



FTC Tech-ade: Benefits to Consumers of Living in an Instant Information Culture

November 7, 2006

**Liam Lavery
General Counsel**

Mission:

***To empower consumers with
real estate tools and information***

Our Offering to Consumers

Zillow.com ^{Beta}
Your Edge in Real Estate™

Welcome amandah! (Not amandah? [Sign out.](#))

[Home](#) [Map & Search](#) [How to Use Zillow](#) [Financing](#) [My Zillow](#)

Free, Instant Valuations and Data for 67,000,000+ Homes

(...and you don't have to enter any personal info and no one will contact you)

Value Any Home

Address OR Street OR Neighborhood City, State OR ZIP

[Advanced Search](#)

[See our accuracy and coverage in your area](#)

Why Use Zillow

- Buyers:** Compare values to avoid overpaying
- Sellers:** Use our tools to help set a price
- Owners:** Track your most important asset

Extras

- ▶ Be very afraid of these **Famous Scary Homes**
- ▶ Get Zestimates on your cell phone **with ZMobile**
- ▶ See valuations by area on **our city heat maps**
- ▶ Learn the latest on Zillow and more in **our Blog**

What's New

- ▶ **Claim your home** — it's yours!
- ▶ **Update facts** about your home
- ▶ Make your home's **estimate public**
- ▶ Track favorite homes in **My Zillow**

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Home Valuation & Location – At a Glance

Value Any Home

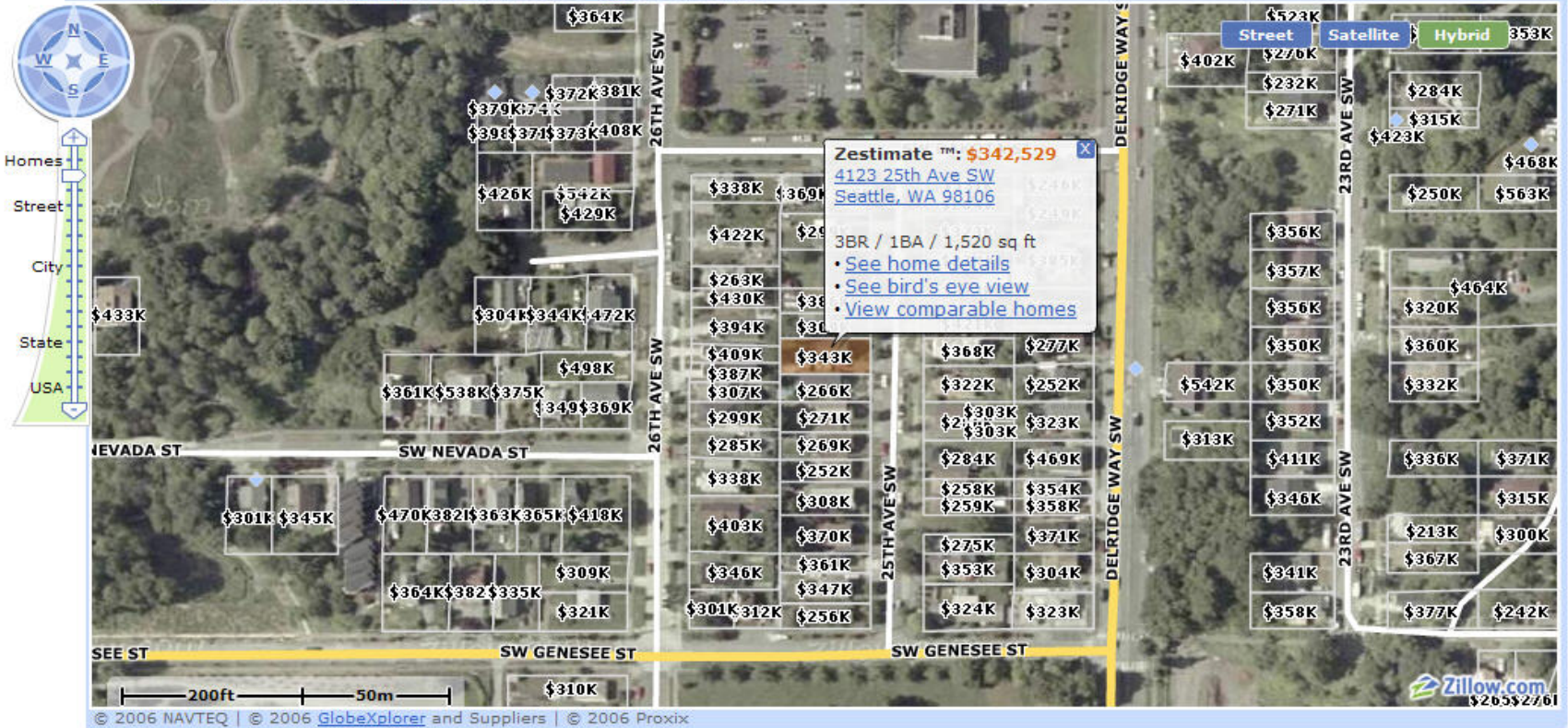
Address OR Street OR Neighborhood City, State OR ZIP

4123 25th Ave SW

Seattle, WA

Showing 4123 25th Ave SW, Seattle, WA 98106


Show all homes Show search results Show heat map



#	Address	Home Type	BR	BA	Zestimate™	Home (sq ft)	Lot (sq ft)	Year Built	Date Sold
	4123 25th Ave SW	Single	3	1	\$342,529	1,520	4,600	1907	02/23/2006

Details about Homes

Bird's Eye View **Map View** Both Views



Microsoft Virtual Earth
© 2005 Microsoft Corp.
© 2006 Pottery International Corp.
Not for government use

+ - [Compass] [Refresh] North | East | South | West

[View large map](#)
[View maps side-by-side](#) [Map comparable homes](#)

Home Facts		
Public Facts		Owner's Facts
		Report this content
Residence:	Single family	Single family
Bedrooms:	3	3
Bathrooms:	1.0	1.0
Sq ft:	1,520	1,354
Lot size:	4,600 sq ft / 0.11 acres	4,600 sq ft / 0.11 acres
Year built:	1907	1907
Year updated:	1995	1995
# Stories:	2	2
Total rooms:	--	9
Zestimate: \$342,529		Owner's estimate: \$352,746

[Show all home facts](#)

Refine Valuation with My Estimator

4123 25th Ave SW, Seattle, WA 98106

One week change: \downarrow -\$143

ZESTIMATE™: \$342,529 [\(What's this?\)](#)

Value Range: \$294,575 - \$376,782 - Last updated: 10/24/2006

Owner's Estimate: \$352,746

[Create an estimate](#)

[Save Favorite to My Zillow](#)

This home has [been claimed by owner.](#)

Bird's Eye View [Map View](#) [Both Views](#)



[+ -](#) [North](#) [East](#) [South](#) [West](#)

[View large map](#)

[View maps side-by-side](#) [Map comparable homes](#)

[See homes for sale](#)

On **ZIP REALTY**

1 Year Value Change

[1yr](#) | [5yr](#) | [10yr](#) | [Since last sale](#)



[See more graphs & data](#)

Sale History & Tax Info



[\(What's this?\)](#)
To see previous sales and tax info please type the numbers you see in the picture above.

[GO](#)

Comparable Homes

How this home stacks up

This home \$ per sq ft: **\$225**

Comps avg \$ per sq ft: **\$233**

[How to use these comps](#)

1 [4218 26th Ave SW](#)
Sold 09/22/2006: \$307,500

2 [4128 25th Ave SW](#)
Sold 03/01/2006: \$252,500

Home Facts

Public Facts		Owner's Facts
		Report this content
Residence:	Single family	Single family
Bedrooms:	3	3
Bathrooms:	1.0	1.0
Sq ft:	1,520	1,354
Lot size:	4,600 sq ft / 0.11 acres	4,600 sq ft / 0.11 acres
Year built:	1907	1907
Year updated:	1995	1995
# Stories:	2	2
Total rooms:	--	9
Zestimate:	\$342,529	Owner's estimate: \$352,746

[Show all home facts](#)

4123 25th Ave SW, Seattle, WA 98106

My Estimate: \$352,746

[Report this content](#)

Zestimate™: \$342,672

Estimate saved on 10/10/2006

[Create an estimate](#)

Comments

Corrected square footage, added fenced yard and city view, chose more appropriate comps.

Overall Summary

Original Zestimate	\$	342,672
Home Facts update	- \$	18,242
Home Improvements update	\$	0
Other Features update	+	7,500
Comps update	+	20,816
NEW REFINED VALUE		= \$352,746

Home Facts Summary

Residence	Single family	# Stories	2
Bedrooms	3	Sq ft	1354 *(1520)
Bathrooms	1.0	Year built	1907
Total rooms	9 *(-)		
Total Home Facts update		*(Previous Info)	= -\$18,242

Home Improvements Summary

Total Home Improvements update	= \$0
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Other Features Summary

New 6 foot privacy fence, fully fenced back yard	+	\$	2,500
city view	+	\$	5,000
Total Other Features update			= +\$7,500

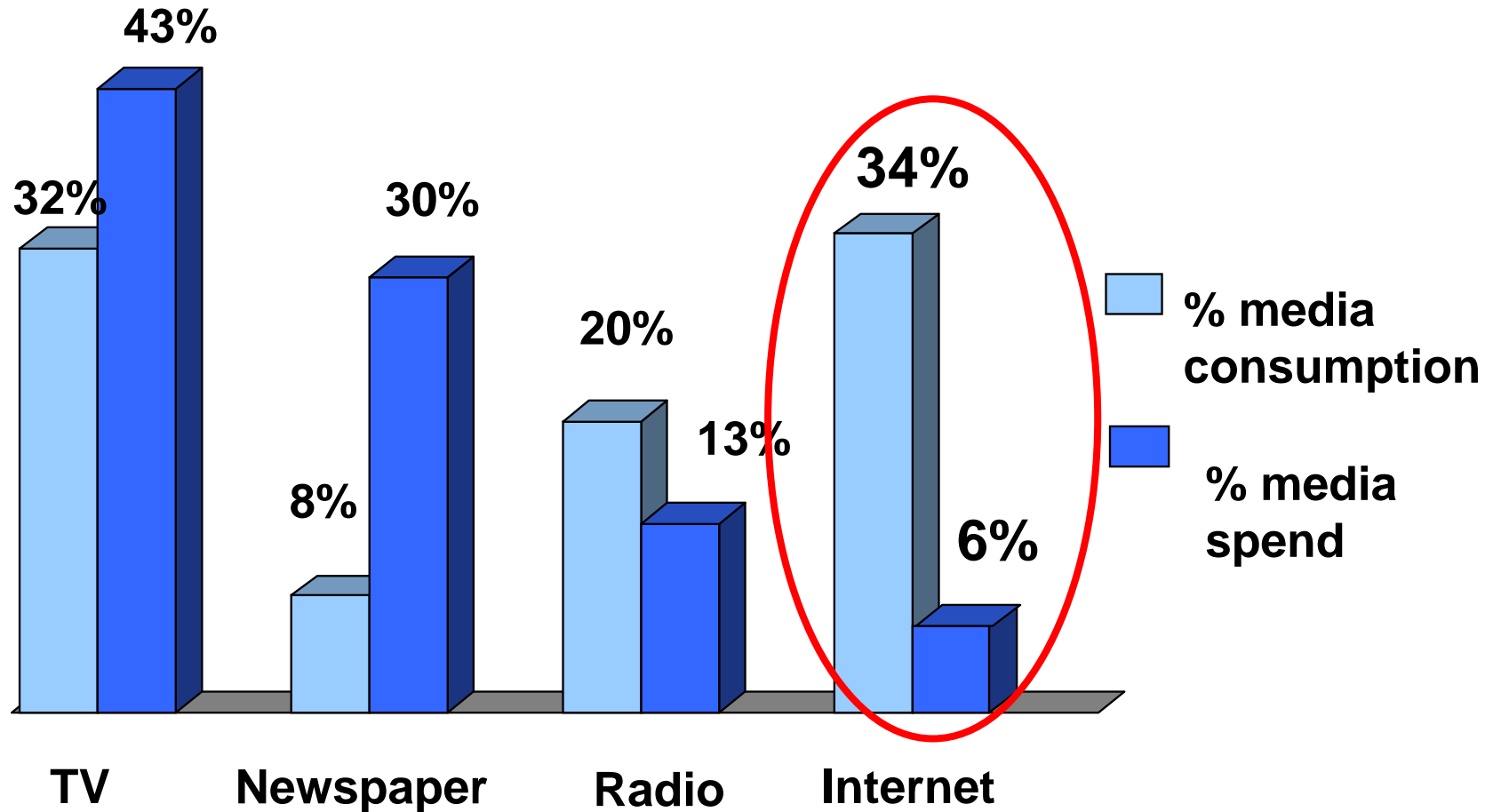
Comparable Homes Summary

Total Comps update = **+\$20,816**

First Nine Months

- 5th largest real estate Web site (Hitwise)
 1. Realtor.com
 2. Homegain
 3. Rent.com
 4. RE/MAX Real Estate
 5. **Zillow.com**
- 3.5 million consumers in October (internal numbers)
- 27 million homes have been viewed since we launched in February
- 171,000 homes claimed by owners as of November 1

Advertising Business Model



Source: Forrester Research, *US Online Marketing Forecast*, May 2005