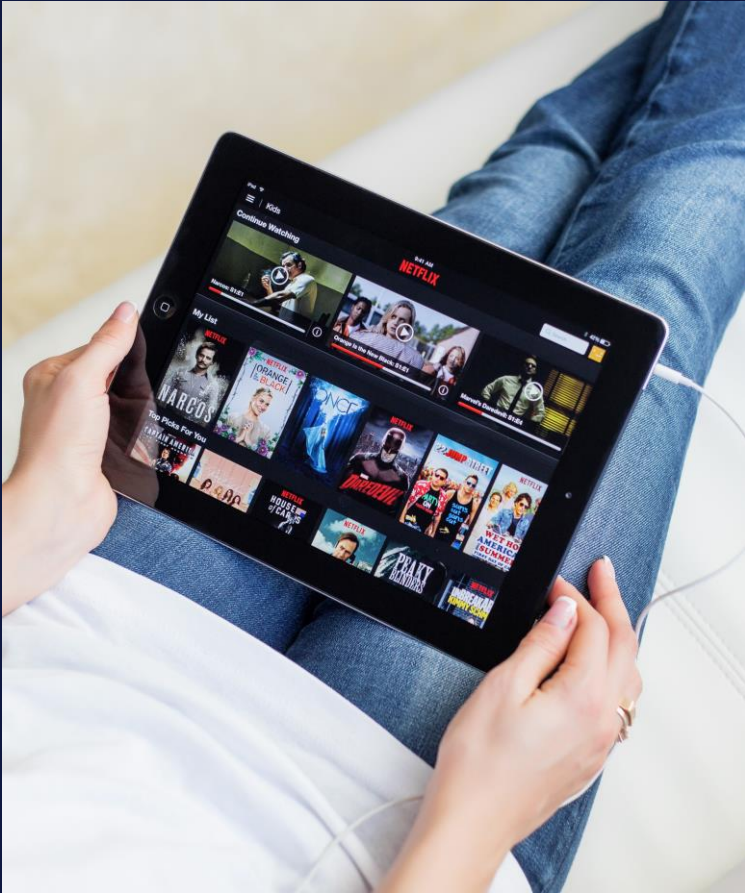
# ENGAGEMENT

ENGAGEMENT THROUGH...

personalization & machine learning to get the  
**right properties** in front of renters **faster**



# Think “Netflix”



How many times have you found the perfect show **within 30 seconds** of browsing?

How many times have you watched something you **didn't intend to** and ended up loving it?



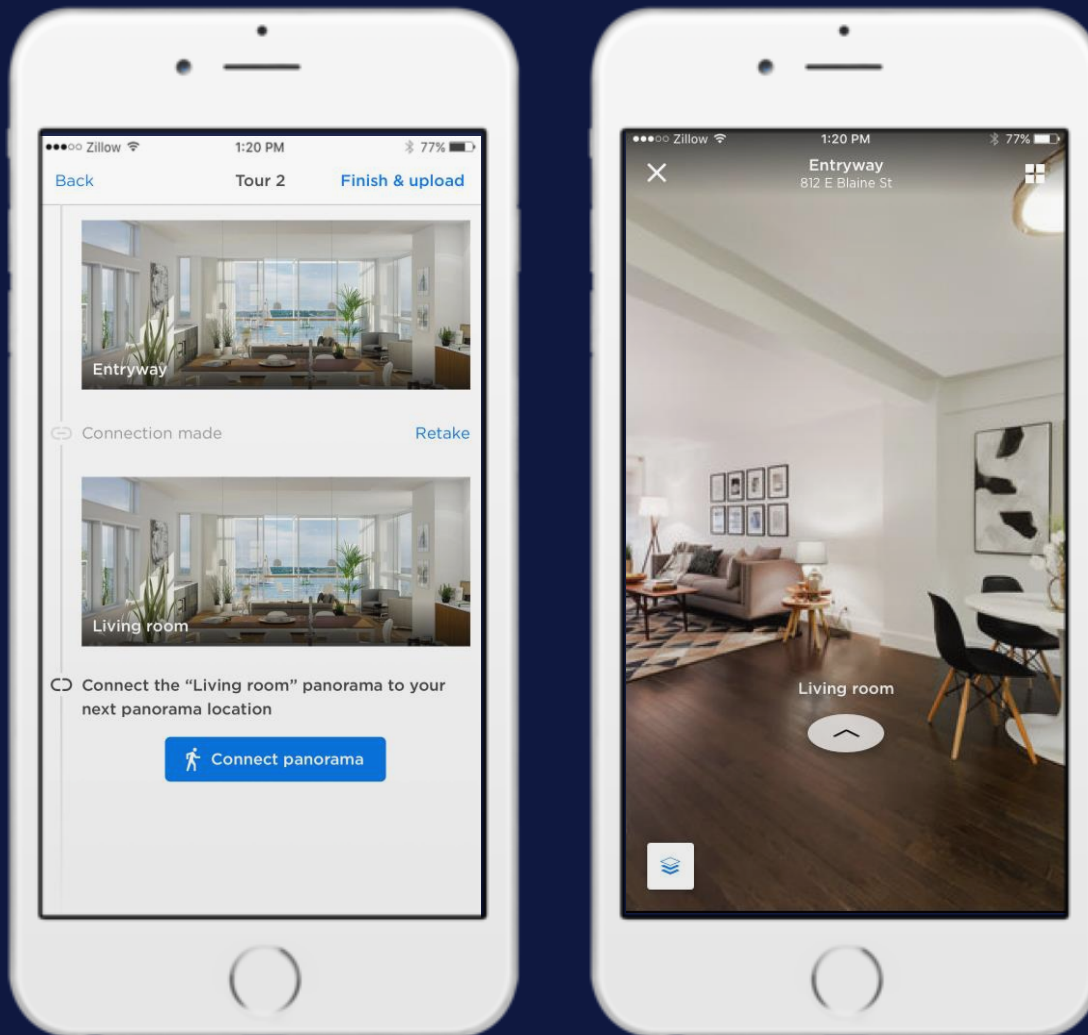
# 60+ data scientists

focused on machine learning and  
personalization at Zillow, Trulia  
and Hotpads

ENGAGEMENT THROUGH...

building our own tech to capture  
**unique content** in a scalable and free way

# Introducing 3D tours



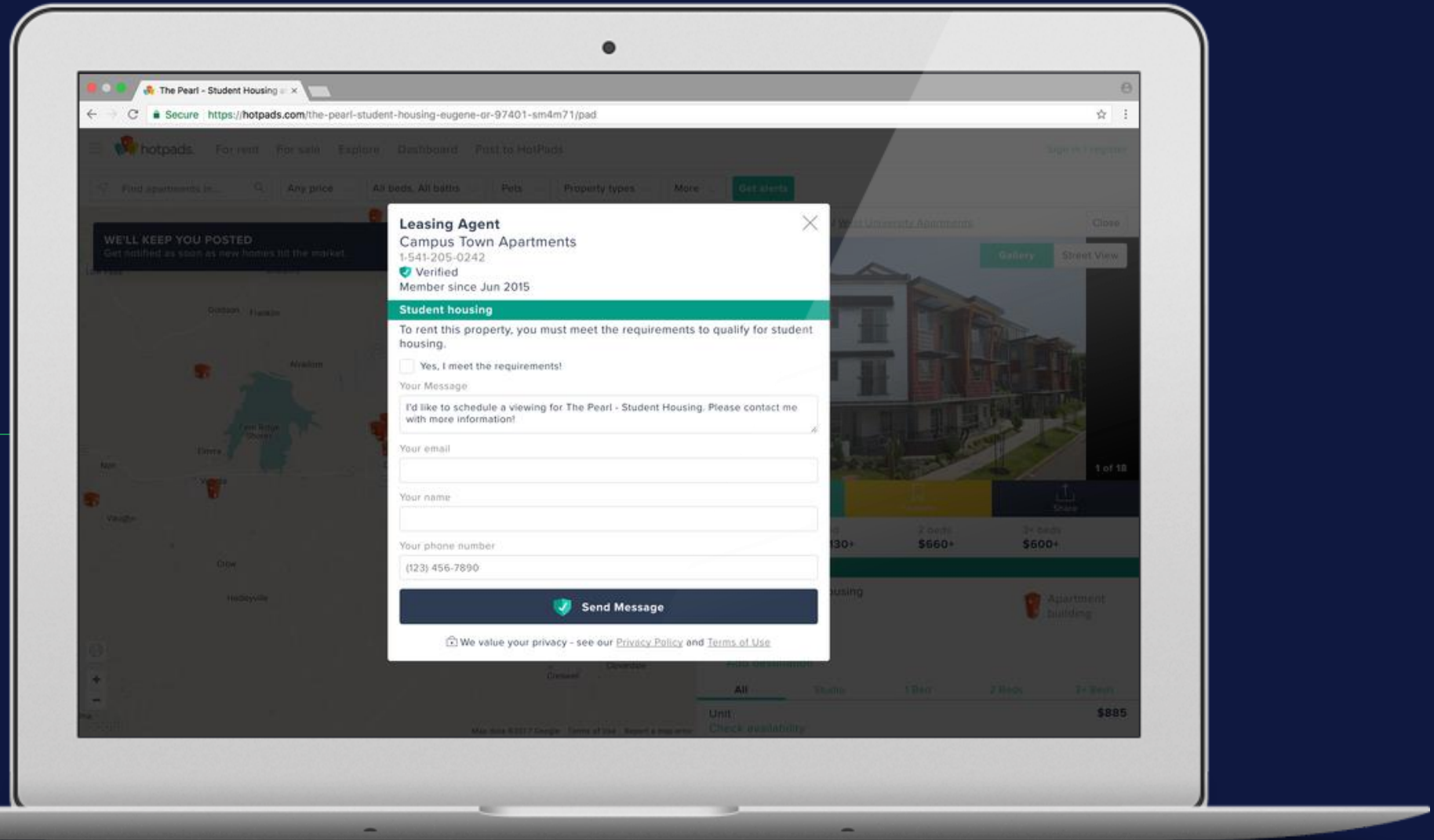
- Simple enough to do on every unit
- Accessible to everyone
- Easy to update
- Free – all you need is an iPhone





# Filtering

## STUDENT



# Filtering

## SENIOR

The screenshot shows a Zillow listing for 'The Retreat at Trinity' in New Port Richey, FL. The listing is for senior housing and includes a map, interior photos, and a 'REQUEST A TOUR' button. The listing details are as follows:

| Property Name          | Address                                     | Available Units    | 1 Bedroom | 2 Bedroom |
|------------------------|---|--------------------|-----------|-----------|
| The Retreat at Trinity | 11405 Billfish Cir, New Pt Richey, FL 34655 | 7+ available units | \$1,445+  | \$1,810+  |

Additional features include: Cats, small dogs, large dogs; Detached garage, covered parking; Washer/dryer.

**REQUEST A TOUR**  
The Retreat at Trinity  
Greystar®  
✓ Verified Source

This property is senior-only housing. You must qualify to live here.

[I qualify](#)



# Filtering

## INCOME

trulia Buy Sell Rent Mortgage Find an Agent More For Professionals Saved Homes Saved Searches Sign In

Does Your Income Qualify?

To rent this property you must meet requirements for income restricted affordable housing. Here are the limits for this property:

| Total Residents (kids and adults) | Max Annual household Income |
|-----------------------------------|-----------------------------|
| 1                                 | \$36,420                    |
| 2                                 | \$41,580                    |
| 3                                 | \$46,800                    |
| 4                                 | \$51,960                    |
| 5                                 | \$56,160                    |
| 6                                 | \$60,300                    |
| 7                                 | \$64,440                    |
| 8                                 | \$68,640                    |

No, I am not eligible My Income qualifies

NEW LISTING

**10665 Pearmain St**

Oakland, CA 94603 South Stonehurst

3 bd 1 ba 1,088 sqft

Beautifully Renovated House, Amazing Kitchen, Many Upgrades, Craftsman Style, Hardwood Floors, Granite Countertops, Stainless Steel Appliances, In-Unit Laundry, Gated Entry, Pet Friendly, Close to Public Transportation, Shopping, and Dining. Call for more details.

Deposit: \$2,595 Built in 1943 Cats, Small Dogs Allowed Dishwasher Gated Entry

\$1,200/mo

Contact this property or call (310) 555-5555

Request Info

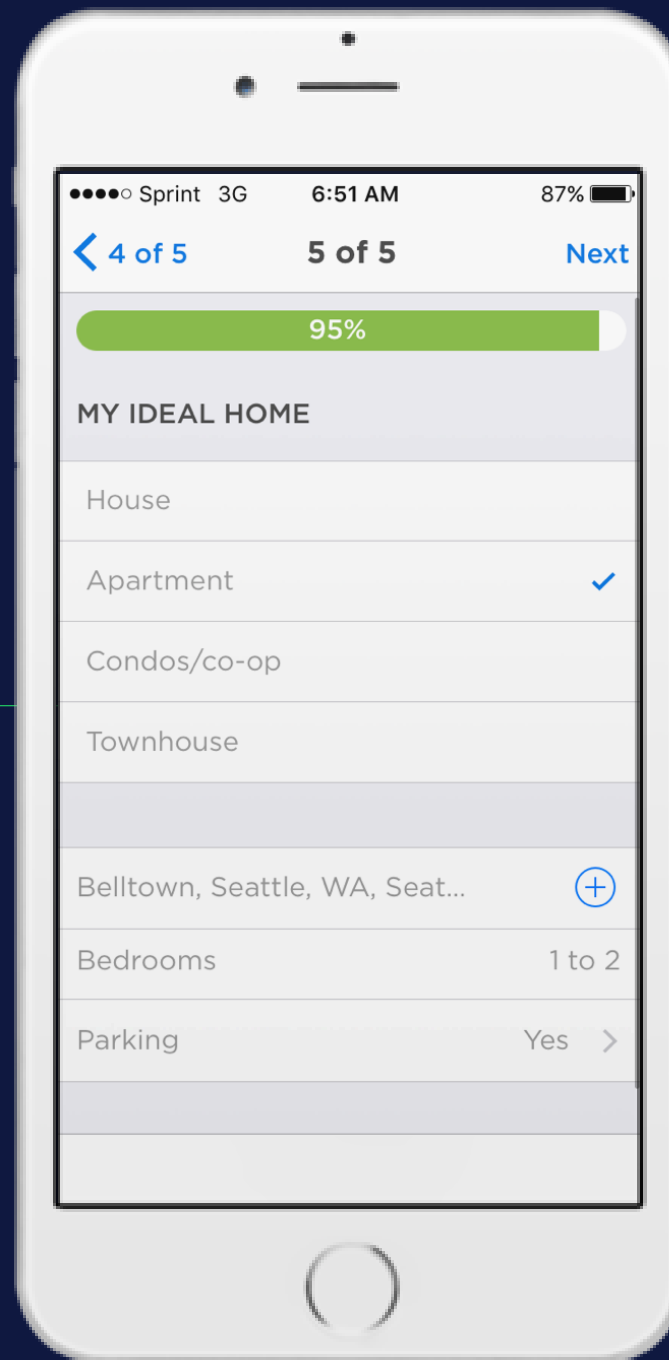
Save Invite

good eggs

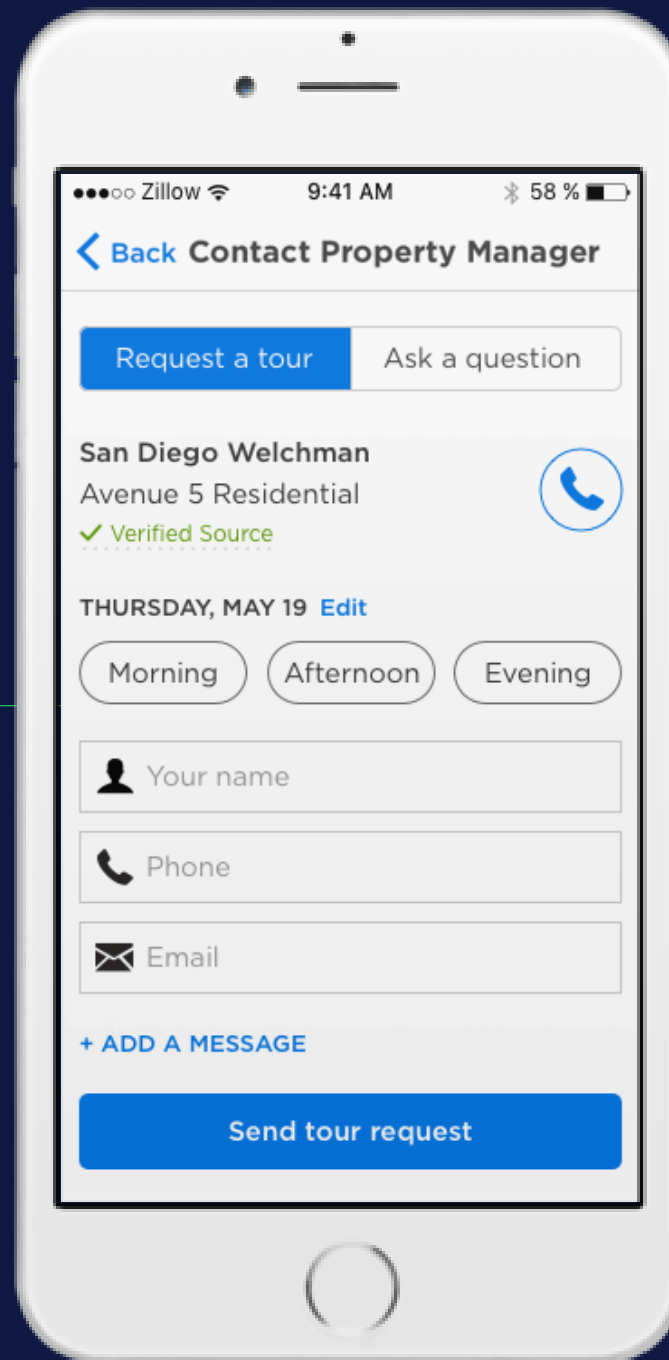


# Renter resume

**75%** of contacts have filled out their resume



# Request a tour



The image shows a white smartphone displaying the Zillow app interface. At the top, the status bar shows 'Zillow', signal strength, time '9:41 AM', and battery '58 %'. The app header has a blue back arrow and the text 'Contact Property Manager'. Below this are two buttons: 'Request a tour' (highlighted in blue) and 'Ask a question'. The property listing is for 'San Diego Welchman Avenue 5 Residential' with a 'Verified Source' badge and a blue phone icon. The date is 'THURSDAY, MAY 19' with an 'Edit' link. There are three time slot buttons: 'Morning', 'Afternoon', and 'Evening'. Below these are three input fields for 'Your name', 'Phone', and 'Email', each with a corresponding icon. At the bottom is a blue button labeled 'Send tour request'.

9:41 AM 58 %

[Back](#) Contact Property Manager

Request a tour Ask a question

San Diego Welchman  
Avenue 5 Residential  
✓ Verified Source

THURSDAY, MAY 19 [Edit](#)

Morning Afternoon Evening

Your name

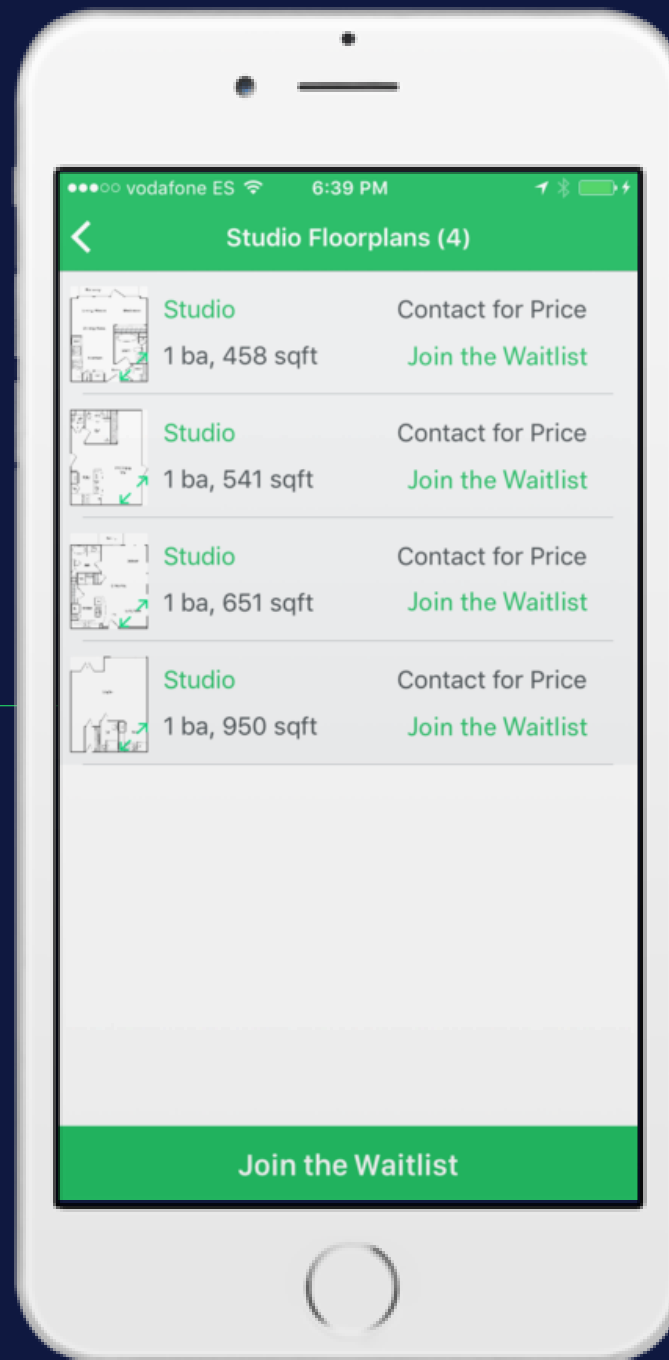
Phone

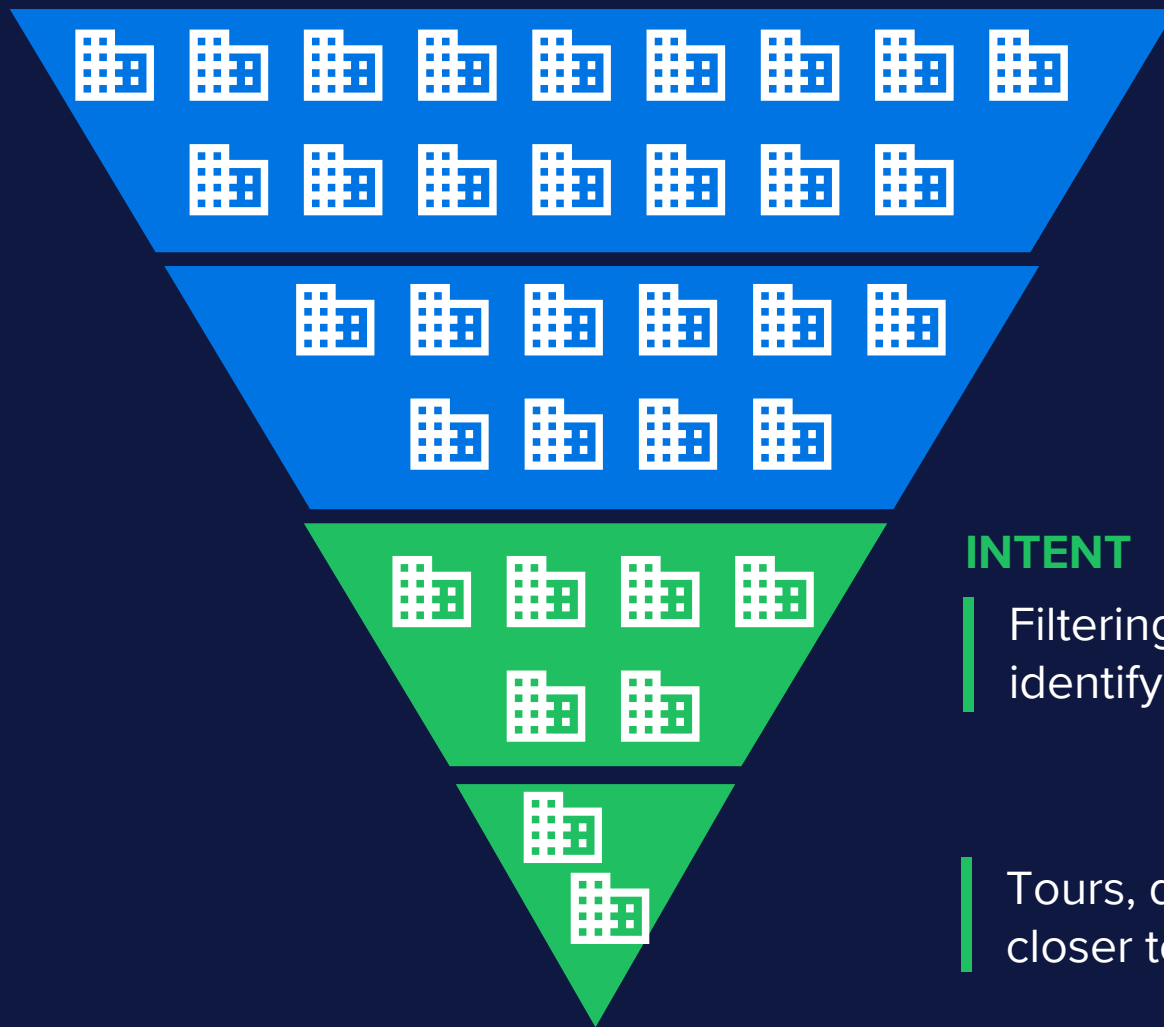
Email

[+ ADD A MESSAGE](#)

Send tour request

# Join a waitlist





## ENGAGEMENT

Personalization & machine learning curates the search to what is most relevant

3D tours and photos help a renter envision themselves in the space

## INTENT

Filtering and resumes help renters self-identify their suitability as a tenant

Tours, questions and waitlists let renters get closer to finding the place they want to live

## ACTION

All this qualification happens through our platform before the renter applies to you

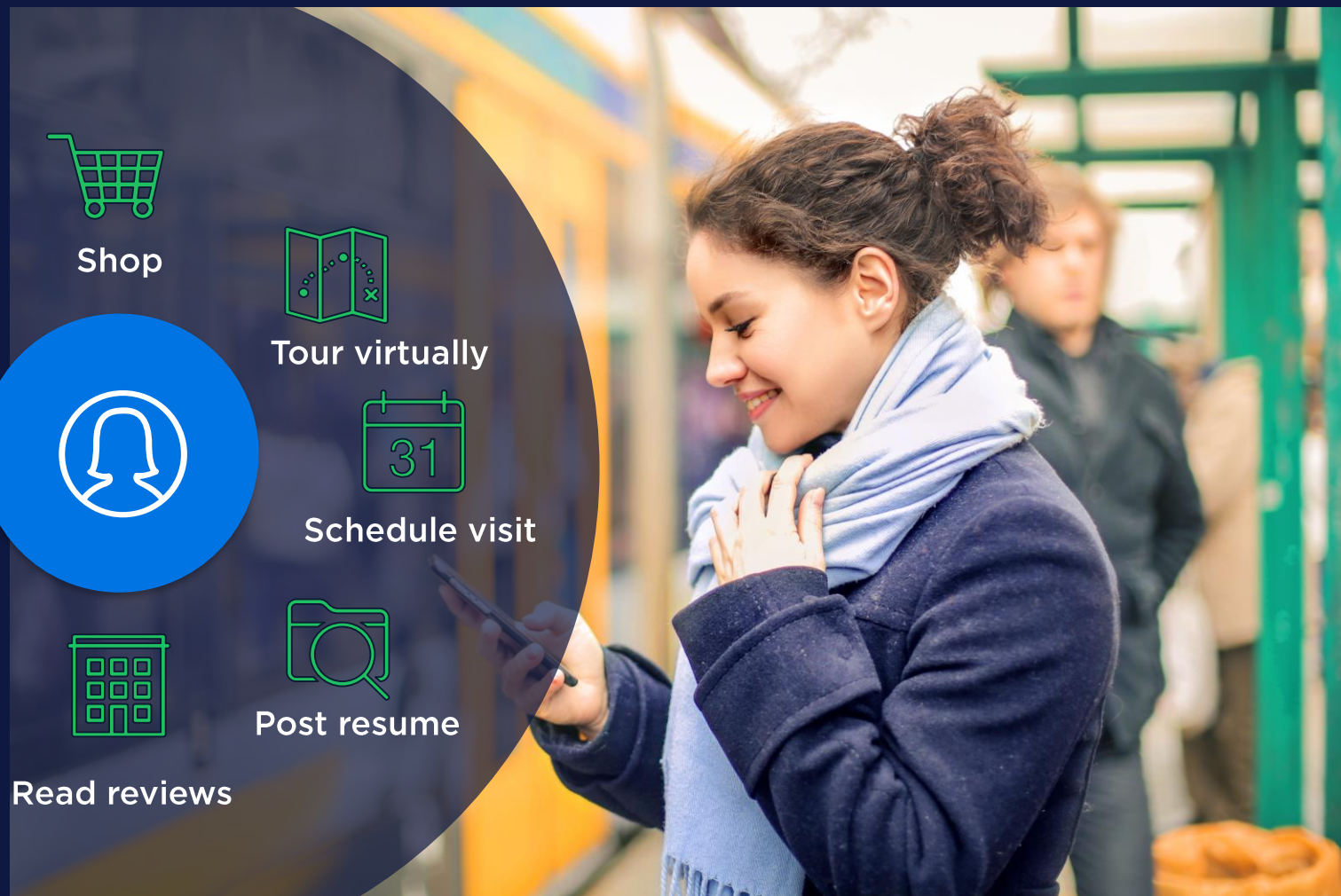




# Our goal: Bring the entire process online

■ COMPLETE

■ MID-2018



# Advertising Solutions That Build Trust

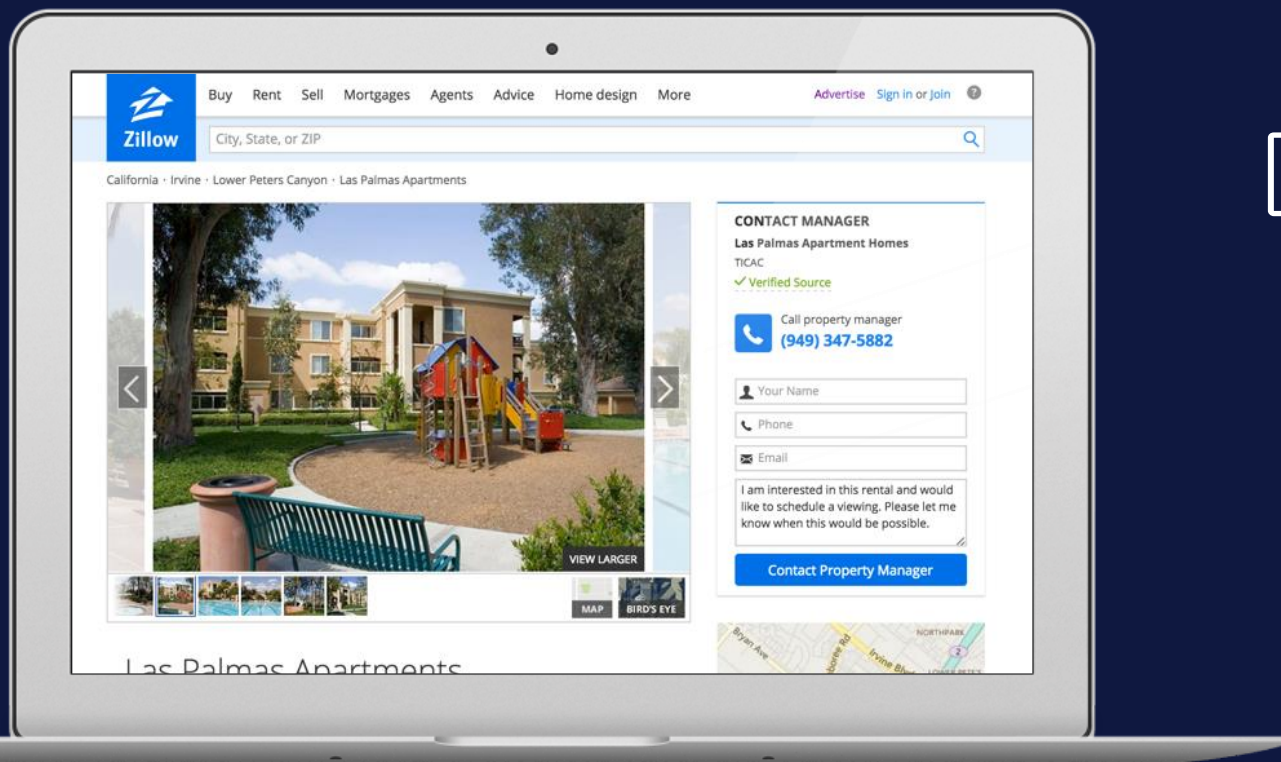


Michael Sherman

# Evolution of our advertising

2014

## ZILLOW RENT CONNECT



High-quality contacts



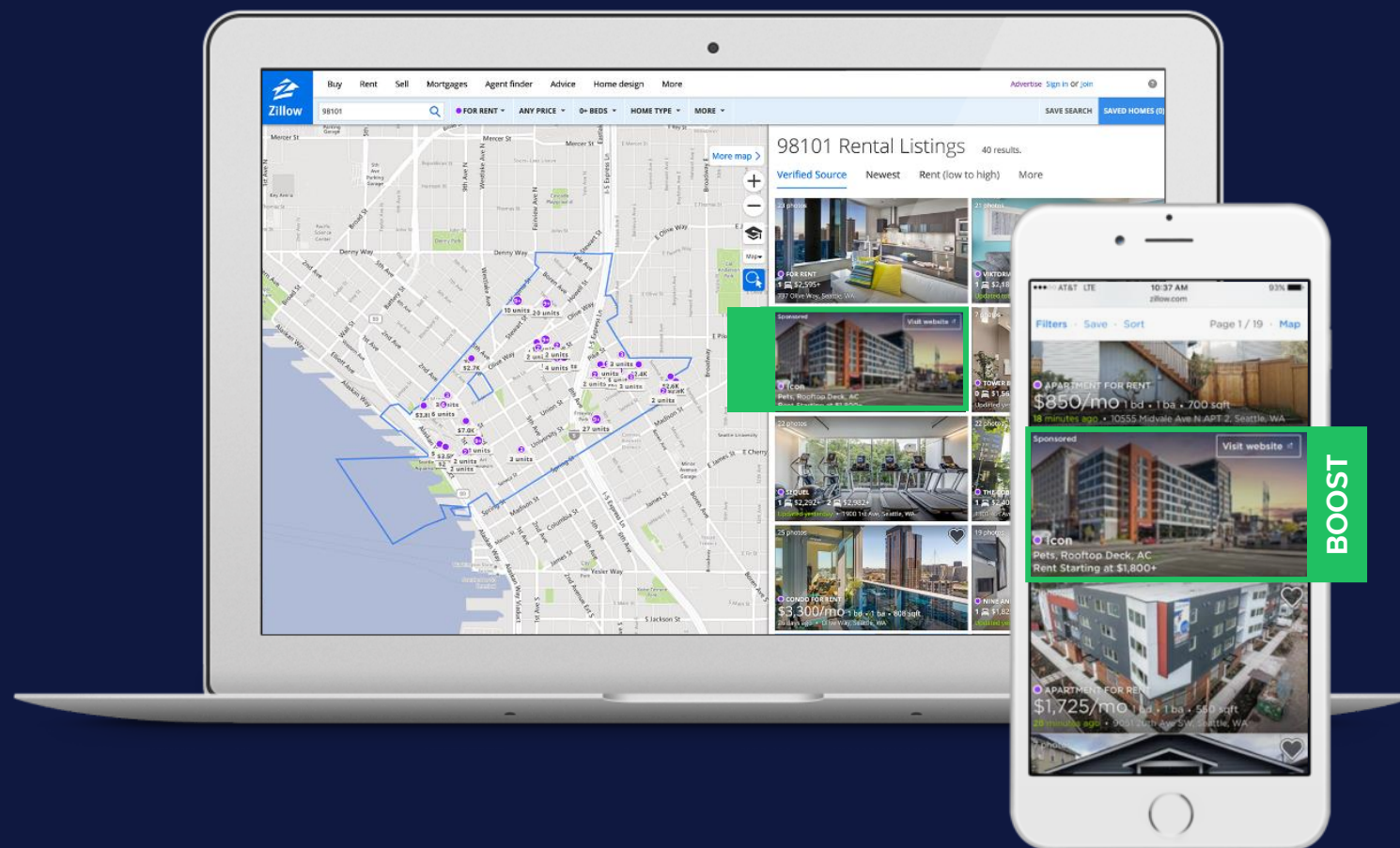
Traffic to your website



# Evolution of our advertising

2015

**BOOST**



Premium placement



High-quality contacts



Traffic to your website

# Evolution of our advertising

2016-2017

**BOOST** + facebook + Instagram

**10 million clicks**  
to property websites  
since Boost launch



Precision targeting



Premium placement



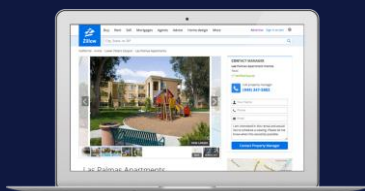
High-quality contacts



Traffic to your website

# So, let's boost Boost

2014



RENT CONNECT

**8 in 10**  
renters use online  
resources<sup>1</sup>

2015



BOOST

**1 in 2**  
renters use 5+  
search resources<sup>1</sup>

2016



BOOST + 

**8 in 10**  
U.S. adults  
have Facebook<sup>2</sup>

2017



BOOST +  

**1 in 3**  
U.S. adults  
have Instagram<sup>2</sup>

# Where to from here?

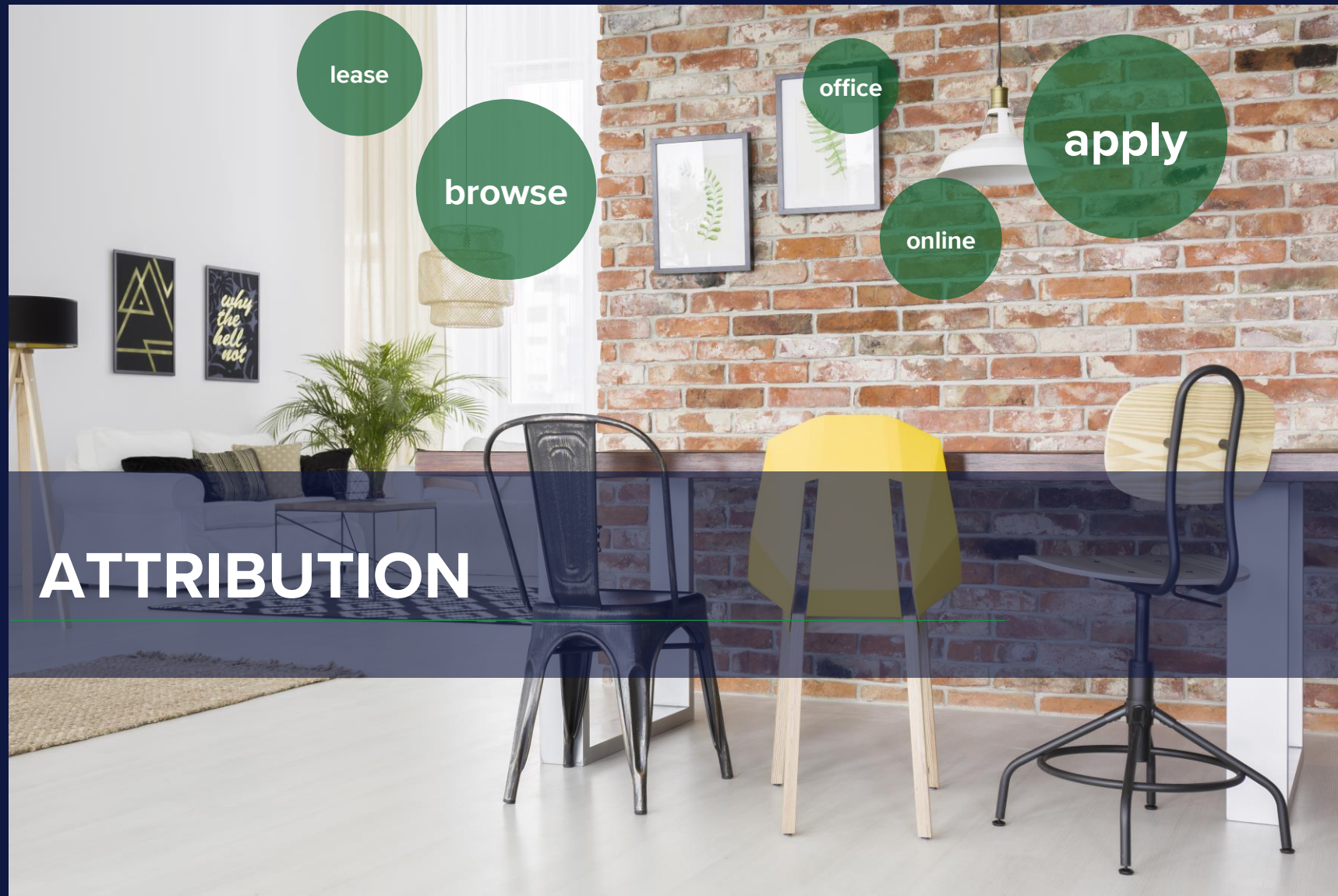


**a beneficial partnership**  
for renters, multifamily professionals and us

# Beyond advertising: New tools to manage your investment

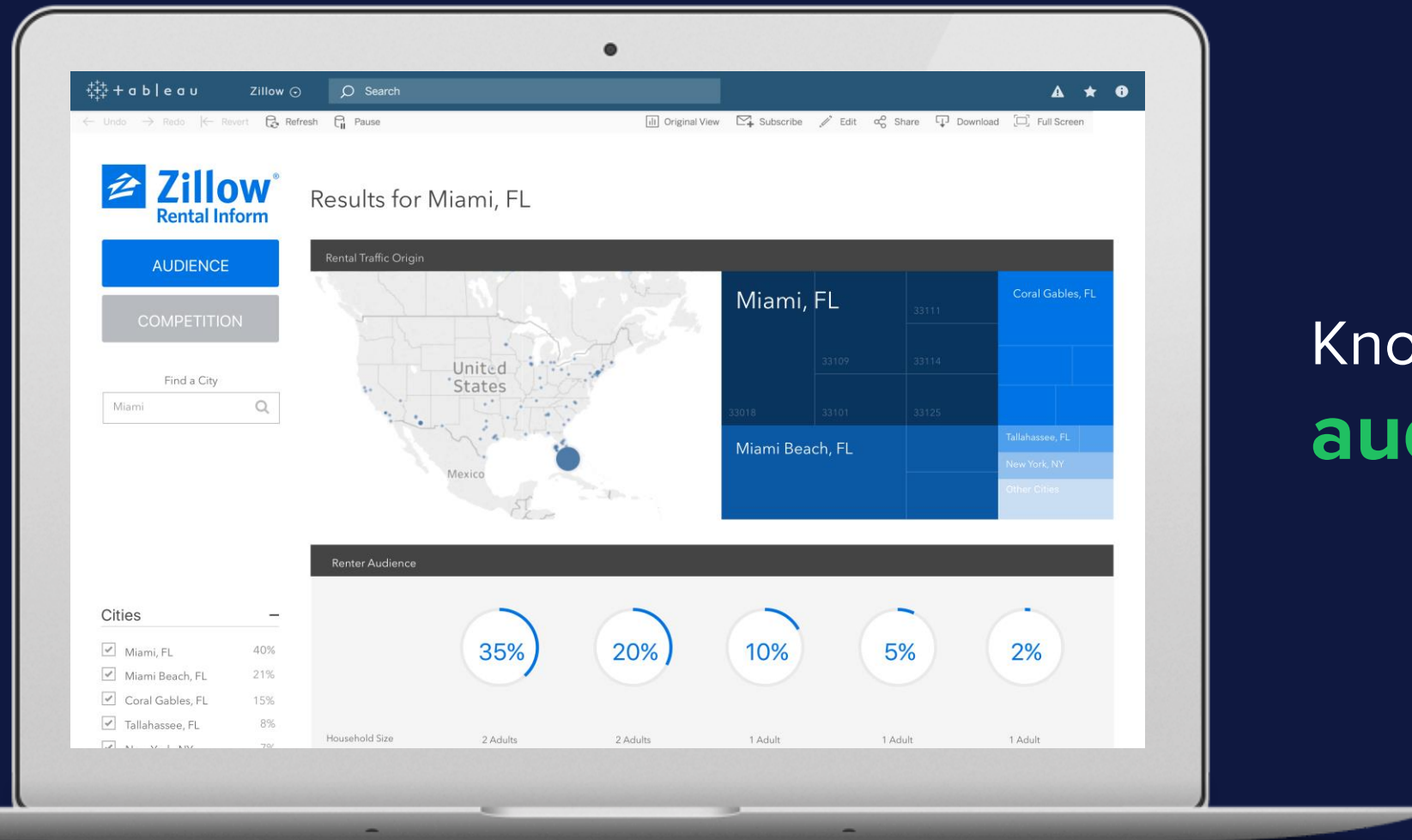






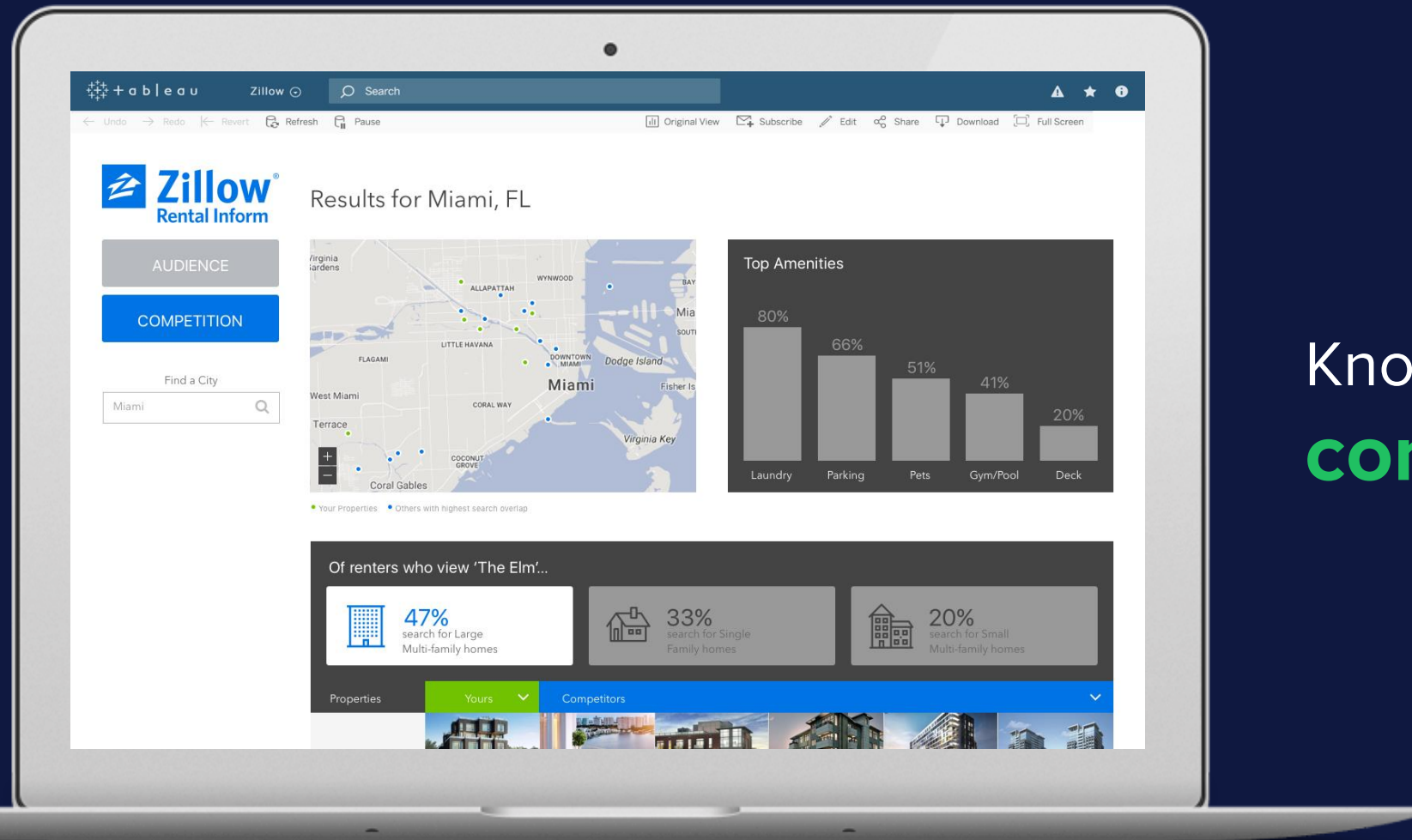


# Rental Inform



Know your  
**audience**

# Rental Inform



Know your  
**competition**



## Audience View



### Results for Miami, FL

AUDIENCE

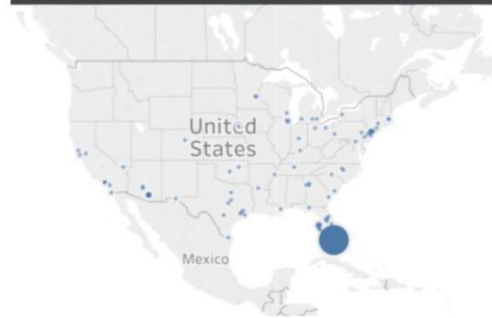
COMPETITION

Find a City

Miami



#### Rental Traffic Origin



Miami, FL

33111

Coral Gables, FL

33109

33114

33018

33101

33125

Miami Beach, FL

Tallahassee, FL

New York, NY

Other Cities

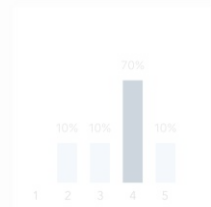
#### Renter Audience

##### Cities

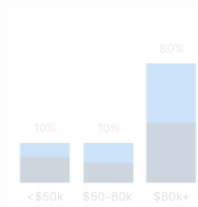
|                                     |                  |     |
|-------------------------------------|------------------|-----|
| <input checked="" type="checkbox"/> | Miami, FL        | 40% |
| <input checked="" type="checkbox"/> | Miami Beach, FL  | 21% |
| <input checked="" type="checkbox"/> | Coral Gables, FL | 15% |
| <input checked="" type="checkbox"/> | Tallahassee, FL  | 8%  |
| <input checked="" type="checkbox"/> | New York, NY     | 7%  |
| <input type="checkbox"/>            | All other cities | 10% |

#### Renter Background

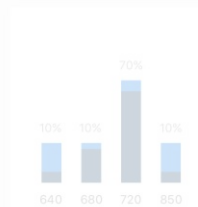
##### Household Size



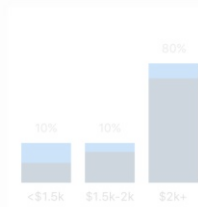
##### Income



##### FICO Score

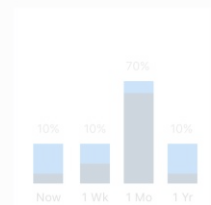


##### Estimated Affordable Rent

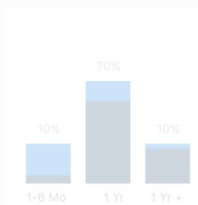


#### Renter Preferences

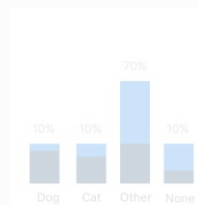
##### Availability



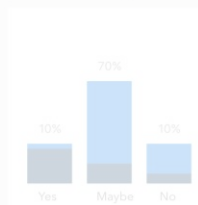
##### Desired Lease Duration



##### Pets



##### Parking



## Rental Traffic Origin

*Where are consumers searching from?*

## Renter Audience

*Who is searching for rentals in my area?*

## Interactive graphs

*Filter by one or multiple variables*



## Competition View



AUDIENCE

COMPETITION

Find a City

Miami



Of renters who view 'The Elm'...



47%  
search for Large  
Multi-family homes



33%  
search for Single  
Family homes



20%  
search for Small  
Multi-family homes

Properties

Yours

Competitors



The Elm  
123 Main St.  
Miami, FL  
33018  
64 Units



Lakefront  
123 Main St.  
Miami, FL  
33018  
64 Units



The Pine  
123 Main St.  
Miami, FL  
33018  
64 Units



The Oak  
123 Main St.  
Miami, FL  
33018  
64 Units



The Redwood  
123 Main St.  
Miami, FL  
33018  
64 Units



Cascade  
123 Main St.  
Seattle, WA  
98104  
64 Units

Amenities

| Amenities | The Elm          | Lakefront      | The Pine       | The Oak        | The Redwood    | Cascade        |
|-----------|------------------|----------------|----------------|----------------|----------------|----------------|
| Laundry   | In Building      | In Unit        | In Unit        | In Unit        | In Unit        | In Unit        |
| Parking   | Street           | Private Space  | Private Space  | Private Space  | Private Space  | Private Space  |
| Pets      | Cats, Small Dogs | N/A            | N/A            | N/A            | N/A            | N/A            |
| Gym/Pool  | Gym              | Pool           | Pool           | Pool           | Pool           | Pool           |
| Deck      | N/A              | Shared Rooftop | Shared Rooftop | Shared Rooftop | Shared Rooftop | Shared Rooftop |

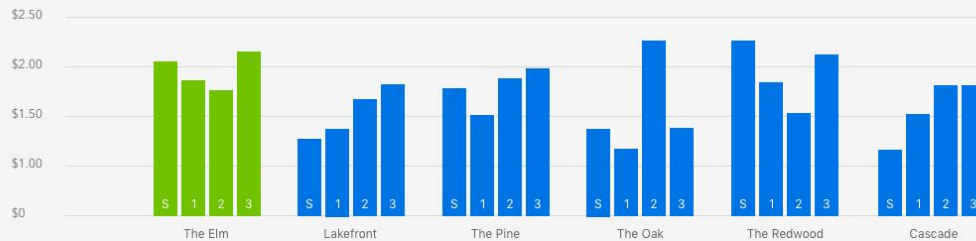
Rent Comparison

Per Unit

Per Square Foot

By Floorplan

By Property



Rent Price

|        | The Elm | Lakefront    | The Pine     | The Oak      | The Redwood  | Cascade      |
|--------|---------|--------------|--------------|--------------|--------------|--------------|
| Studio | \$2.00  | \$1.25 ▼ 38% | \$1.75 ▼ 13% | \$1.40 ▼ 30% | \$2.25 ▲ 13% | \$1.20 ▼ 40% |
| 1br    | \$1.85  | \$1.40 ▼ 24% | \$1.50 ▼ 19% | \$1.20 ▼ 35% | \$1.80 ▼ 3%  | \$1.50 ▼ 19% |
| 2br    | \$1.75  | \$1.60 ▼ 9%  | \$1.80 ▲ 3%  | \$2.25 ▲ 30% | \$1.50 ▼ 14% | \$1.75 —     |
| 3br+   | \$2.10  | \$1.75 ▼ 17% | \$1.90 ▼ 10% | \$1.40 ▼ 33% | \$2.05 ▼ 2%  | \$1.75 ▼ 38% |

Browsing patterns

*Which other properties is my audience interested in?*

Rent analysis

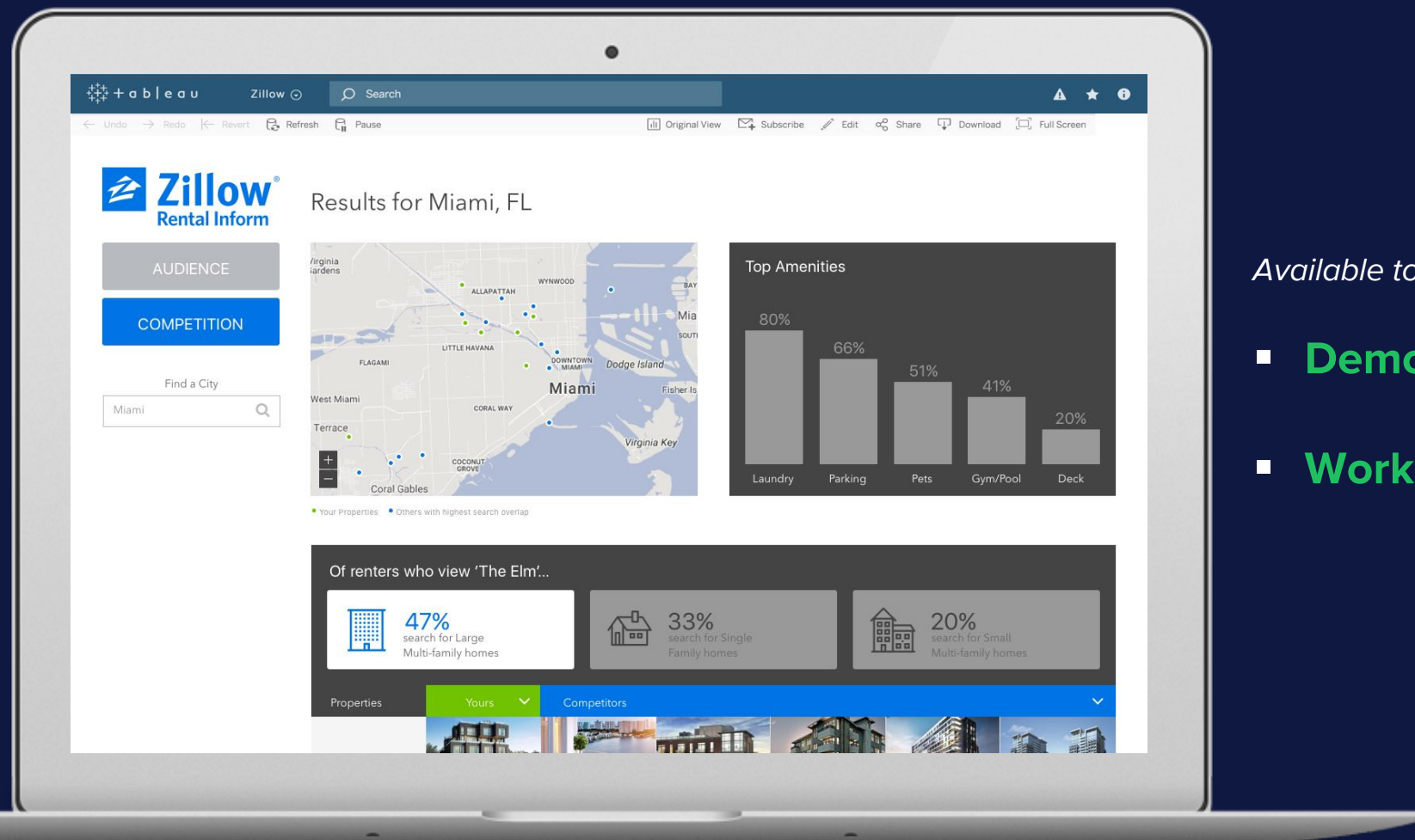
*Rent per Unit /  
Rent per Square Foot*

Traffic analysis

*By Property*

*How does my property compare with others?*

# Explore Rental Inform



Available today and tomorrow:

- **Demo station** in the Hub
- **Workshop** with Skylar

# Takeaways

 **3D Home** tours for apartments

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 **Boost** promotion

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 **Rental Inform**

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# Thank you!

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# MULTIFAMILY FORUM