



Sellers

Selling a home can be daunting. Zillow Group is there to identify sellers at every stage in the selling process to help them get the most out of their home sale. Zillow Group's vast amount of data empowers sellers to do their own research and helps guide them on how to sell their home at the highest price.

AUDIENCE DATA SIGNALS

- Utilizing Zillow's "Make Me Move" option
- Viewing real estate agent profile pages
- Reading and signing documents within Dotloop
- Researching home values on Zillow in their claimed dashboard
- Getting a personalized home estimate on Trulia

Contact your Account Executive to discuss Zillow Group Audience Targeting and cookie pool sizes

Help sellers increase
their home value with
your products
and services

ZILLOW INSIGHTS

The majority of today's sellers are middle-class educated couples that have lived in their homes for 13 years. The typical seller has a median age of 48 years old and a median household income of \$72,500. Momentous events, such as marriage or the birth of a child, often times speed up a homeowner's decision to become a seller. Sellers often make repairs and improvements before listing their home, beginning repairs even before they contact an agent to help them with their sale.



79% make sale-related renovations or improvements which pay off with an offer above list price



46% said their main reason for selling was to save money



85% enlist the help of an agent or broker and use them as strategic partners throughout the selling process



On average, sellers make 3 improvements to their home before listing