

# Why Zillow Group Rentals

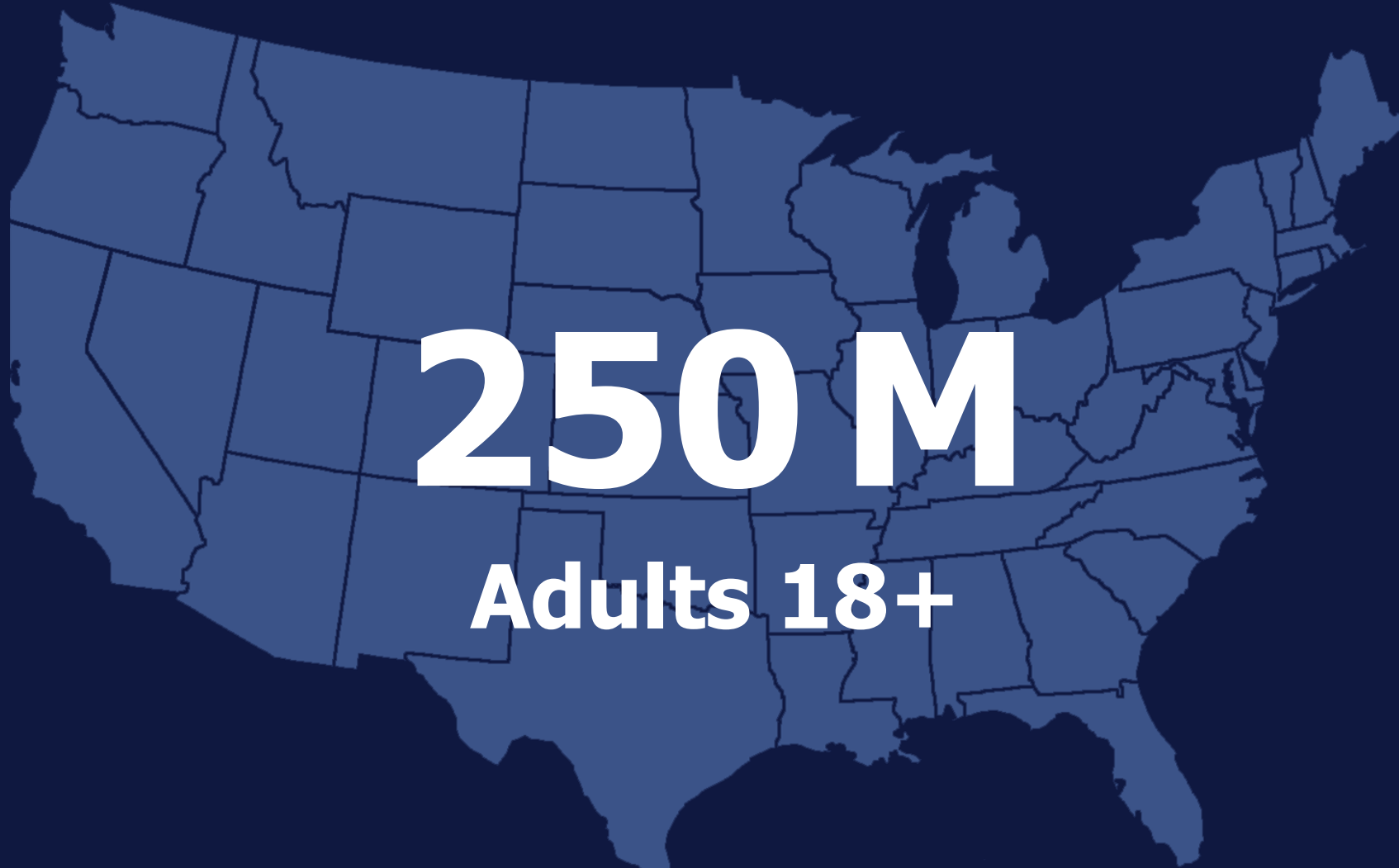
Michael Sherman

Vice President, Rentals Sales and Operations

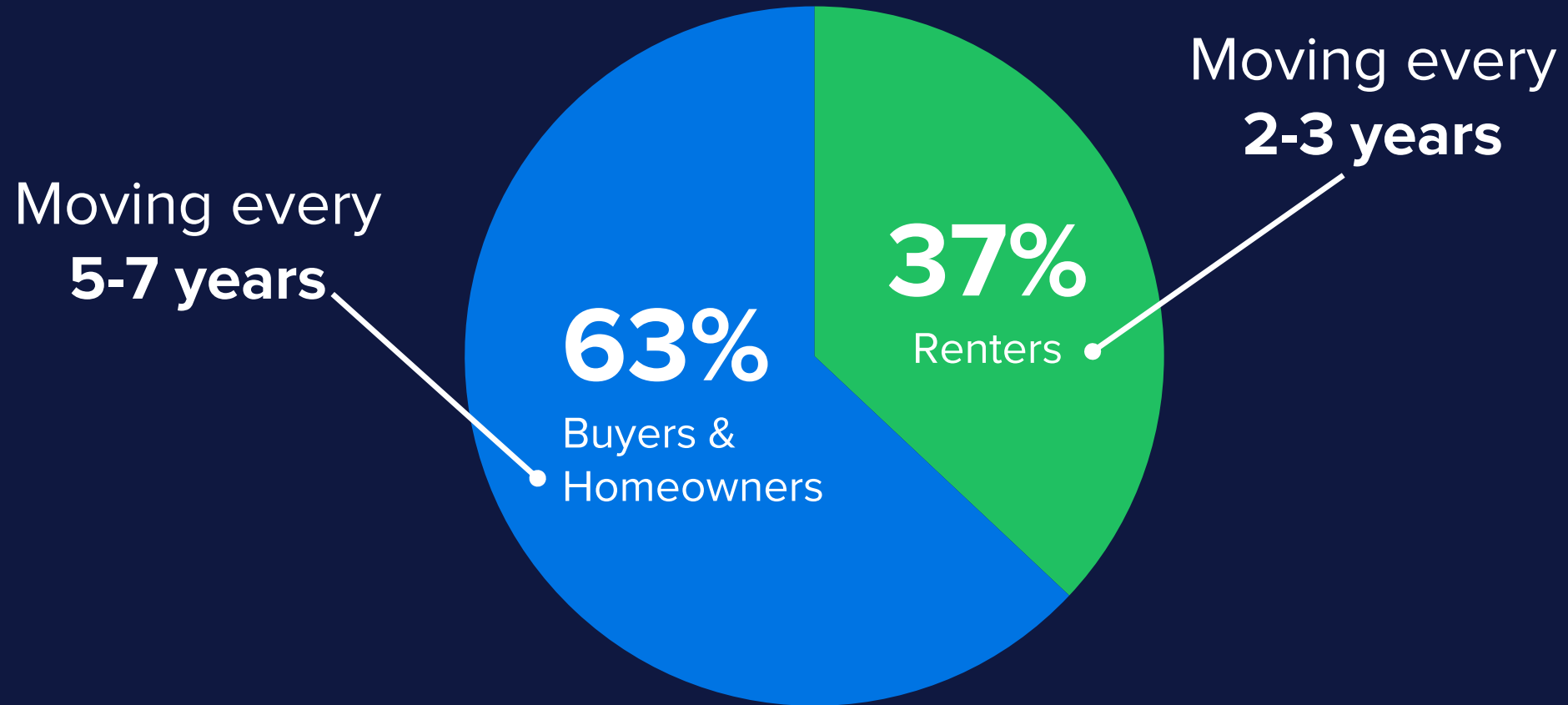
# Where it all starts...



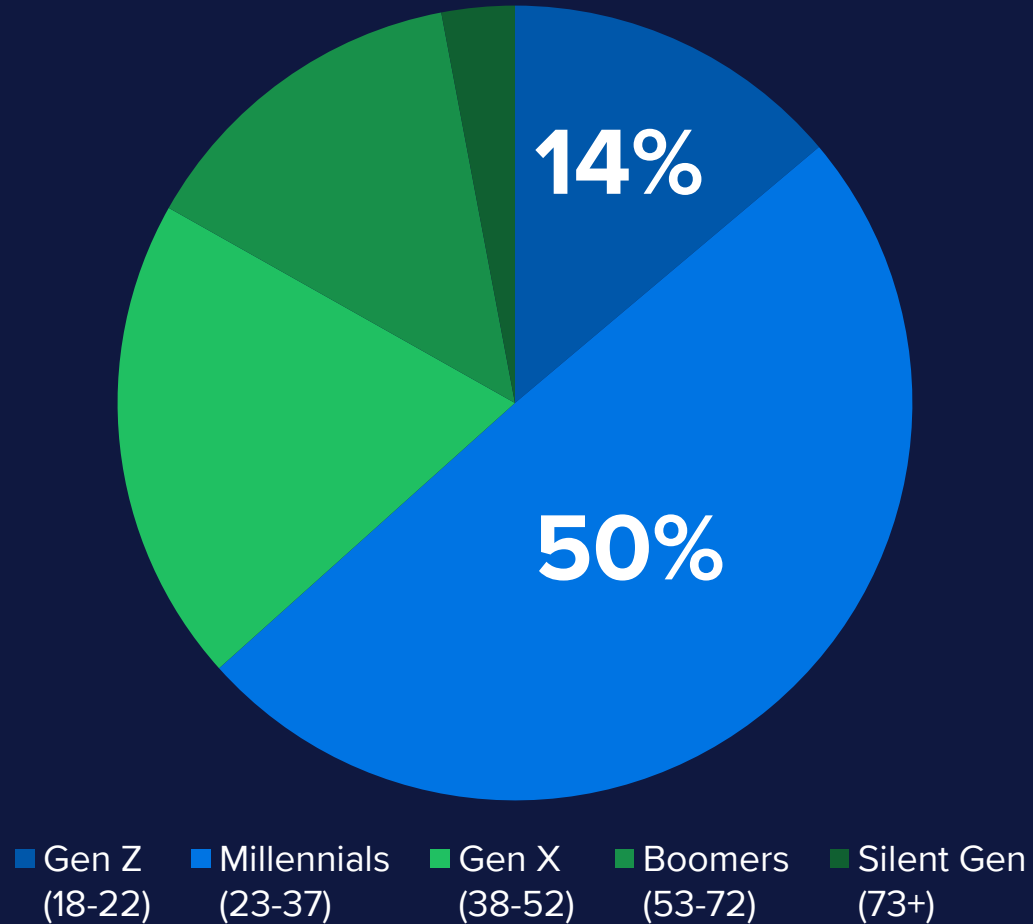
It all starts with people...



# And people move a lot, particularly renters



# Rentals are where most people enter the market



**64%**  
of renters are  
Millennial and  
Gen Z



But in the end, it's all about...



# That's where we come in...



# We're building the largest, most trusted and vibrant home-related marketplace in the world





We have a brand for every home-seeker



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CONSUMER BRANDS



**Flagship brand**  
for all things home



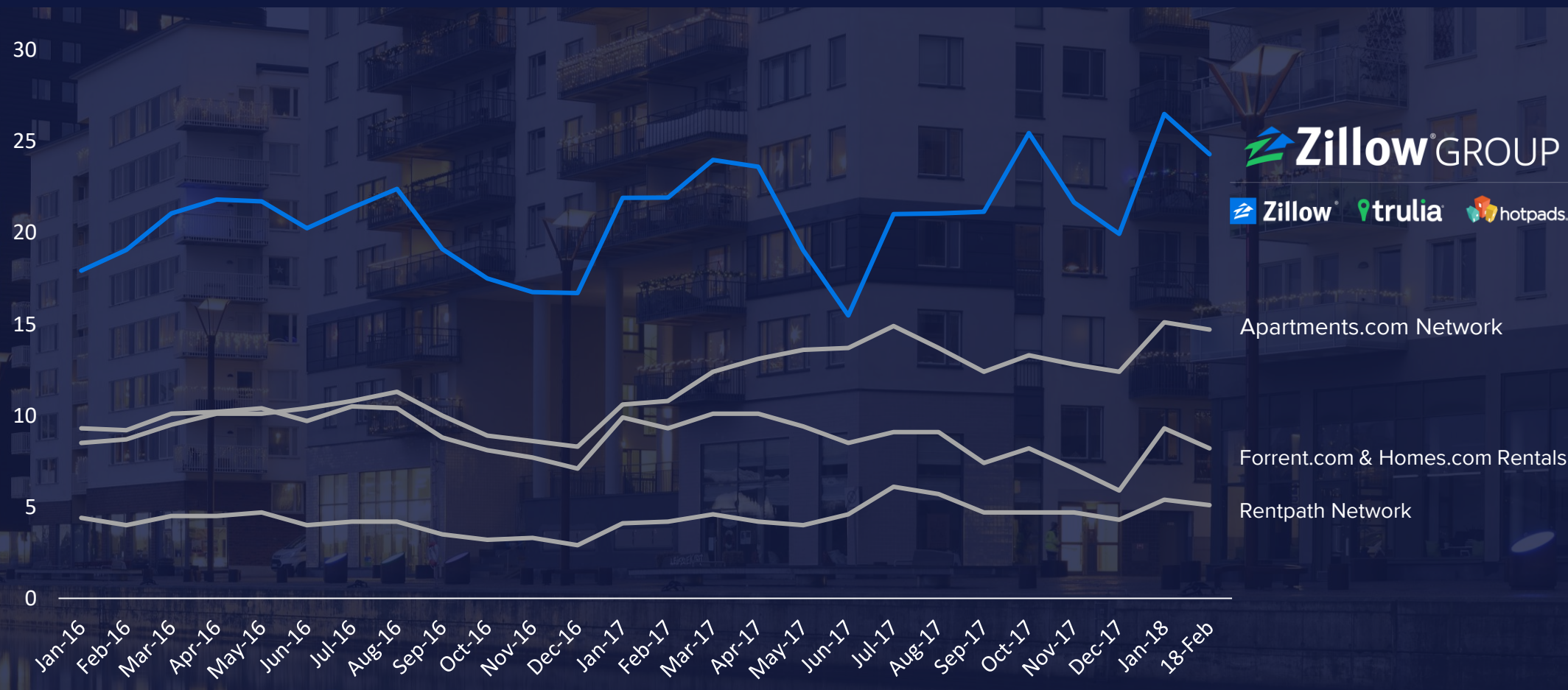
**Local expertise**  
for renters and buyers



**Renters-first,**  
specifically urban renters

# It's working both nationally...

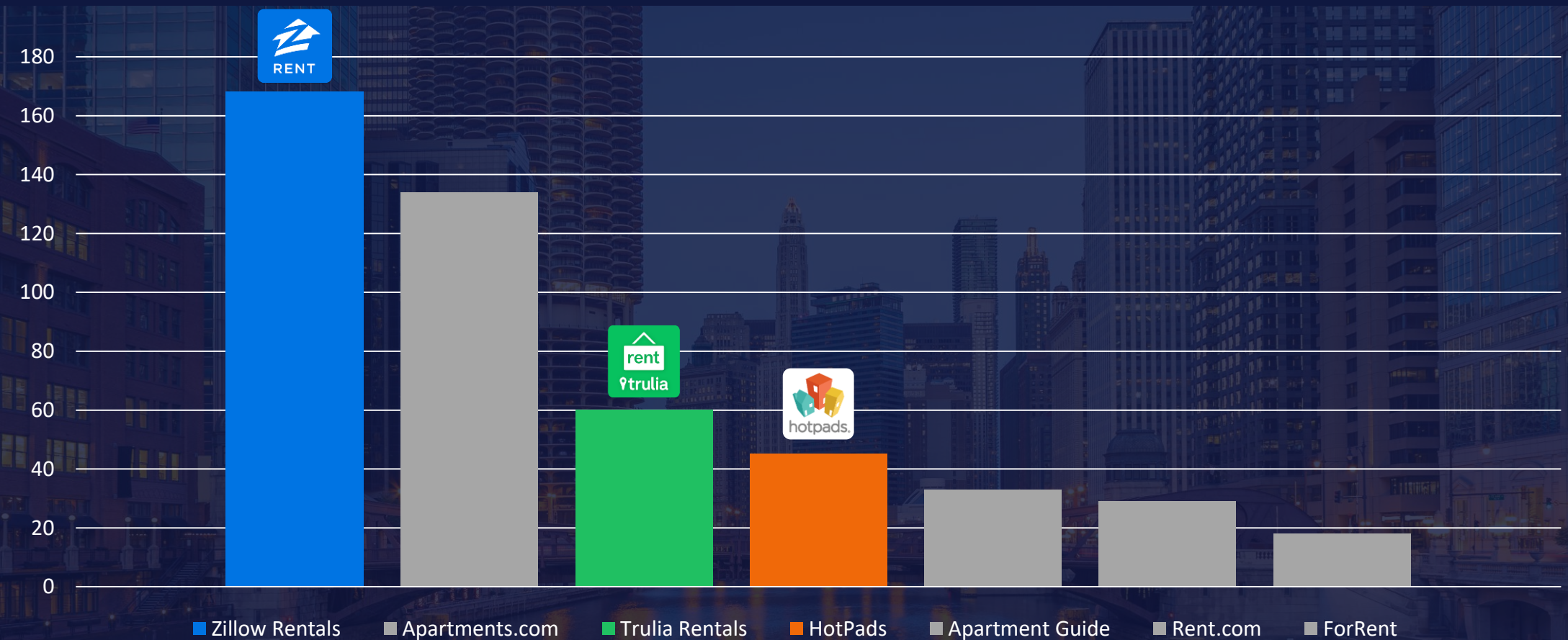
UNIQUE RENTAL VISITORS BY RENTAL NETWORK (millions)





# And here in Chicago, by brand

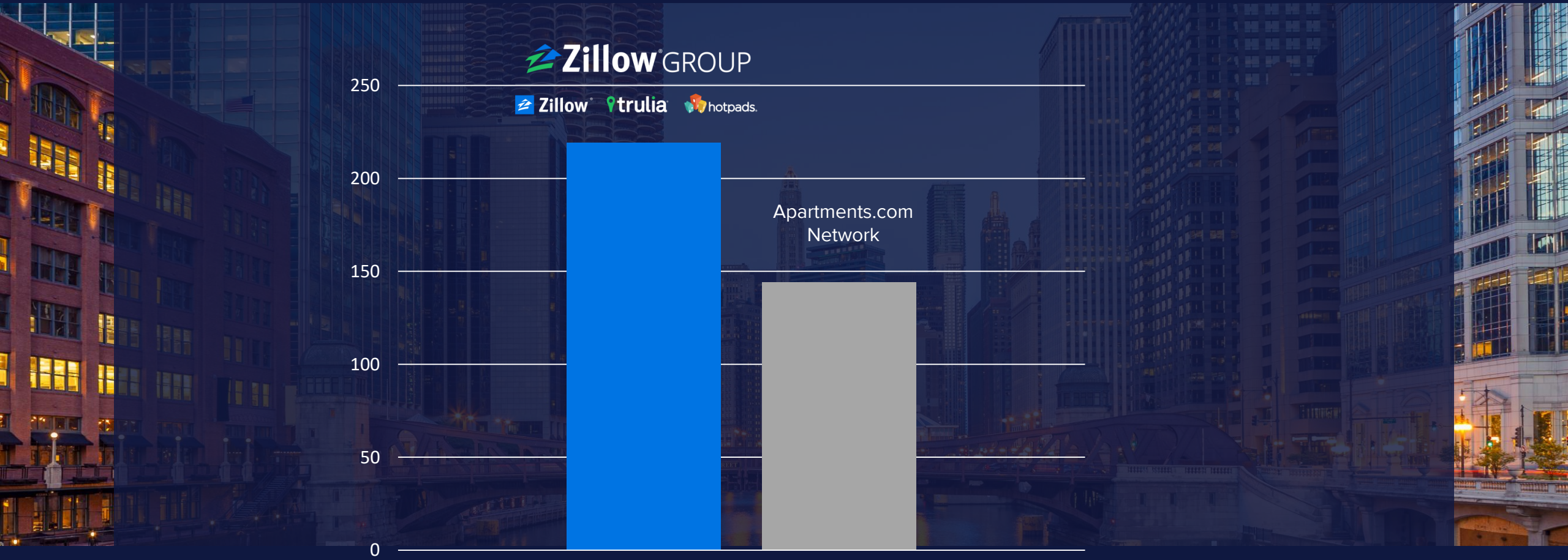
UNIQUE RENTAL VISITORS BY RENTAL NETWORK (thousands)



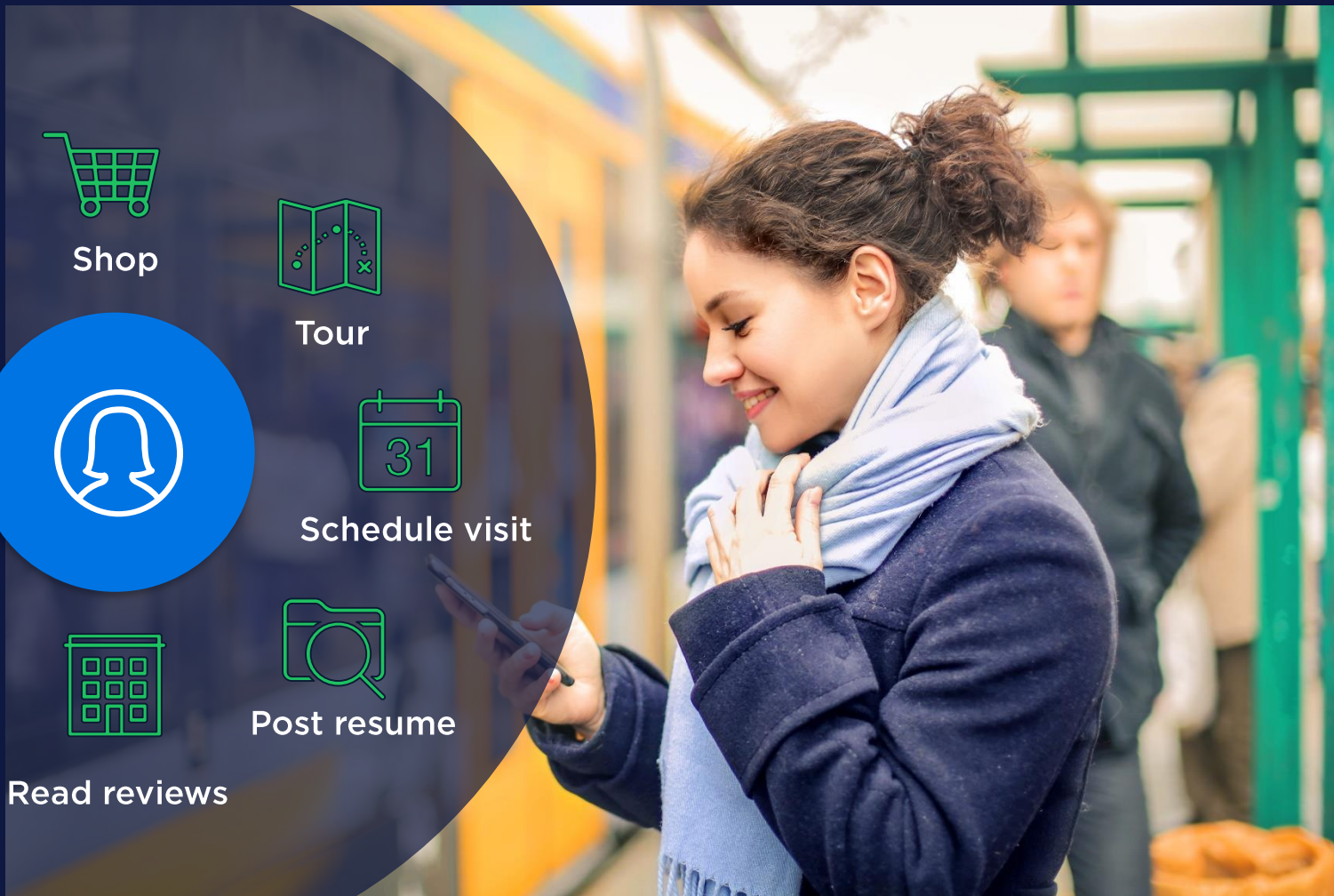
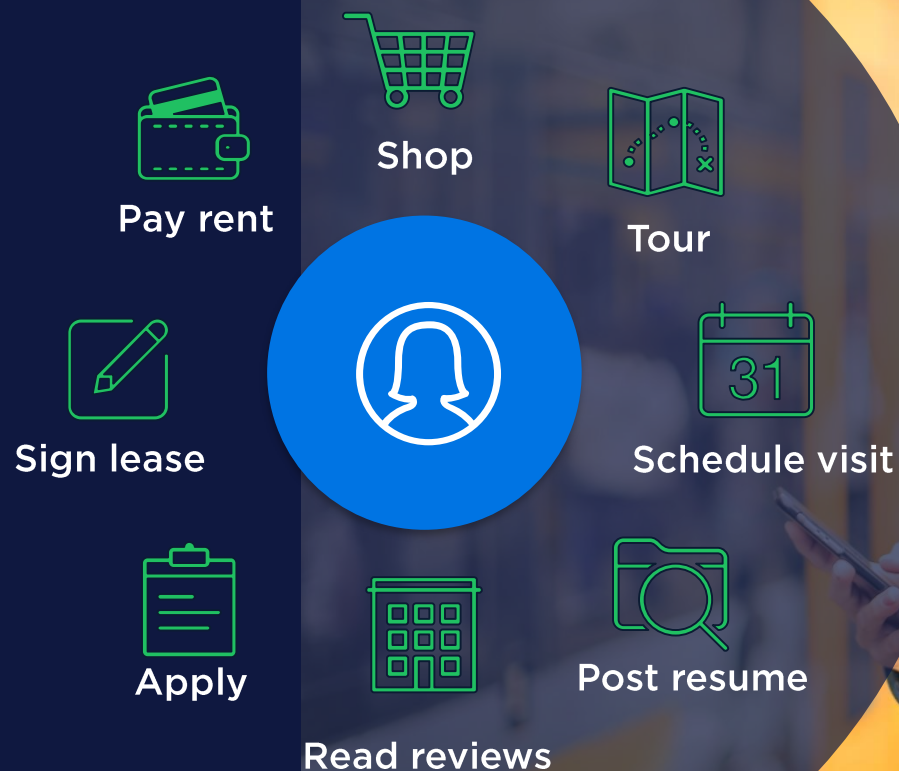


# And here in Chicago, and by network.

UNIQUE RENTAL VISITORS BY RENTAL NETWORK (thousands)



# Renters are the focal point of everything we do

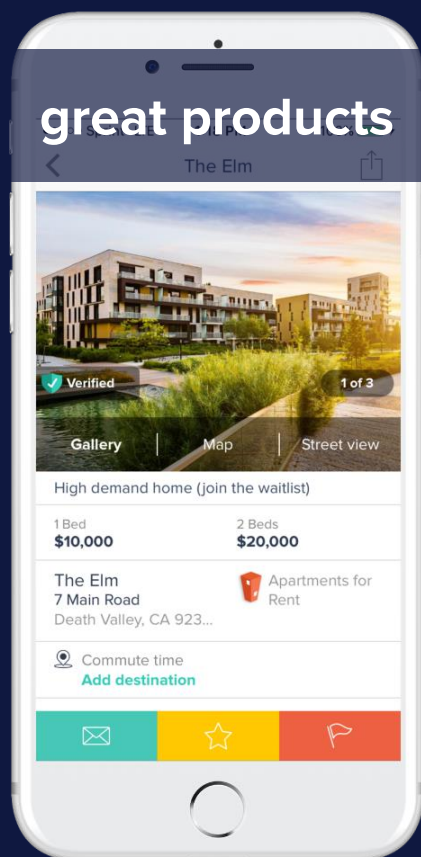




# Our formula



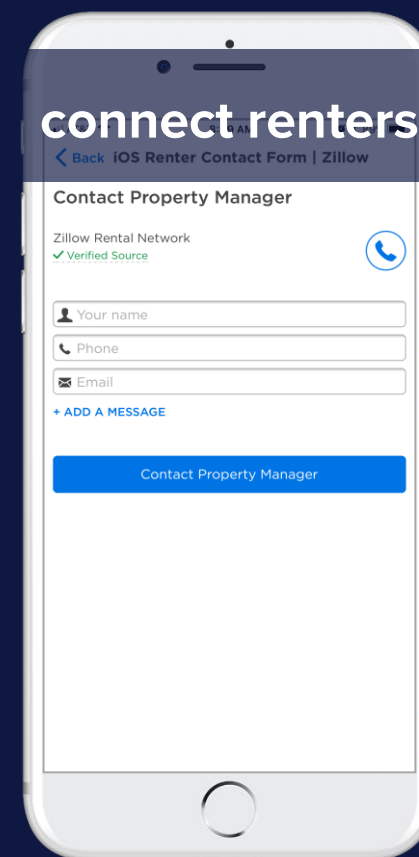
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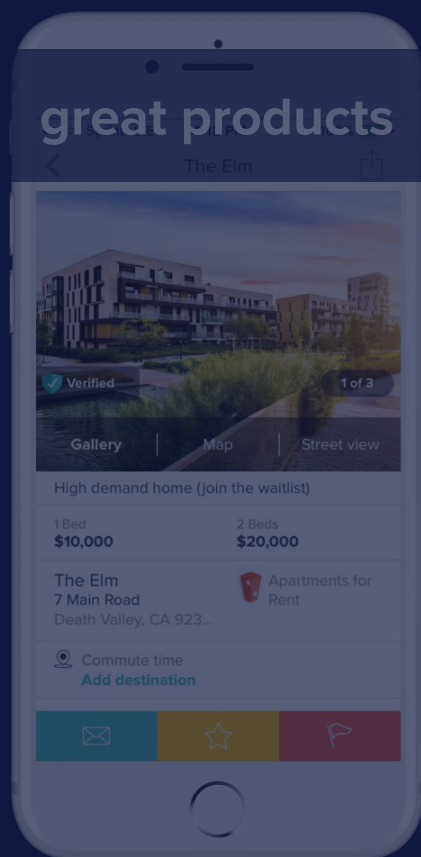
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# Our formula



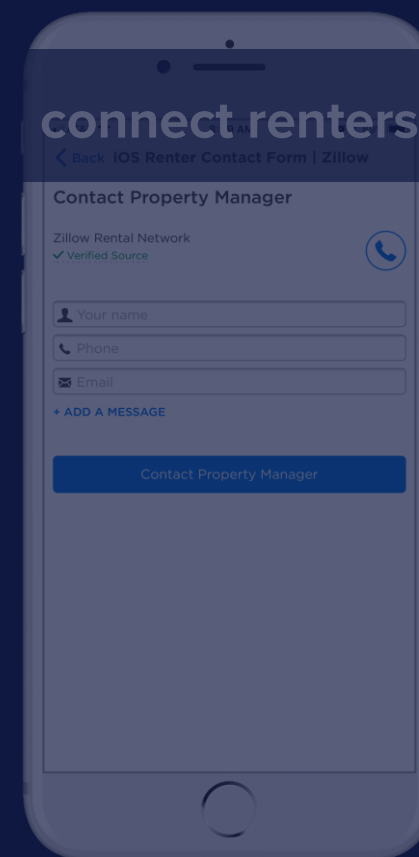
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A person with short brown hair and glasses is wearing large black headphones and looking at a computer monitor. The background is slightly blurred, showing an office environment.

## Developers & Engineers

A man with curly hair and glasses is in the foreground, looking towards the right. In the background, another man is partially visible, looking at a laptop. The scene appears to be a meeting or collaboration.

## Government Relations

A group of five people (three men and two women) are standing together in an office setting. They are all smiling and looking towards the camera. The background shows office decor and a map.

## Economics & Insights

# Business Consultants



Listing  
Support



Billing



Reporting



Product

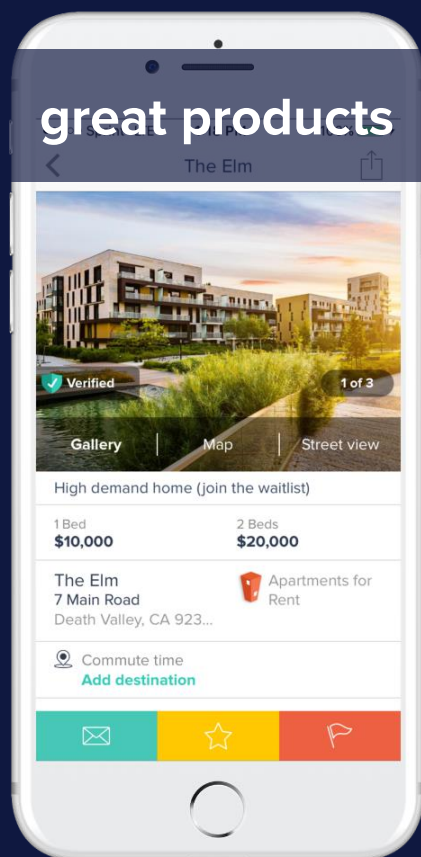


Economics,  
Insights...and more

# Our formula



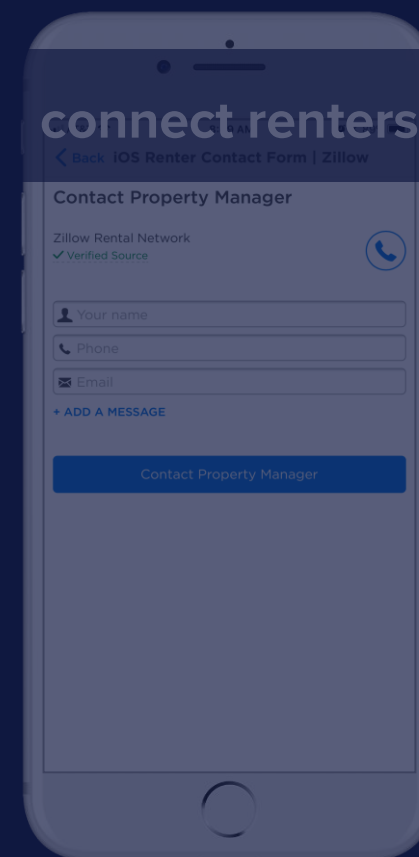
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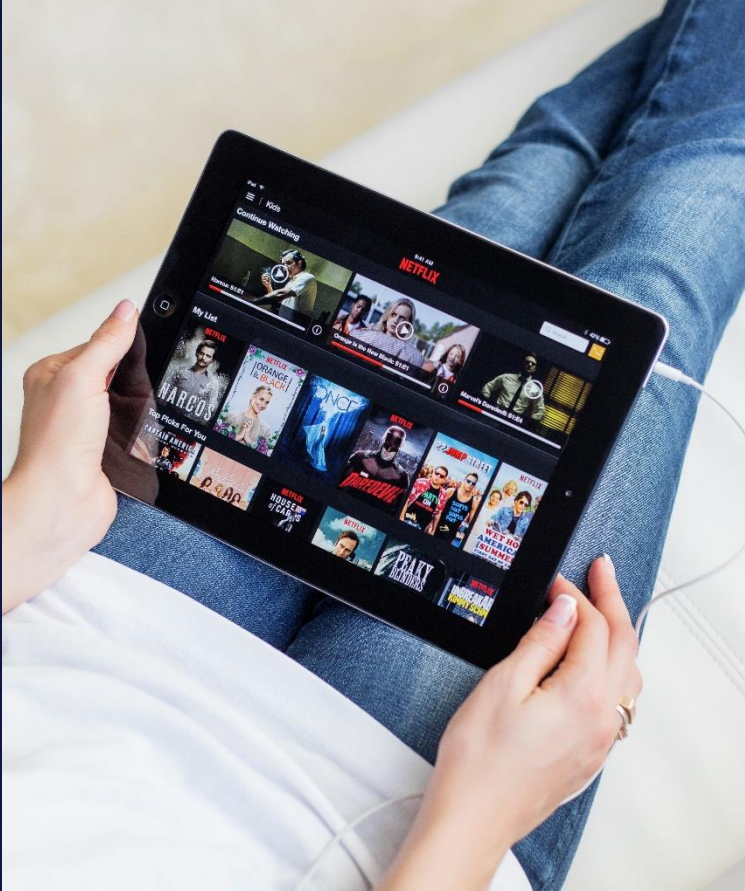
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# Think “Netflix”





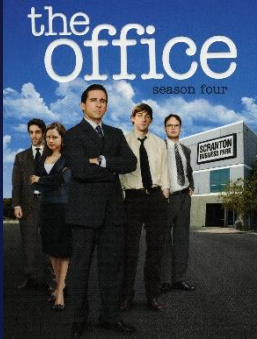


How many times have you found the perfect show **within 30 seconds** of browsing?

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



# Collaborative filtering

|  | History  | Model suggestions  |
|--|--|--|
| User A<br>  |    |  |
| User B<br> |     |  |

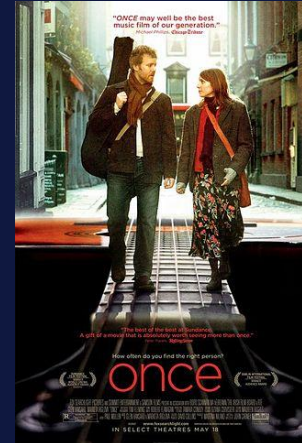
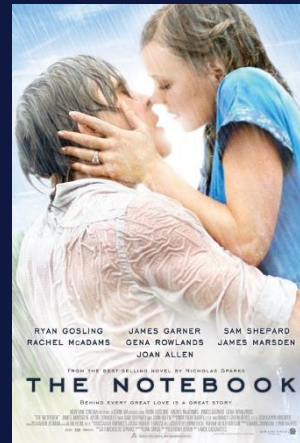
# Content-based filtering

Showed interest

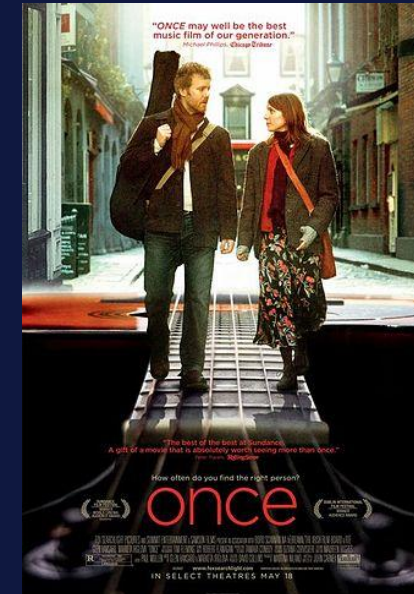


Tags: romantic comedy, musical, Academy Award winner, Ryan Gosling, Emma Stone

Catalog of tagged items



Model suggestions



Tags: romantic comedy, musical, Academy Award winner



# Applying these models to rentals

If you like...

\$2,350/mo.  
2 bed  
1 bath  
1,000 sqft



You'll also like...

\$2,000/mo.  
2 bed  
1 bath  
1,100 sqft





# Perfecting the details



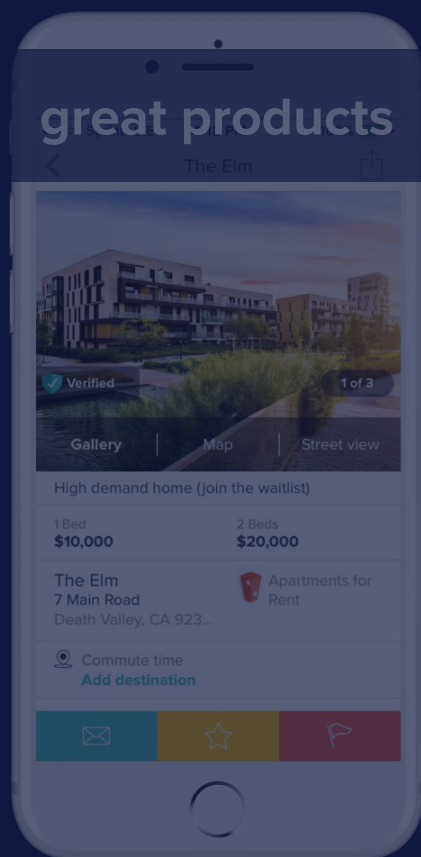
**60+** data scientists

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

# Our formula



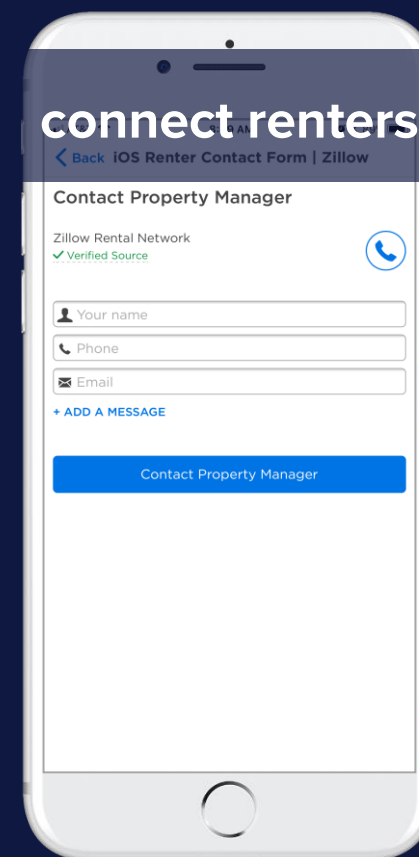
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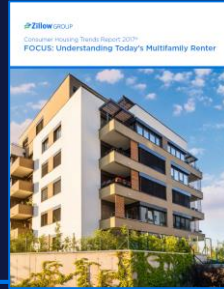


# We know one size doesn't fit all



# We know one size doesn't fit all

Training



Education



Exposure



Traffic



And at the end of the day, we're bringing them

HOME

# Thank you!

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