



Help buyers
make their new
house a home with
your products
and services

Home Buyers

From the Zillow Group mortgage lead form to the Home Buyers Guide, Zillow Group not only identifies users actively looking to purchase a home, but also helps them make informed and educated decisions along the way.

AUDIENCE DATA SIGNALS

- Searching for available homes
- Researching information about mortgages
- Viewing Zillow's Buying Guide
- Connecting with real estate agents
- Handling buying documents on DotLoop

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

ZILLOW INSIGHTS

The home buying experience is both an intimidating financial transaction and an emotional milestone. Today's home buyers are redefining so-called starter homes and buying the most expensive home they can afford—and freestanding houses are their top choice. Many home buyers grew up in a digital age and utilize online resources to help them with their home shopping experience. They entered adulthood during the housing recession and approach home buying with financial savviness and caution.



Millennials account for 42% of today's home buyers, which is more than any other generation



83% of buyers are shopping for a single-family home



Buyers are 59% more likely to buy an appliance and 30% more likely to purchase technology products



87% of buyers use an online resource during their home search

All findings are from the Zillow Group 2016 Consumer Report and the 2015 Zillow Mover vs Nonmover Study