



Connect

Powered by Zillow Group



# The largest portfolio of real estate brands

## ZILLOW®GROUP

### Brands and businesses

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### Real estate software

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# Zillow Group is the **largest** audience of renters, buyers and home owners on mobile and web



In Q3 2020, more than **236 million average monthly unique users** visited Zillow Group brands' mobile apps and websites<sup>1</sup>



Zillow Group brands represent close to **three quarters market share** of all mobile exclusive visitors to the real estate category.<sup>2</sup>



Nearly **50%** of people who visited Zillow and/or Trulia in the past 6 months are **planning to buy and/or sell a home** in the next 12 months<sup>3</sup>

# Zillow Group: Mainstream and growing



More than **830,000**  
lender reviews<sup>4</sup>



Consumers receive, on average, **more than 40** customized loan quotes per loan information request.<sup>5</sup>



**Hundreds of lender advertisers**, including leading brands



# Successful connect lenders



Have experience working purchase business

- Focus on conversion and measure ROI
- Use a CRM or LMS tool to track performance
- See opportunity regardless of scenario and timeline
- Know the importance of reviews and delivering a positive consumer experience



Work in partnership with our team

- Our team is here to help, and lenders are willing to do the work
- In many cases, our most successful lenders value and follow our advice

# Connect

## Reach local borrowers

Connect with borrowers in your preferred area, county, or state

## "Mortgage First

Over half of borrowers have yet to identify a real estate agent

## Dedicated 1-on-1 coaching

We provide you with a dedicated Business Consultant to provide best practice training and help you maximize ROI



*Pricing is subject to change. Mocks are for demonstrative purposes only; concepts and design are subject to change.*

# Getting started checklist



**Complete** your  
lender profile



**Integrate** your  
CRM or LMS



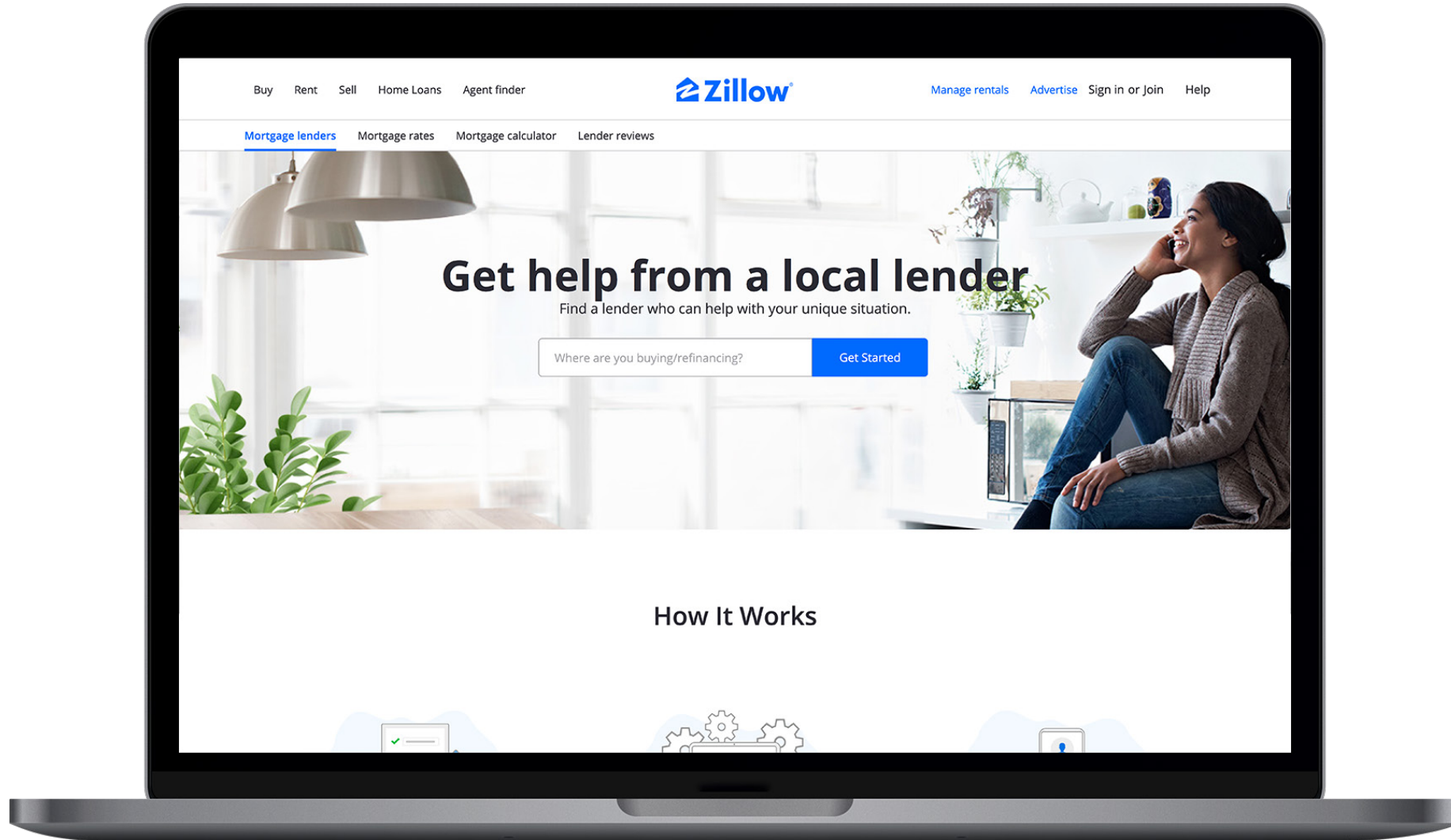
Schedule best practices **training**  
with your business consultant



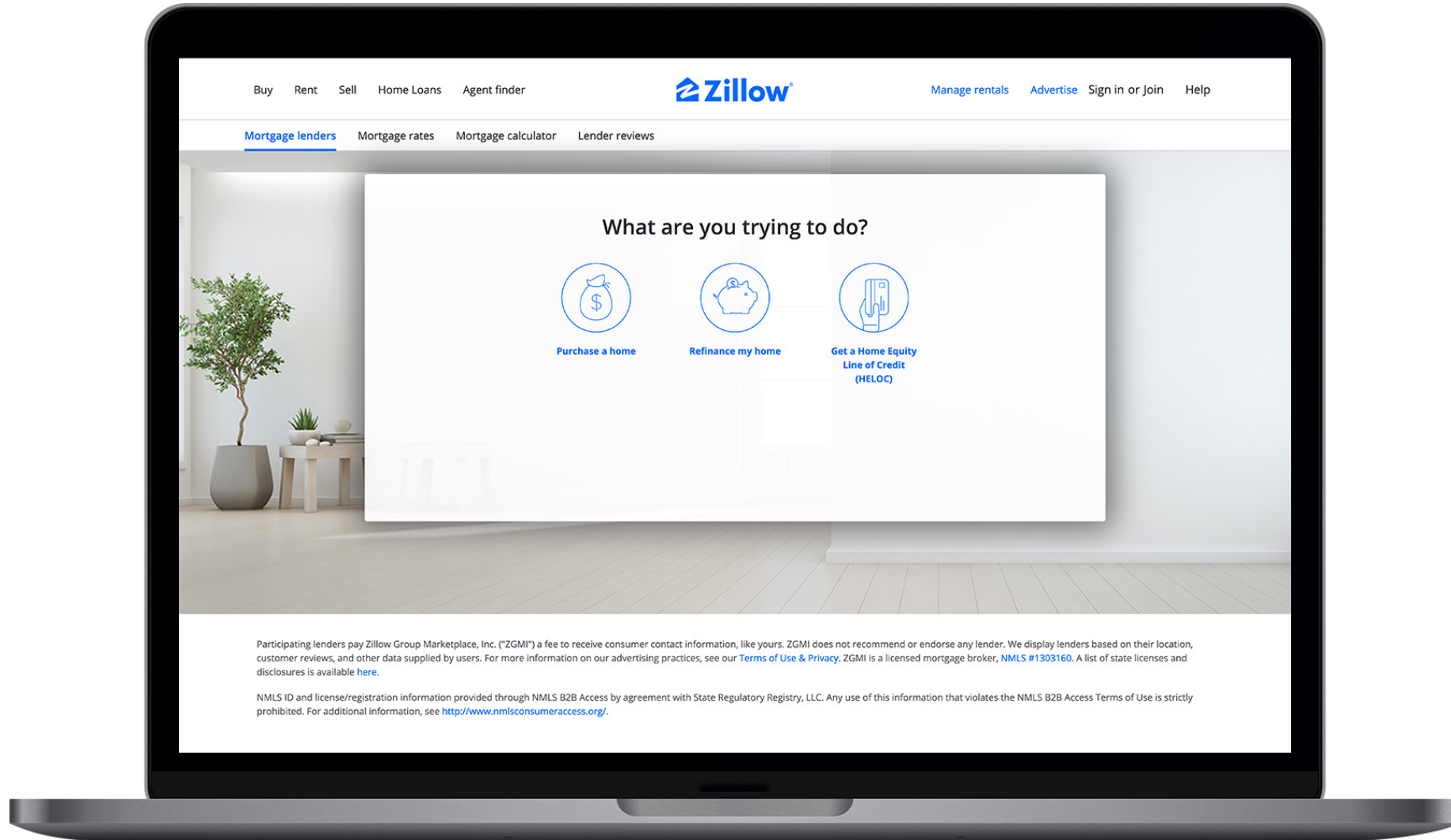


Connect capture

# Landing page

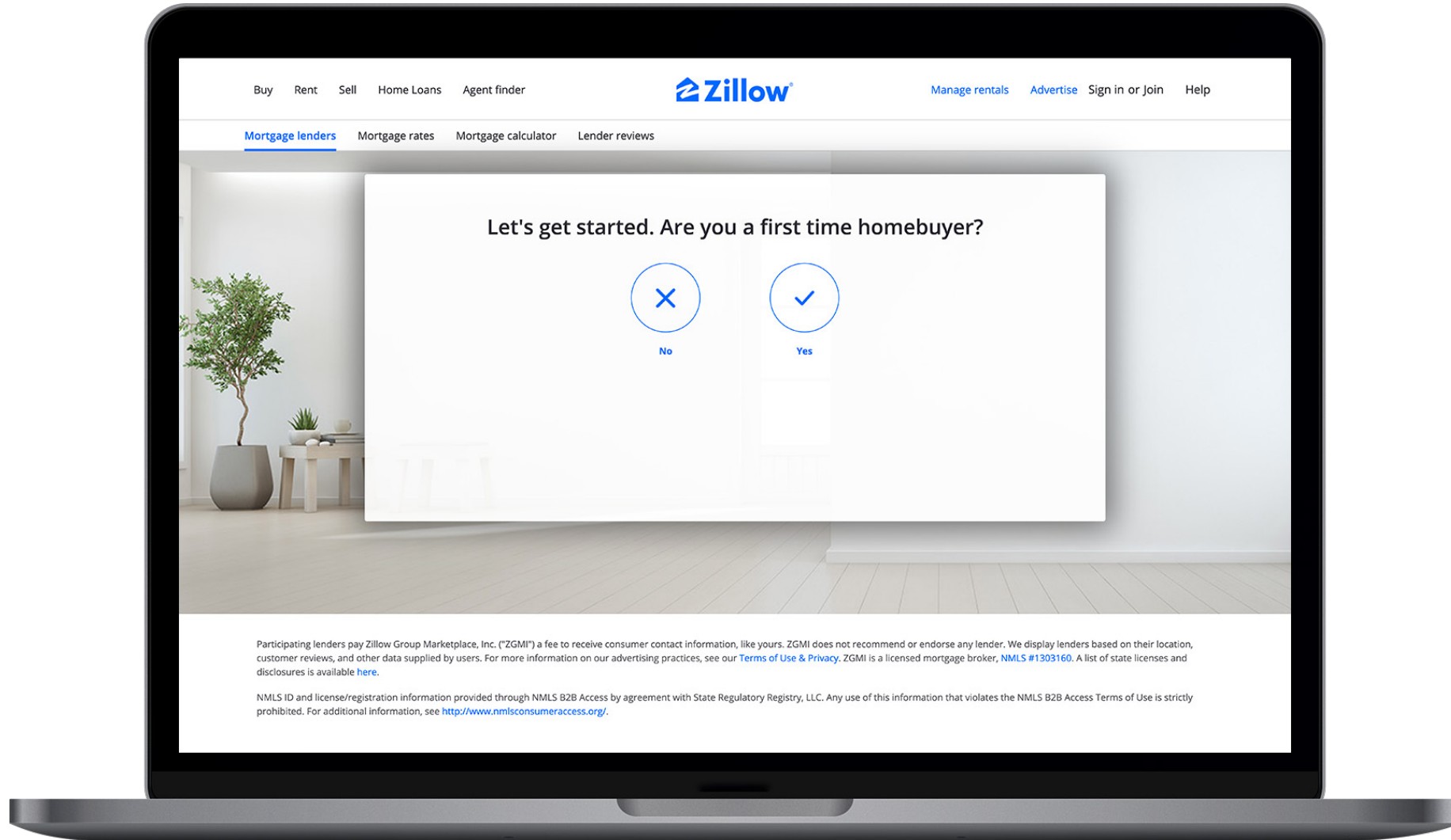


# Purchase / refinance / HELOC

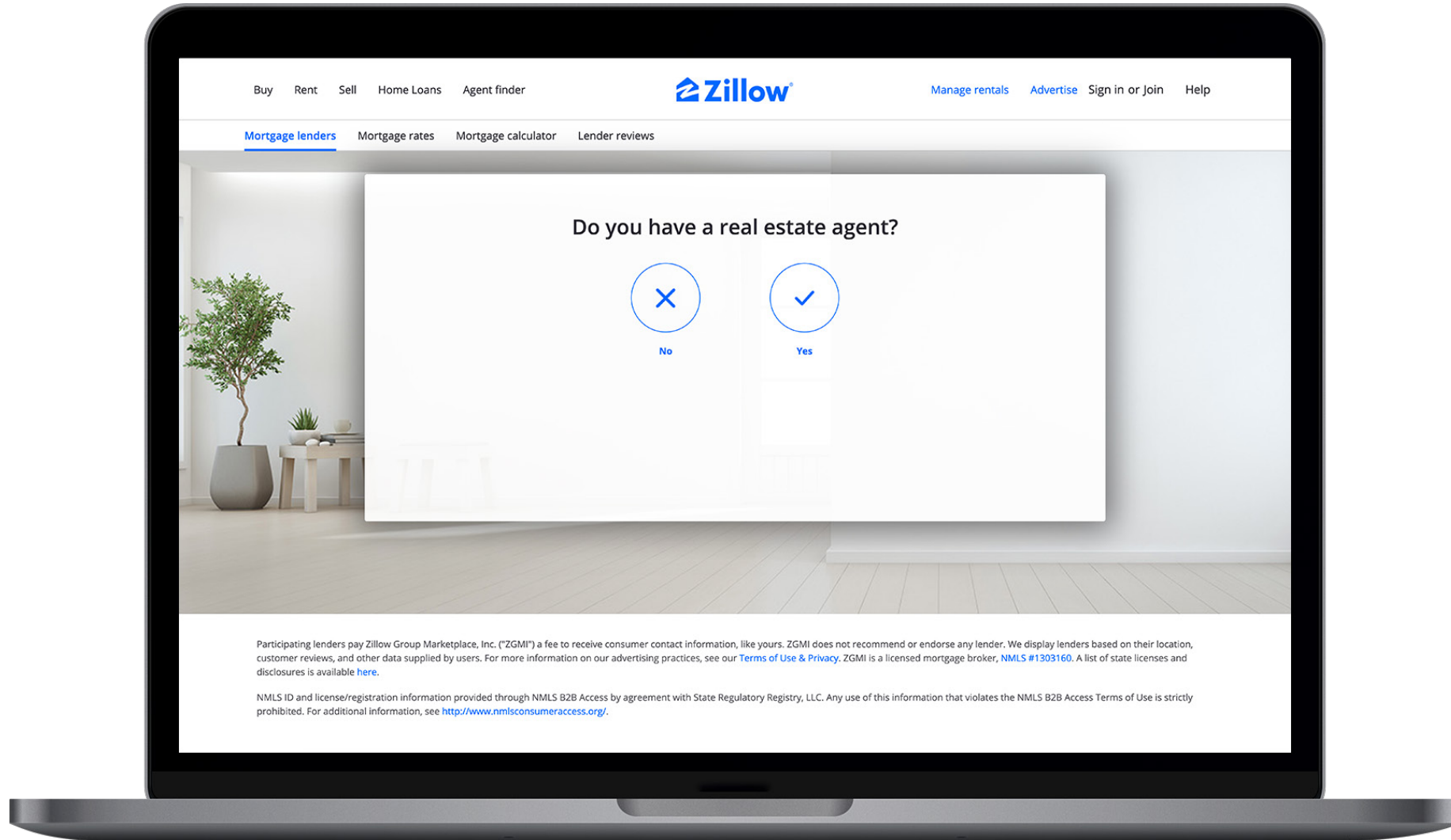




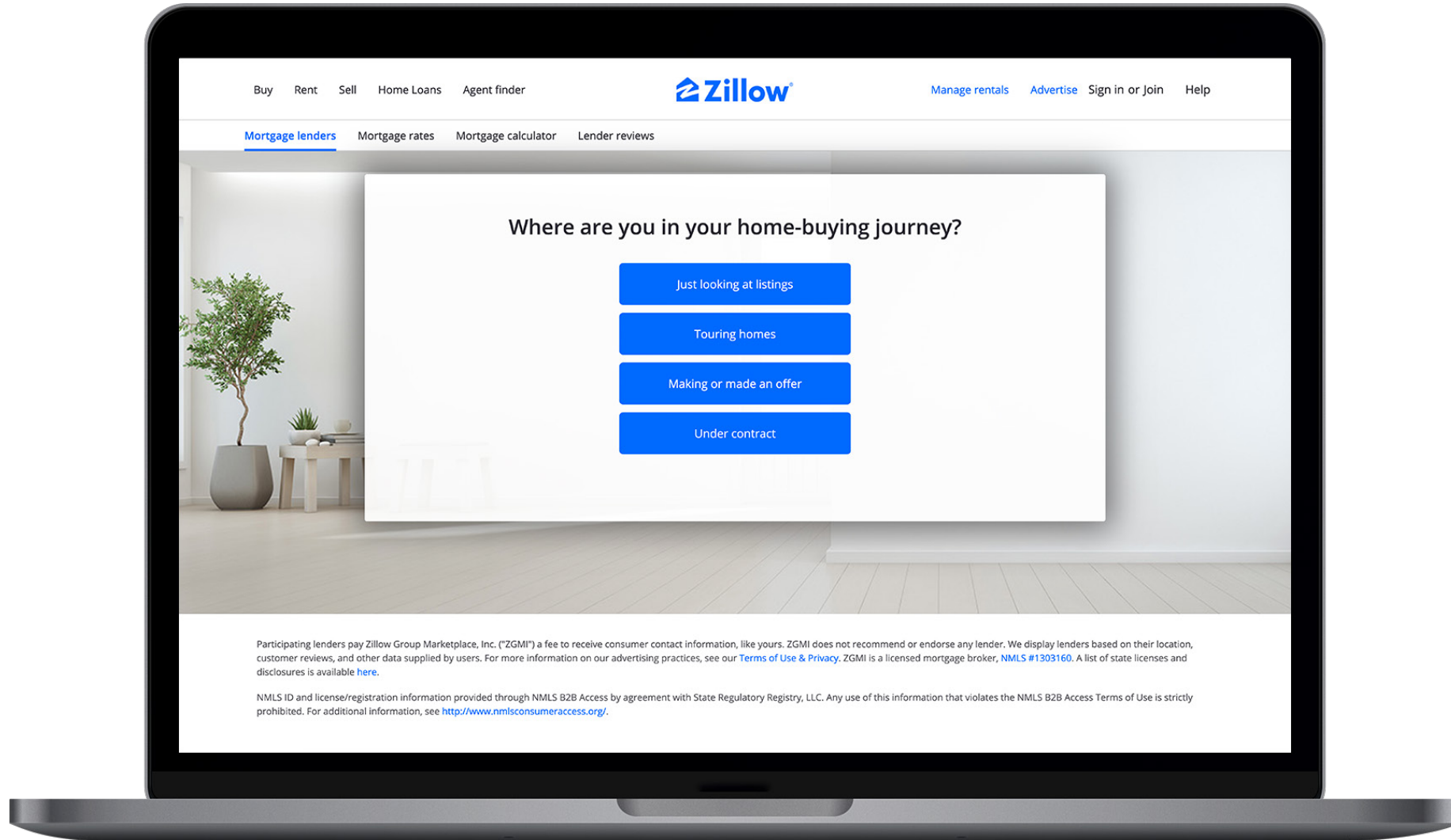
# First time homebuyer



# Working with an agent

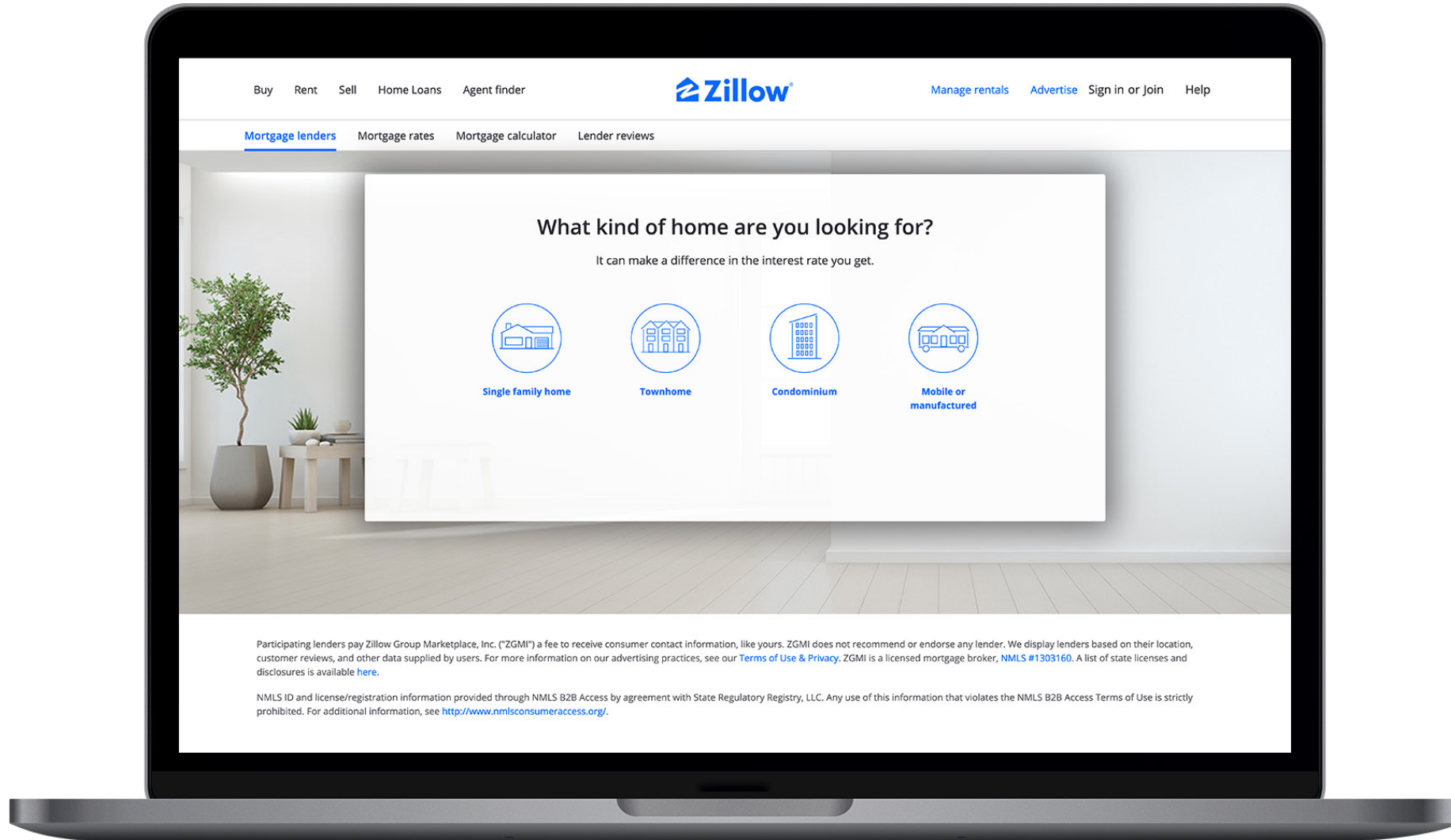


# Home buying journey stage

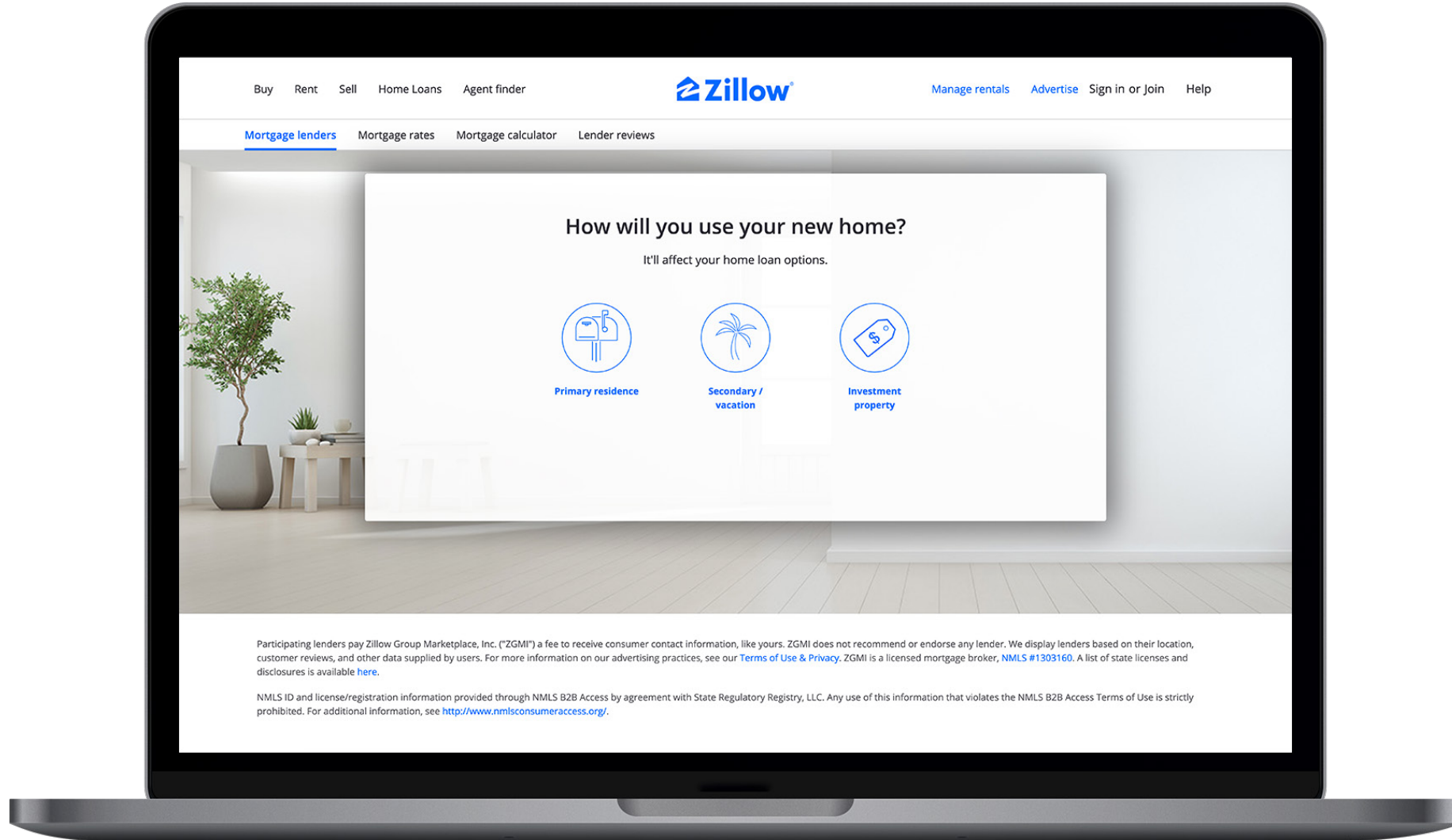




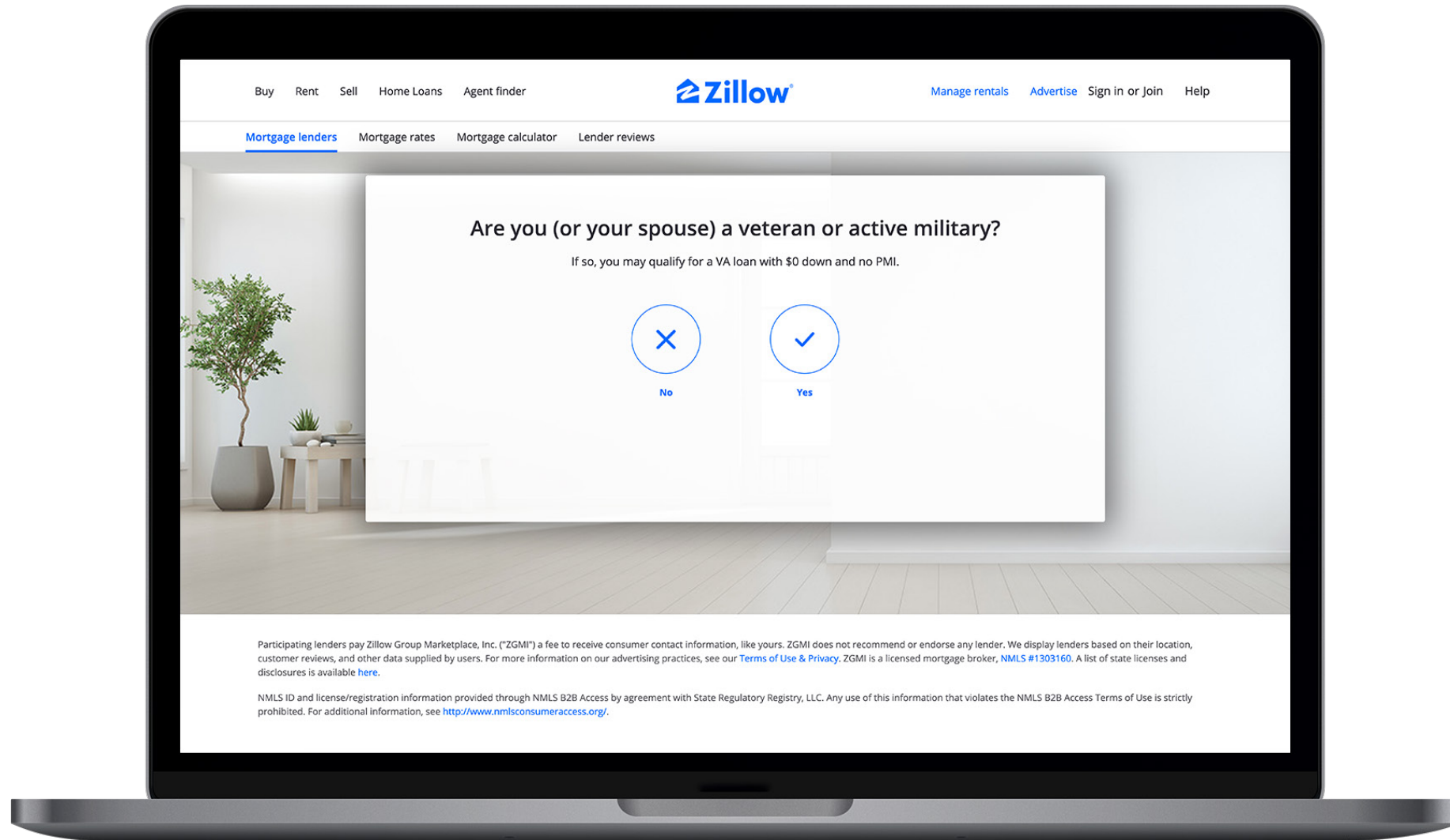
# Property type



# Property use

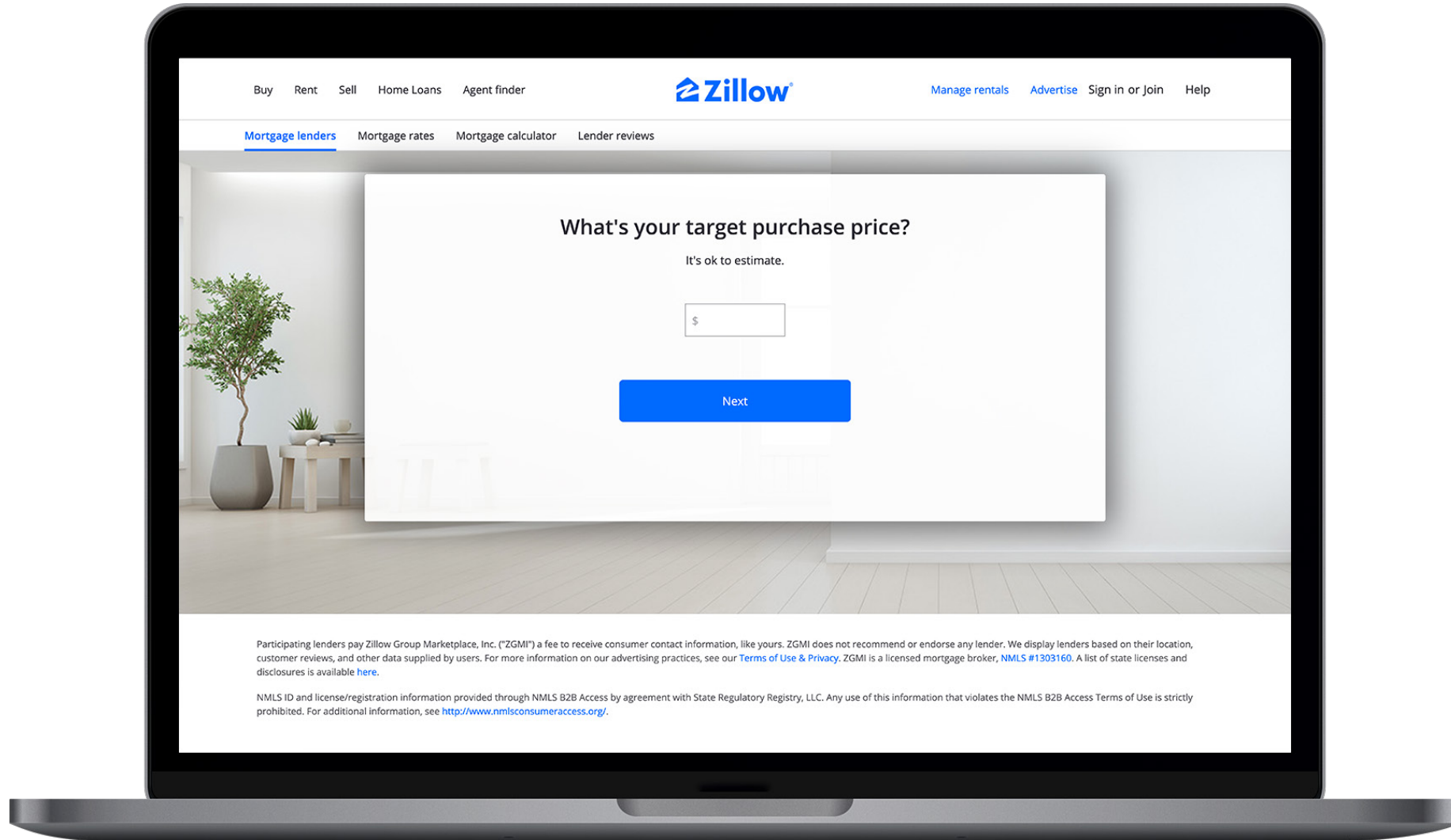


# Military service





# Estimated purchase price



Buy Rent Sell Home Loans Agent finder

Zillow

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What's your target purchase price?

It's ok to estimate.

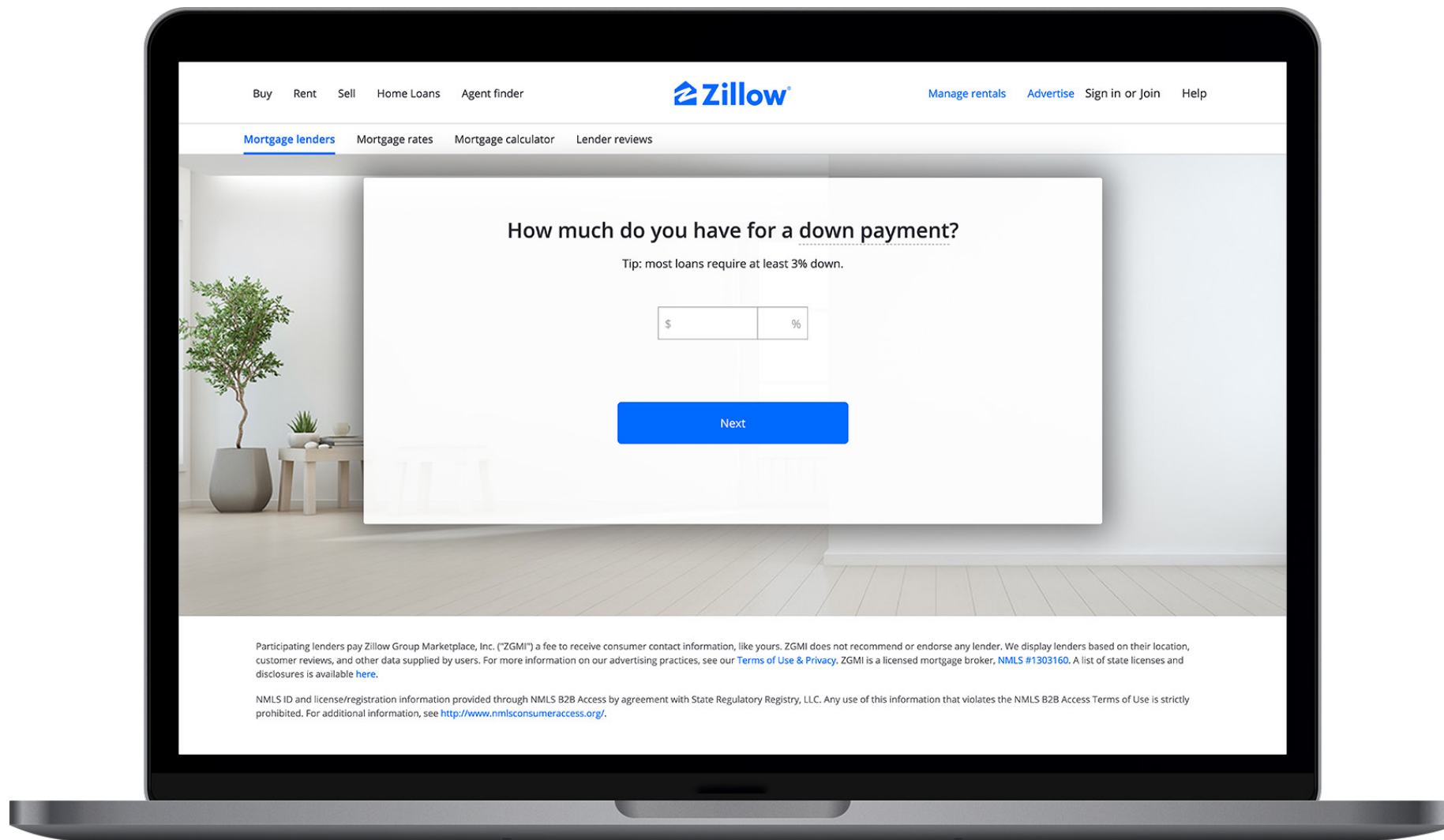
\$

Next

Participating lenders pay Zillow Group Marketplace, Inc. ("ZGMI") a fee to receive consumer contact information, like yours. ZGMI does not recommend or endorse any lender. We display lenders based on their location, customer reviews, and other data supplied by users. For more information on our advertising practices, see our [Terms of Use & Privacy](#). ZGMI is a licensed mortgage broker, [NMLS #1303160](#). A list of state licenses and disclosures is available [here](#).

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# Down payment

A laptop screen displaying the Zillow website's mortgage section. The page is titled "How much do you have for a down payment?" and includes a tip: "Tip: most loans require at least 3% down." There is a form with two input fields: one for a dollar amount (\$) and one for a percentage (%). Below the form is a blue "Next" button. The background of the page shows a modern interior with a potted plant and a small table. The Zillow logo is at the top, and navigation links are visible.

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Zillow

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### How much do you have for a down payment?

Tip: most loans require at least 3% down.

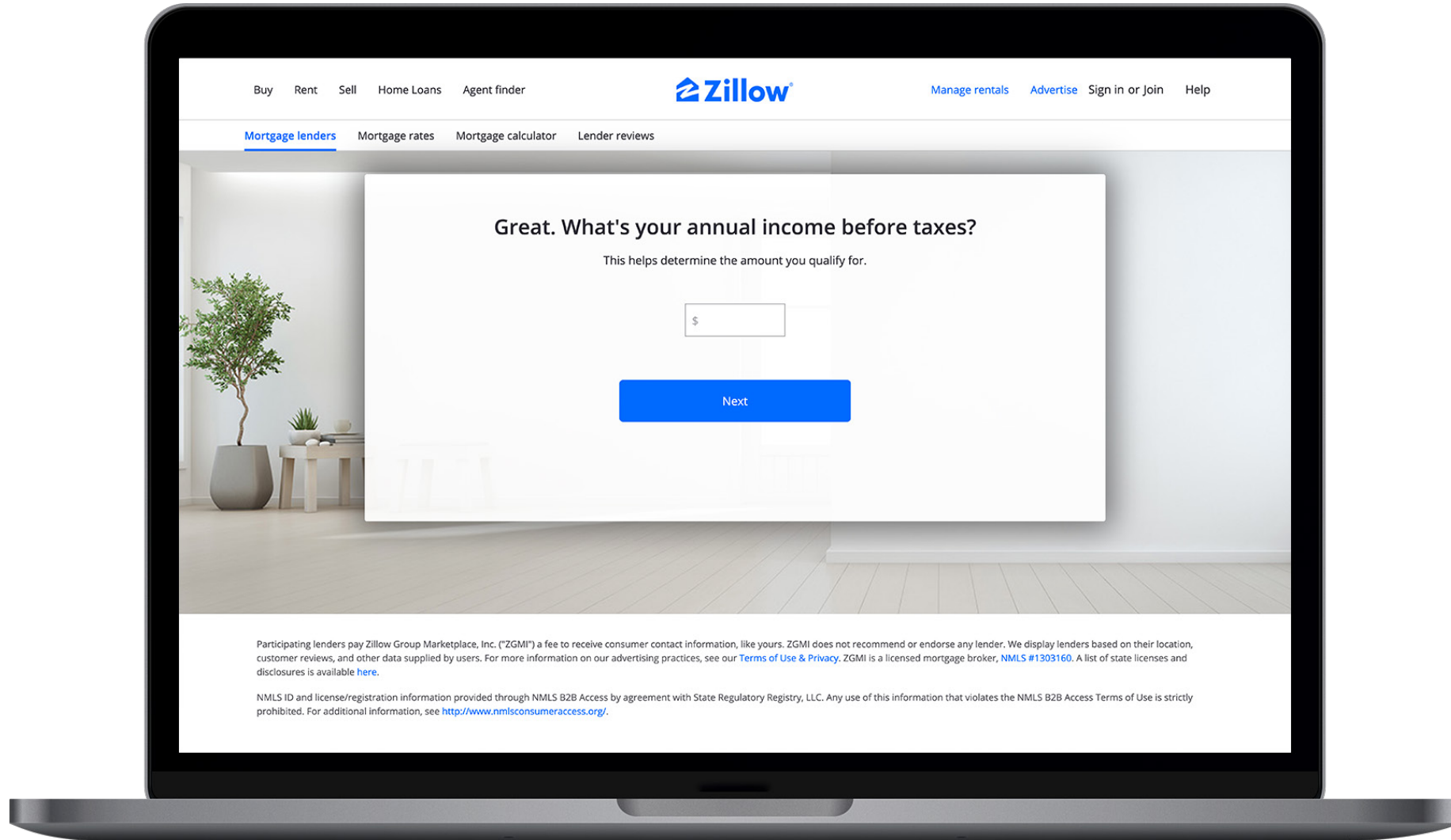
\$ %

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# Income



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Great. What's your annual income before taxes?

This helps determine the amount you qualify for.

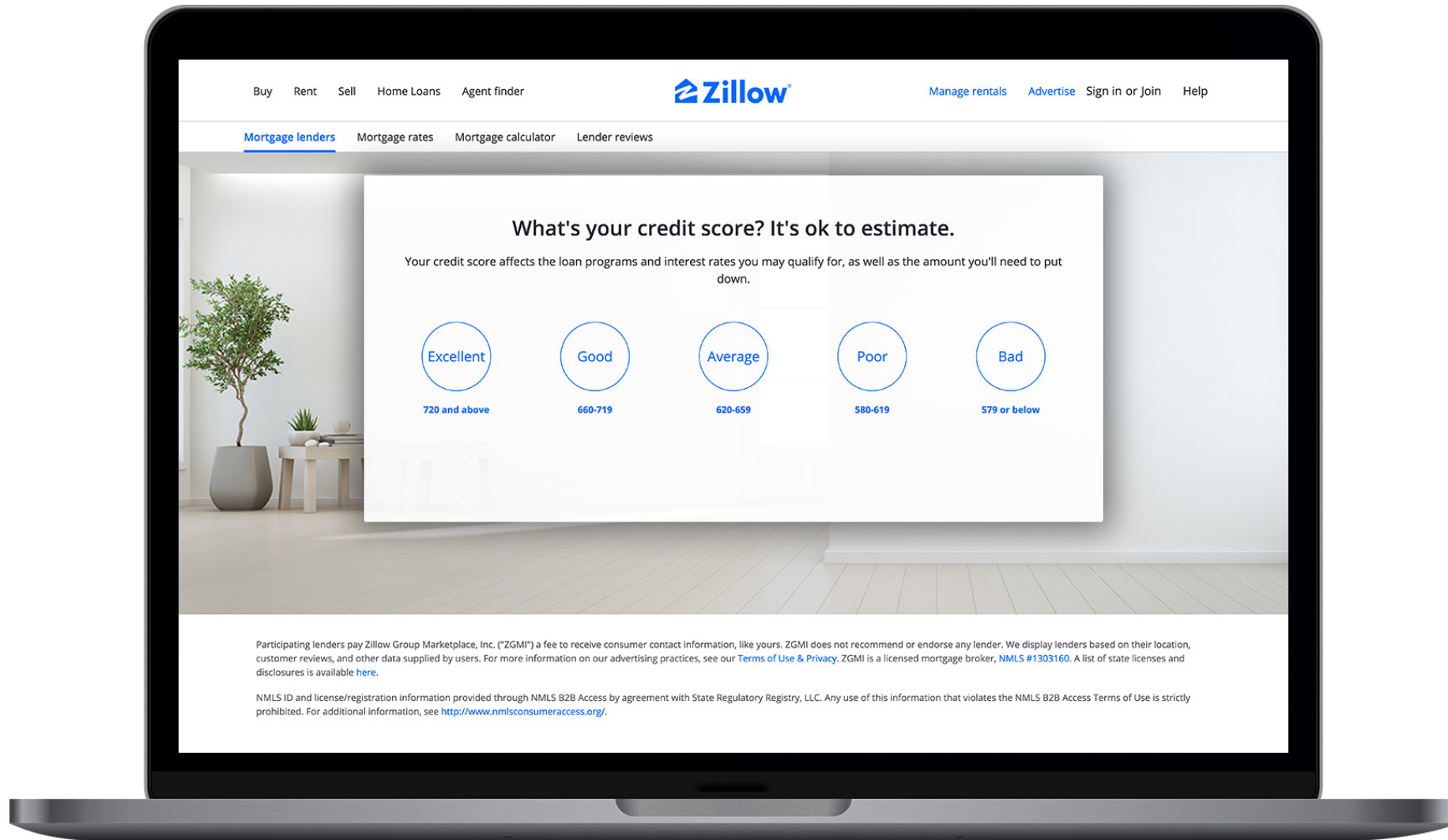
\$

Next

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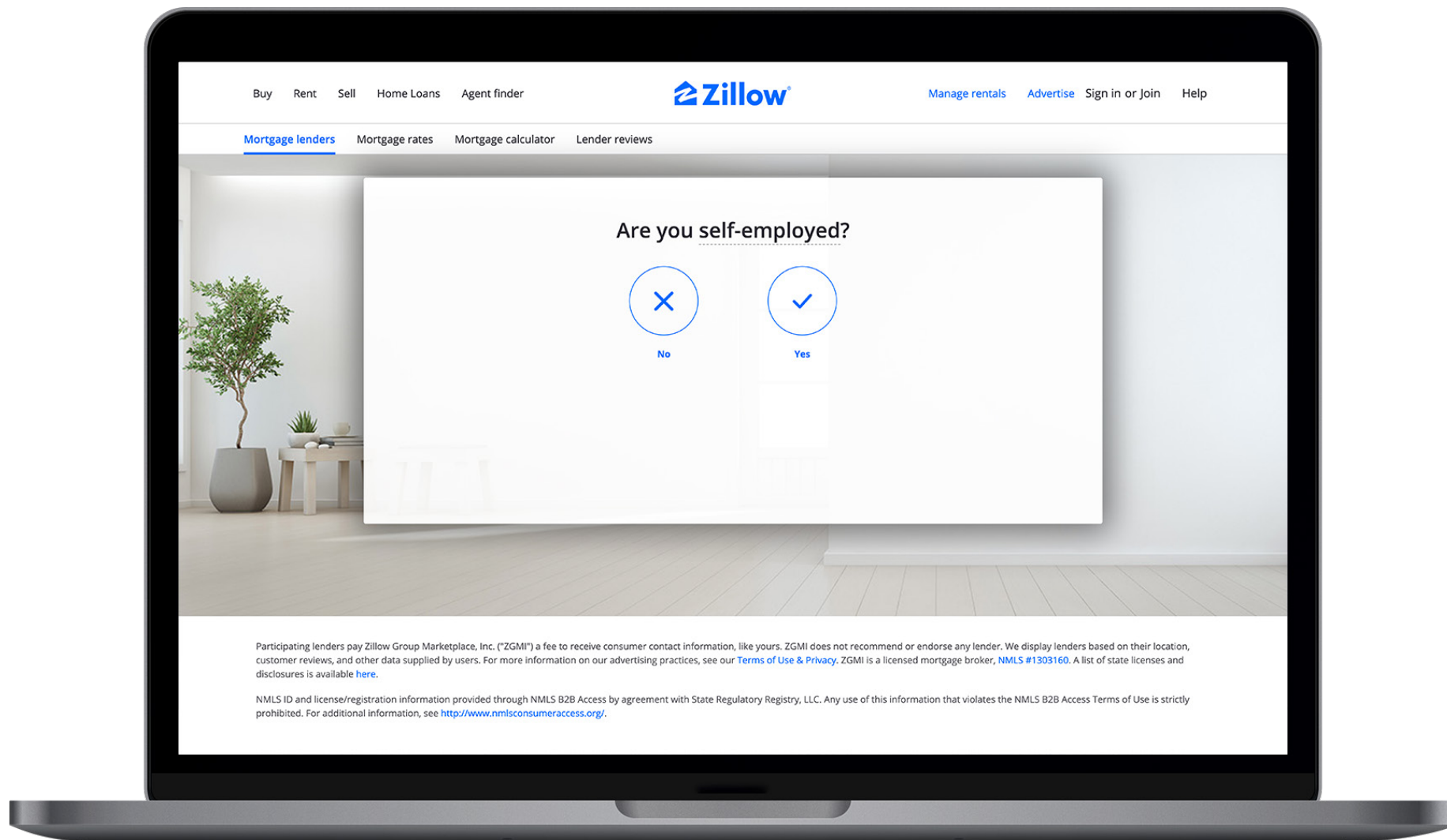
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# Credit score

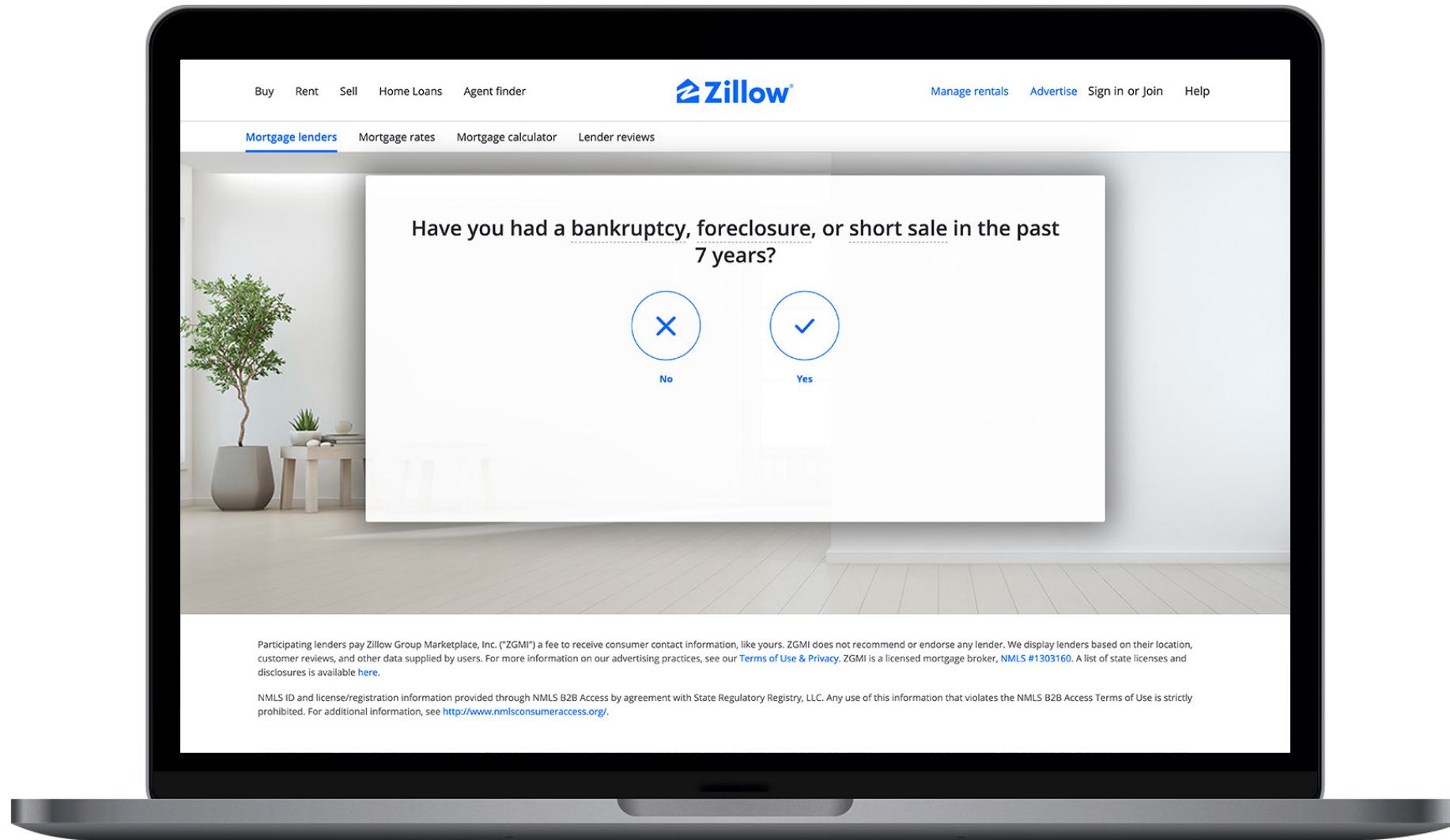




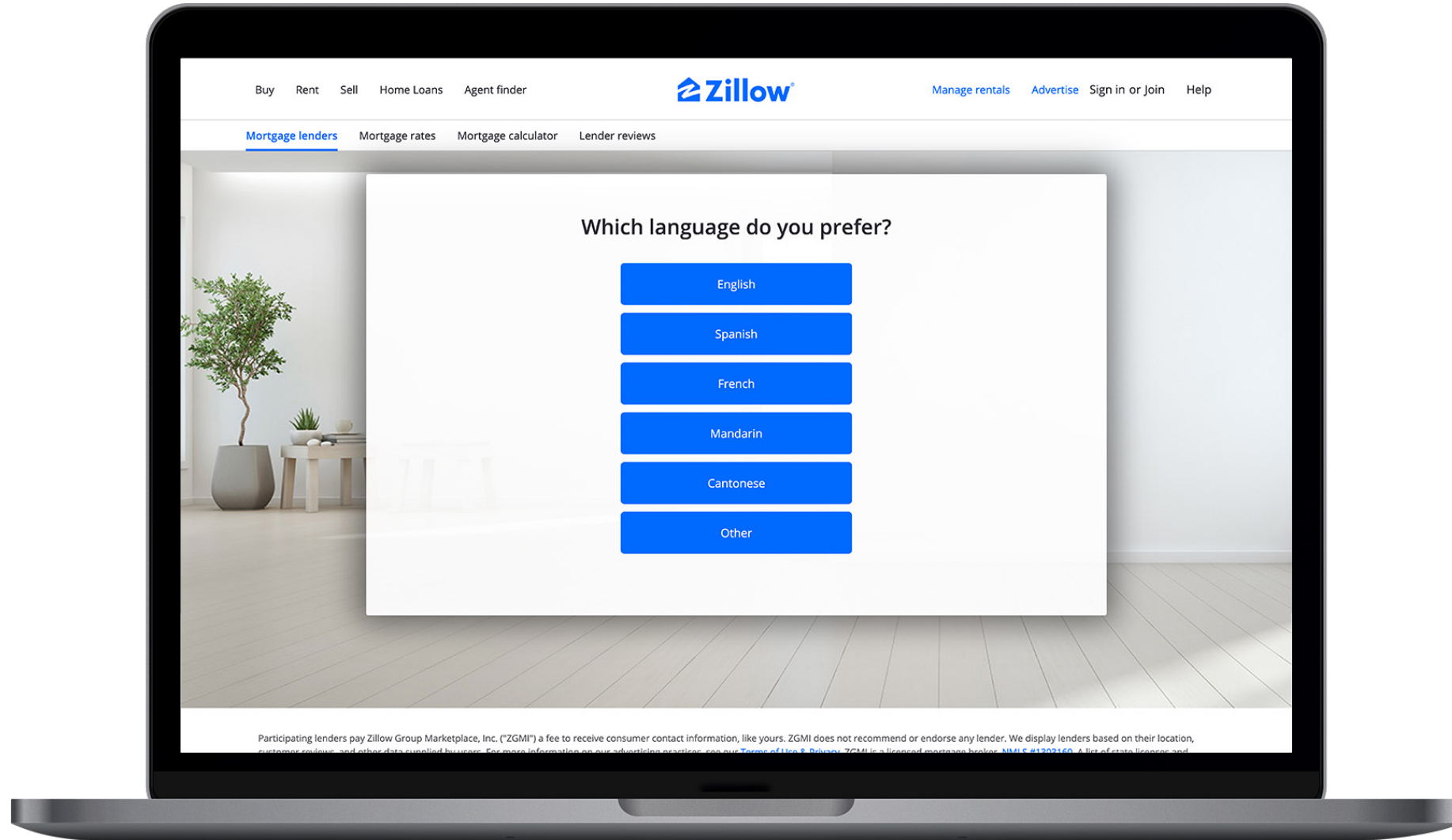
# Self-employed



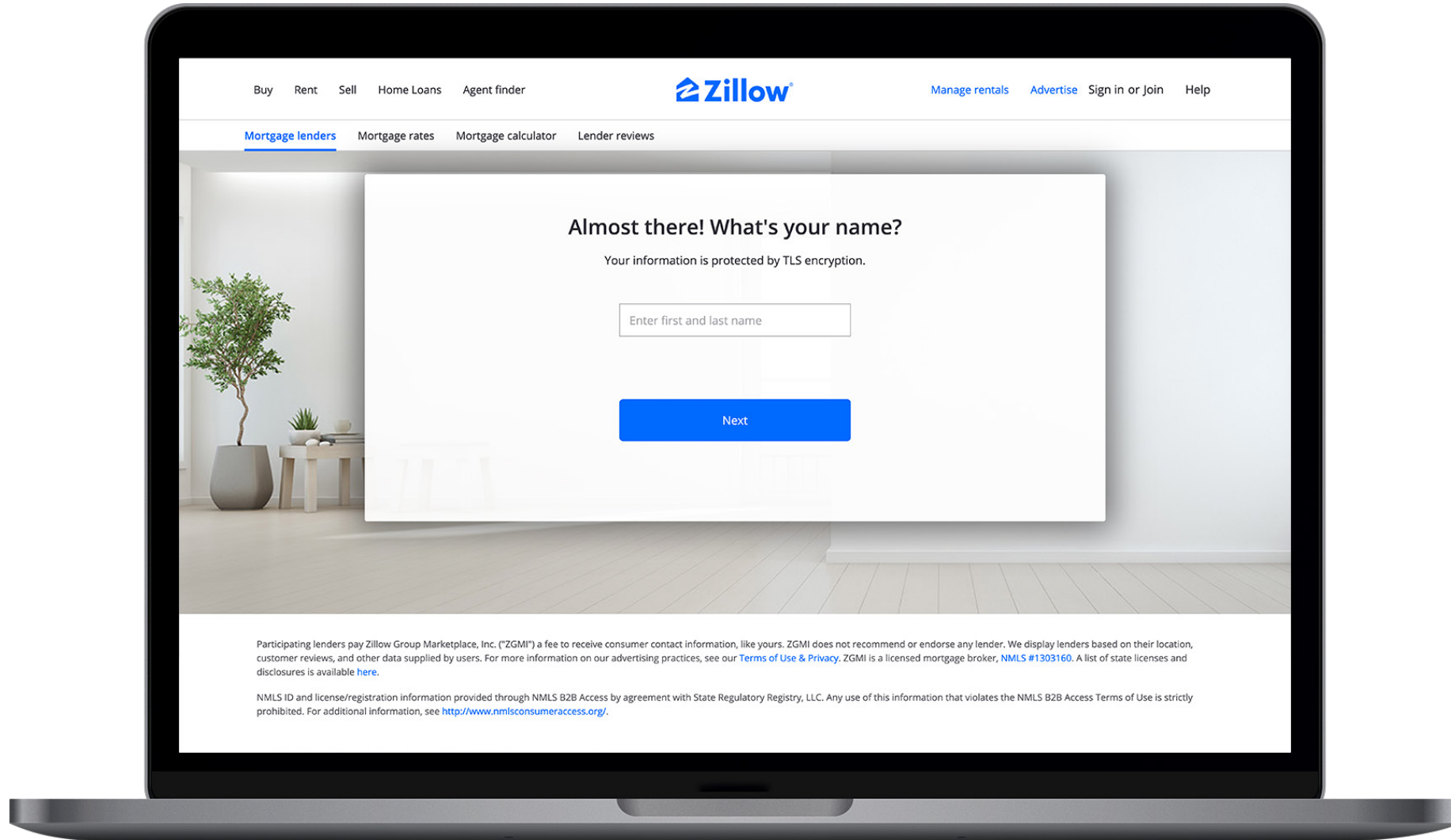
# Bankruptcy / foreclosure



# Preferred language



# Contact information – Name



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### Almost there! What's your name?

Your information is protected by TLS encryption.

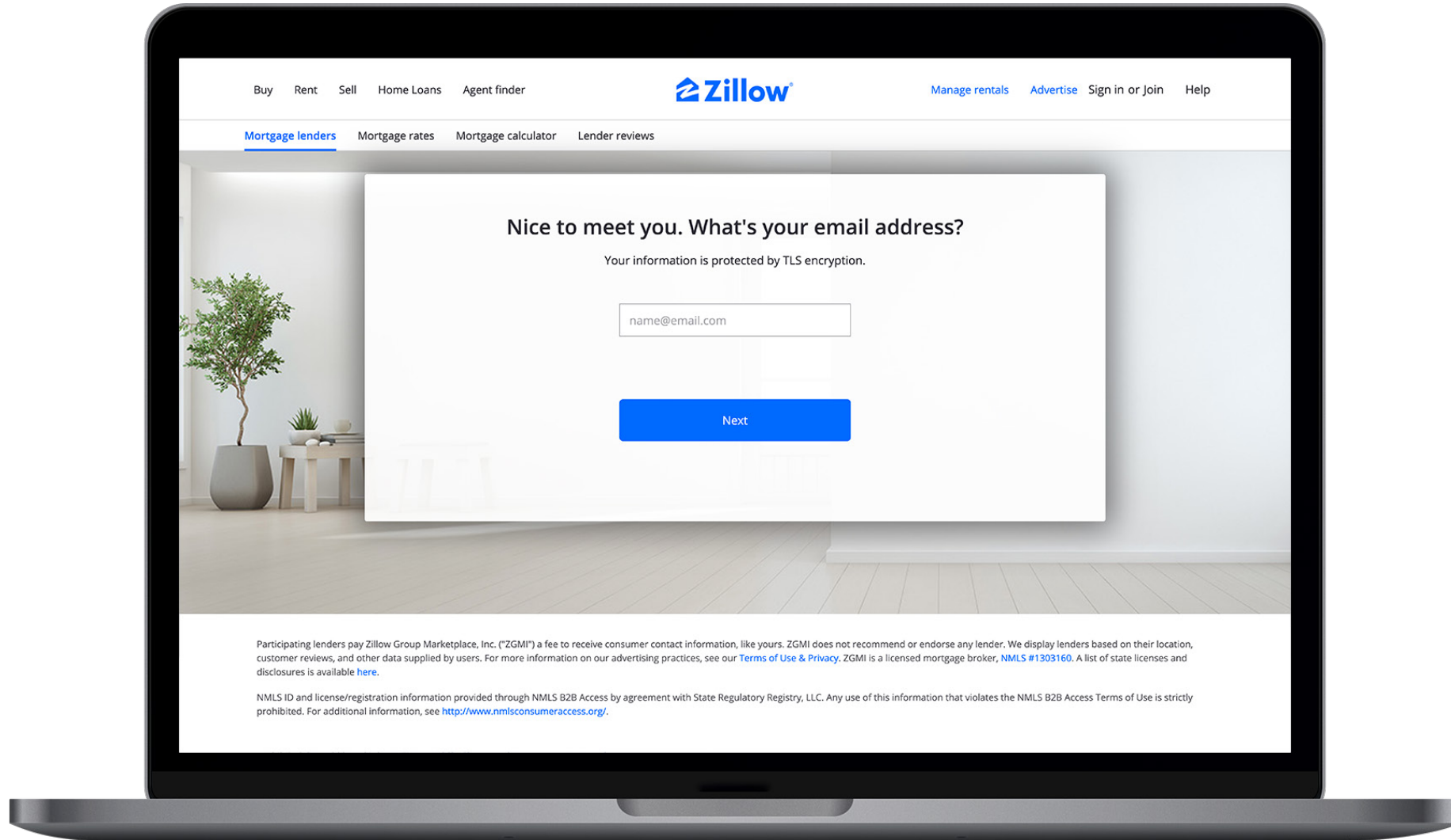
Next

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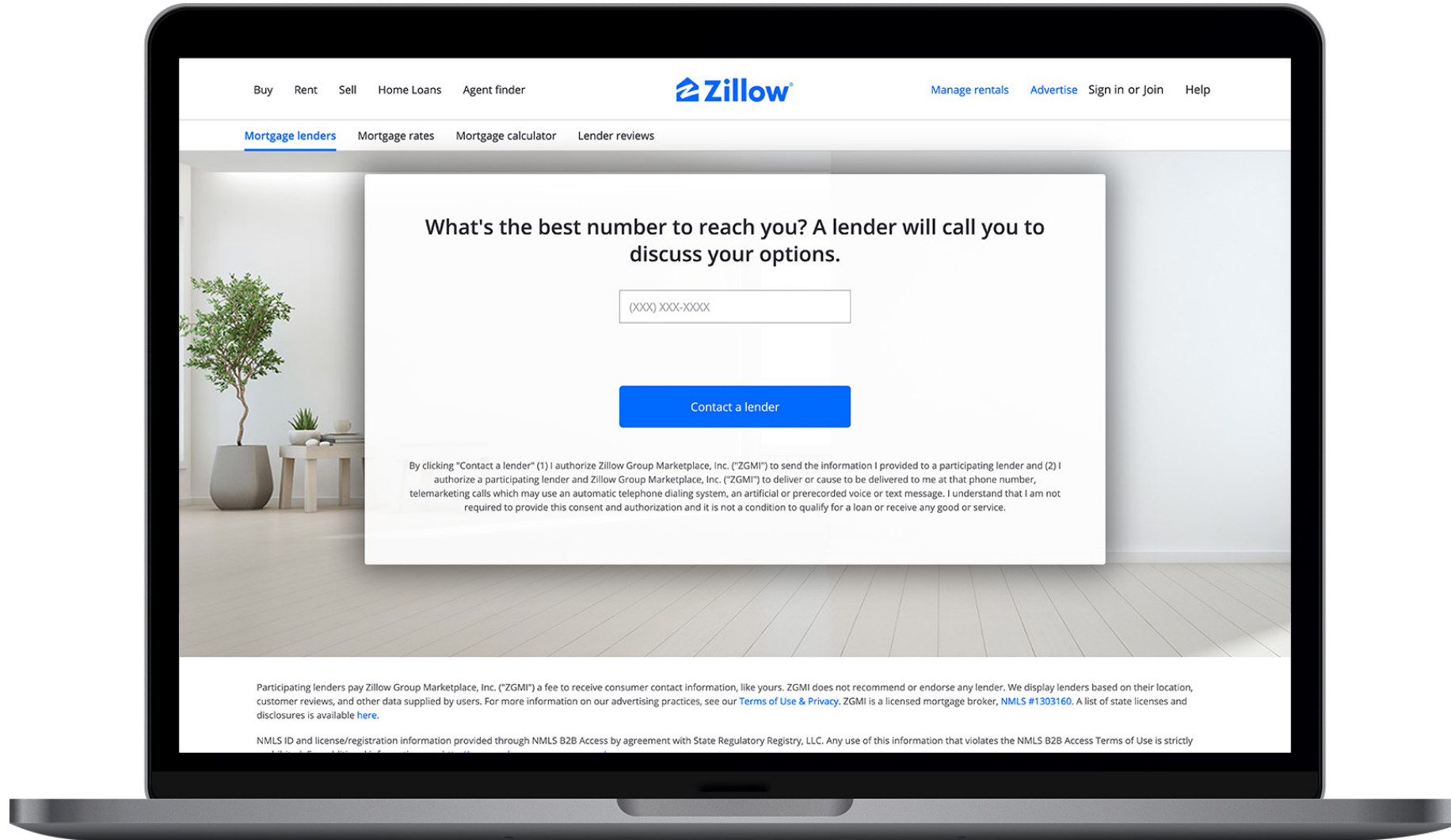


# Contact information – Email

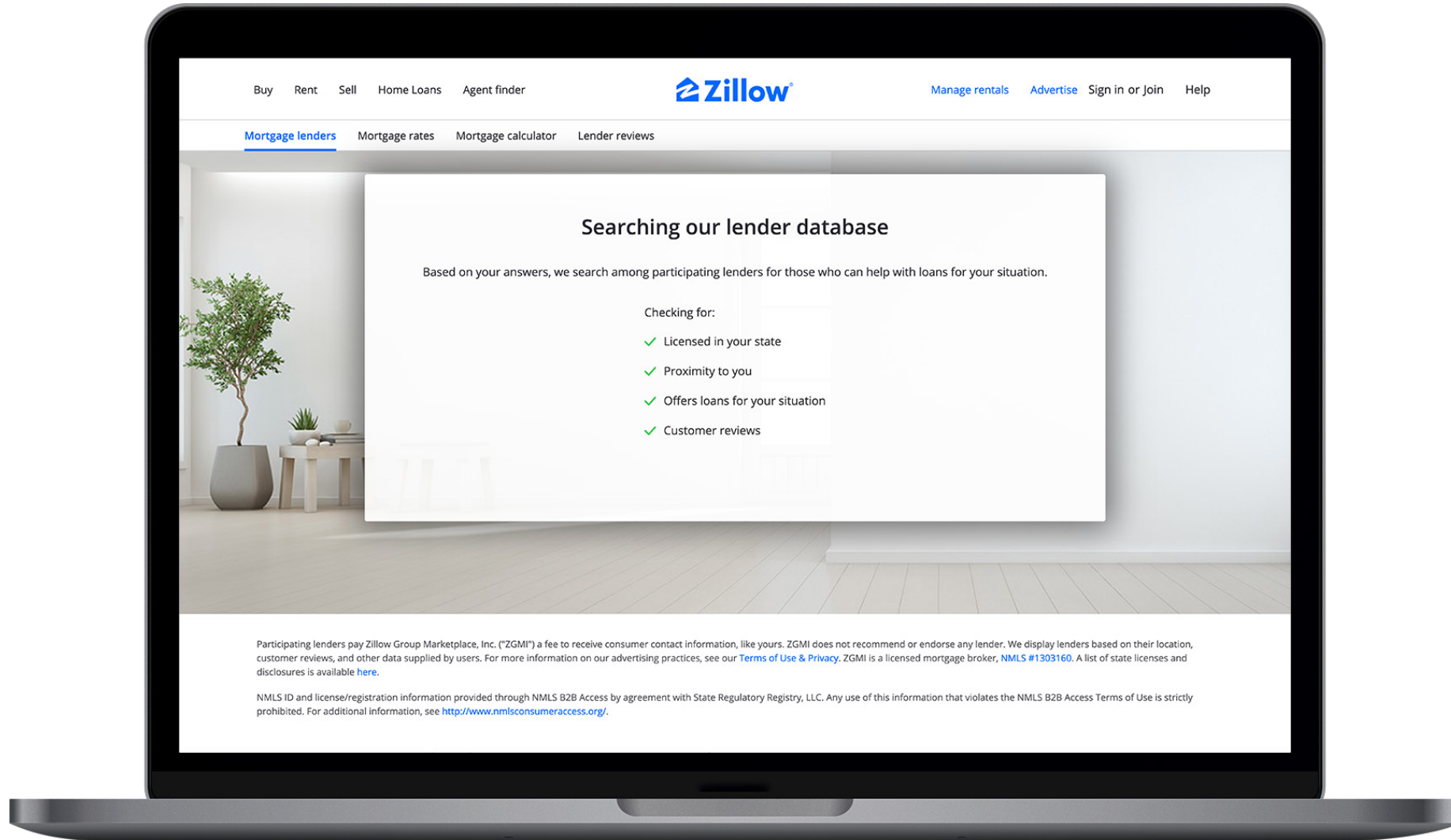


The screenshot shows a laptop displaying the Zillow website. The top navigation bar includes links for Buy, Rent, Sell, Home Loans, Agent finder, Manage rentals, Advertise, Sign in or Join, and Help. Below this, a secondary navigation bar highlights Mortgage lenders, with links for Mortgage rates, Mortgage calculator, and Lender reviews. The main content area features a white modal box with the heading "Nice to meet you. What's your email address?" and a subtext "Your information is protected by TLS encryption." A text input field contains the placeholder "name@email.com", and a blue "Next" button is positioned below it. The background of the modal shows a blurred image of a modern interior with a potted plant and a small table. At the bottom of the page, there is a disclaimer: "Participating lenders pay Zillow Group Marketplace, Inc. ('ZGMI') a fee to receive consumer contact information, like yours. ZGMI does not recommend or endorse any lender. We display lenders based on their location, customer reviews, and other data supplied by users. For more information on our advertising practices, see our [Terms of Use & Privacy](#). ZGMI is a licensed mortgage broker, NMLS #1303160. A list of state licenses and disclosures is available [here](#)." Below this, another line of text states: "NMLS ID and license/registration information provided through NMLS B2B Access by agreement with State Regulatory Registry, LLC. Any use of this information that violates the NMLS B2B Access Terms of Use is strictly prohibited. For additional information, see <http://www.nmlsconsumeraccess.org/>."

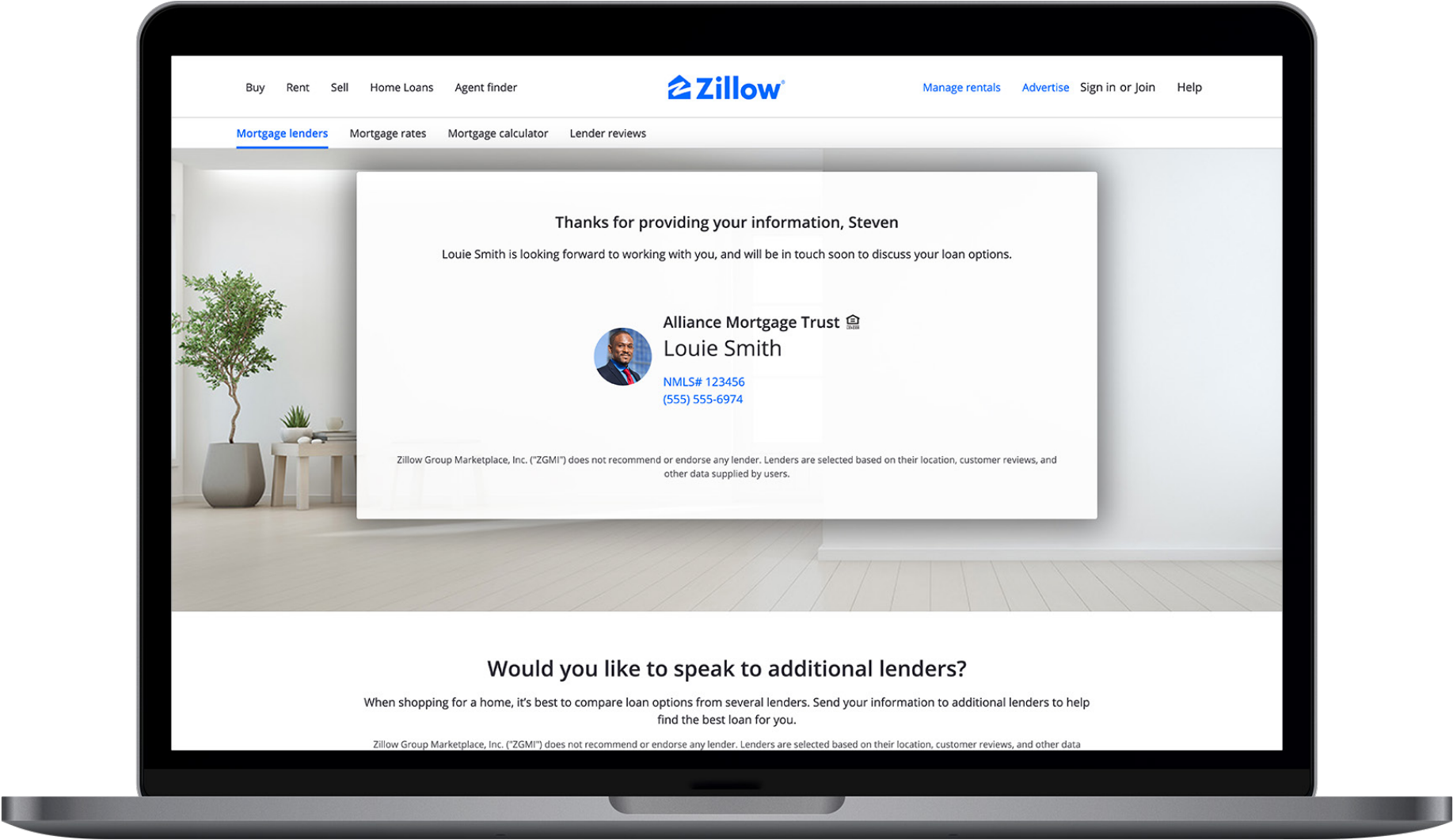
# Contact information – Phone number



# Processing information

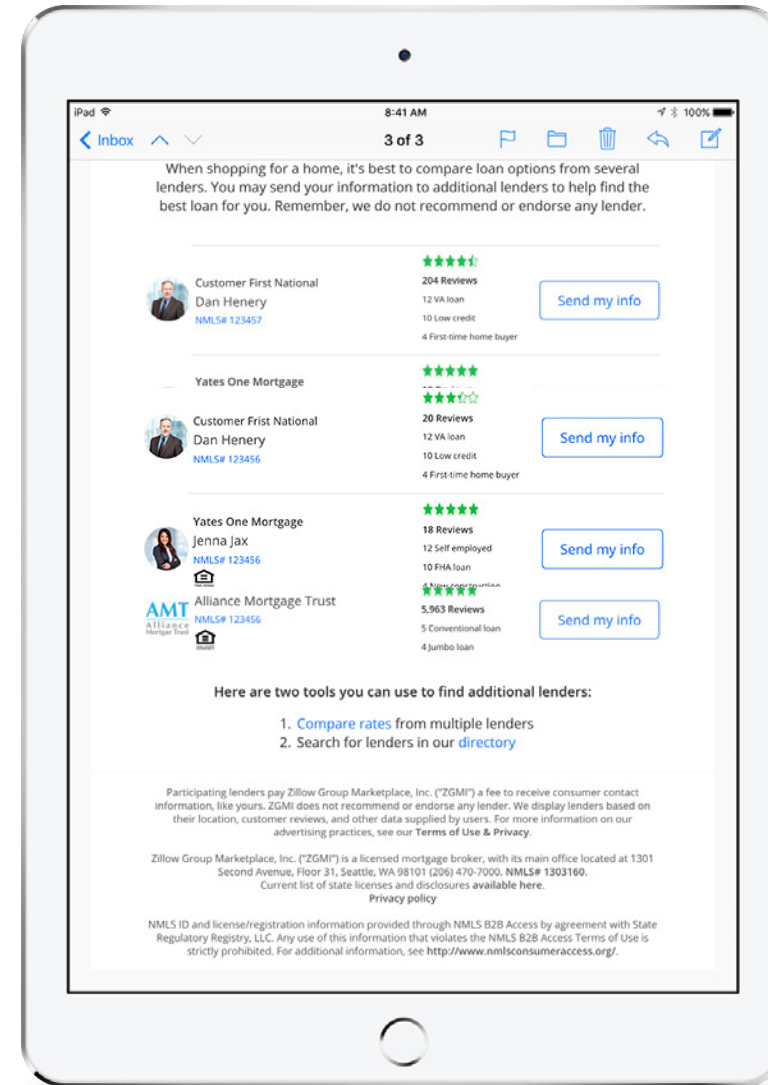
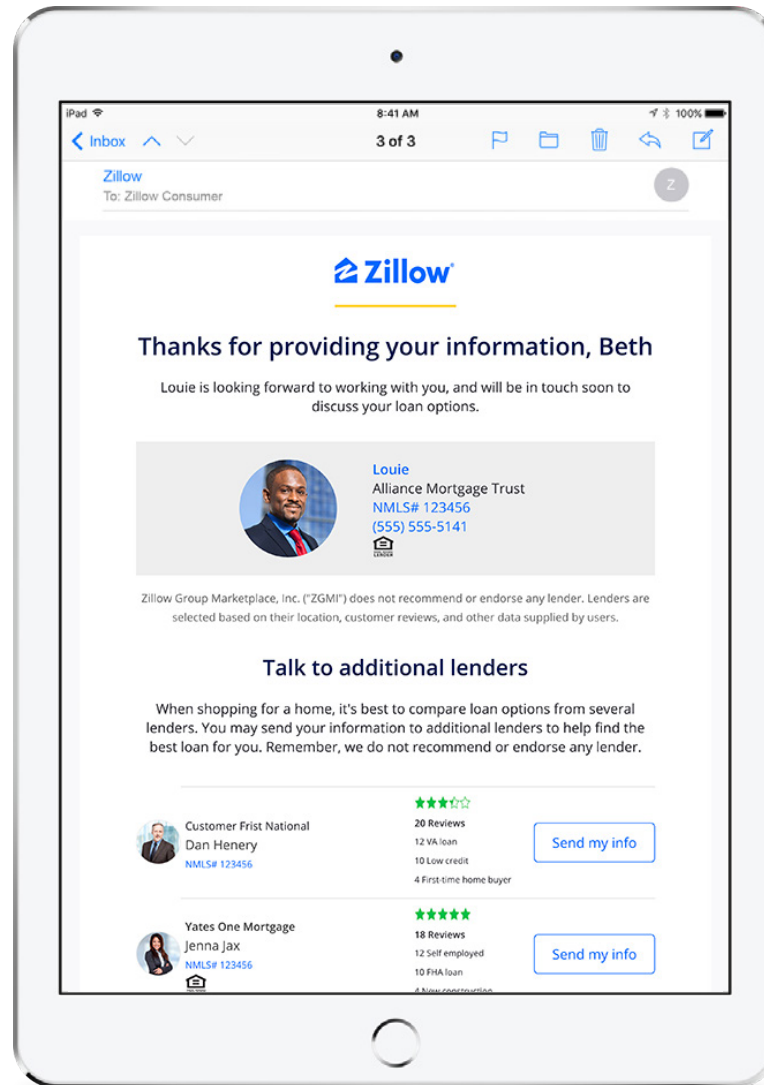


# Consumer information recap





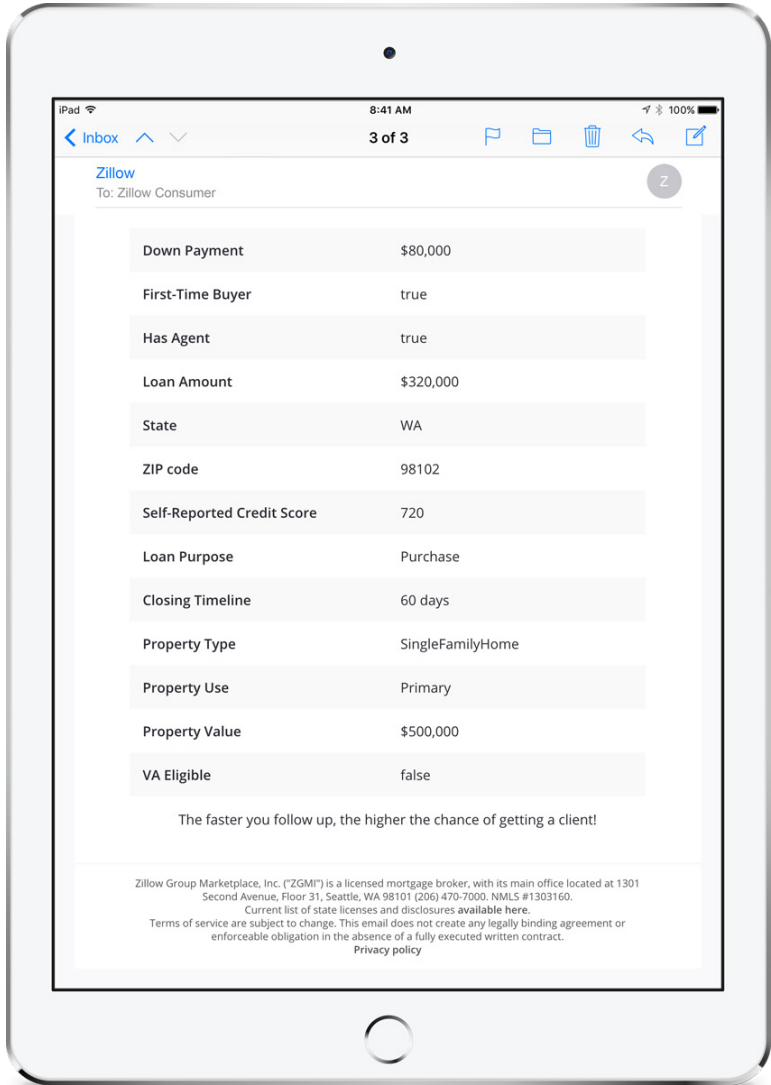
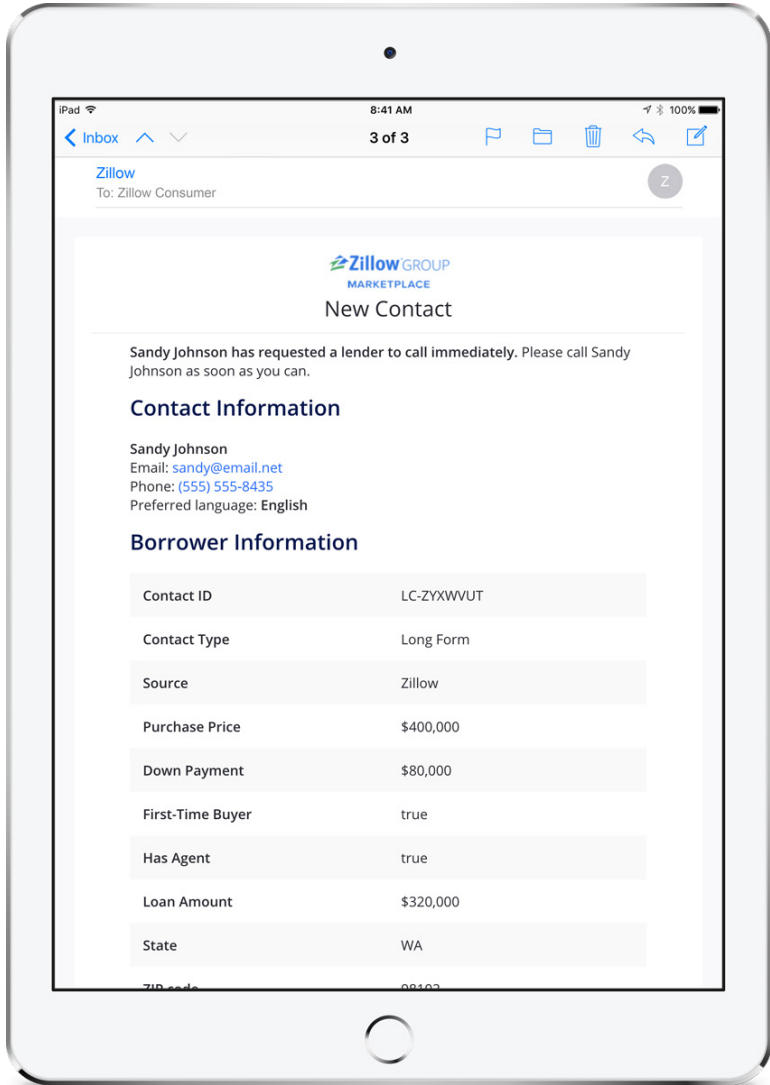
# Consumer confirmation email



A photograph of a modern, two-story house at dusk. The house features large glass windows and doors, with warm interior lights glowing through. A blue semi-transparent rectangular overlay covers the middle portion of the image. The foreground shows some landscaping with agave plants and a stone wall.

Lender facing

# Lender contact email







## Connect – Disclosures



# Disclosure 1 (shown on each page)

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## Disclosure 2 (shown on contact page)

By clicking "Contact a lender" (1) I authorize Zillow Group Marketplace, Inc. ("ZGMI") to send the information I provided to a participating lender and (2) I authorize a participating lender and Zillow Group Marketplace, Inc. ("ZGMI") to deliver or cause to be delivered to me at that phone number, telemarketing calls which may use an automatic telephone dialing system, an artificial or prerecorded voice or text message. I understand that I am not required to provide this consent and authorization and it is not a condition to qualify for a loan or receive any good or service.





# Appendix



# Appendix

Source:

<sup>1</sup> Source: Google Analytics and Adobe Analytics

<sup>2</sup> Source: Comscore Media Metrix® Multi-Platform Key Measures, Mobile Only – 18+, Real Estate, September 2019, U.S.

<sup>3</sup> Source: Zillow Group Tracking Survey, Q1 2020

<sup>4</sup> Source: Zillow Internal, May 2020

<sup>5</sup> Source: Zillow Internal, May 2020