

Understanding Zillow Offers pricing and fees

Your offer comes with no obligation, no hassle and no out-of-pocket expenses.

Determining your market value:



Machine learning

Advanced algorithms process hundreds of data points about the home and market, including square footage, tax records and previous for-sale prices.



Local expertise

An experienced broker in the area provides an additional CMA. This on-the-ground expert helps us factor in local nuances and keep our offers competitive.



In-depth research

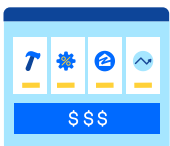
Our pricing analysts get to know the home, noting updates and special features and comparing it to similar properties to arrive at a market value.

Determining your final Zillow Offer:



In-home evaluation

We schedule an in-person visit with one of our expert estimators to evaluate your home's condition, factor in repair costs and finalize your offer. All evaluators are required to wear disposable gloves, shoe coverings and face masks and follow social distancing guidelines.



Transparent pricing

Professional local contractors validate that our repair costs are accurate, and all costs are listed and explained in your offer along with your proceeds.



Traditional home listings sell for an average of about 0.22% more than Zillow's gross offer.

Offering market value

Sellers can expect market value offers on their home.

In September 2019, Zillow analyzed 3,200 transactions where a seller declined a Zillow Offer and went on to sell traditionally within 120 days. Zillow found that these homes sold for an average of about 0.22% more than Zillow's gross offer.¹

¹ Based on an analysis of more than 3,200 homes, across all markets where Zillow Offers was available at the time, sold traditionally within 120 days after declining their Zillow Offer through the end of the third quarter of 2019. This analysis was based on Zillow's offer to sellers, not accounting for our service charge.

What is the Zillow service charge?

Our Zillow service charge provides you the convenience of a hassle-free, certain sale on the day of your choice. This covers risks associated with reselling the home.

The Zillow service charge provides you the convenience of ...

- No time on market
- No double mortgage payments
- No risk of buyer financing falling through
- Choosing your own closing date to align with your next move

Why your Zillow Offer and Zestimate may differ

Your **Zestimate**[®] is an estimate of the home's value based on public records, market conditions and any additional facts your client has shared with Zillow.

Your Zillow Offer factors in the Zestimate while also considering the following to arrive at a market value that's as precise as possible.

- A quote from a local broker
- An in-person evaluation
- Interior home features
- Neighborhood details

Example: Zillow Offers vs. a traditional sale

	Selling to Zillow	Traditional Sale
Selling costs This covers the transaction costs of buying your home and the prep cost of listing and selling your home after you move out. This includes the buyer's agent commission.	6%	6%
Closing costs This is an estimated cost that includes title, escrow and transfer tax, typical in any type of home sale.	1-2%	1-2%
Zillow service charge Our convenience charge to provide a hassle free, certain sale on the day of your choice.	2.5% on average	-
Est. time on market	0 days	76 days
Closing and move-out date You have the flexibility to pick a date that works for you. In general, you can close in as little as seven or as many as 90 days after the sale contract is signed.	Choose your date	Negotiate with buyer
Repairs Before finalizing your offer, we'll evaluate your home's condition and calculate how much we'll need to spend on repairs. Any deductions are included with your offer so you don't pay out of pocket.	Included with the offer	Out of pocket
Mortgage payments	Your payments end on the closing date you choose	You continue to pay while you wait to sell
Buyer financing	Pre-approved	Risk of falling through