



Zillow to Expand Buying and Selling Homes in Charlotte and Raleigh

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SEATTLE, Oct. 8, 2018 /PRNewswire/ -- Home sellers in Charlotte and Raleigh, N.C., will soon be able to use Zillow Offers to request a no-obligation cash offer from Zillow to buy their home.

The addition of these two markets this winter will bring Zillow Offers to a total of six markets nationwide. Zillow Offers is a service for consumers to remove the hassle and uncertainty of selling a house. Zillow directly buys a seller's house, prepares it for showings, and quickly lists it for sale - so they don't have to. The program launched in Phoenix in April, and also is available in Las Vegas and Atlanta, with Denver opening later this month.

Timing the sale of a home with the purchase of a new one is a top concern for sellers¹. According to [Zillow's latest research](#), 61 percent of sellers are buying at the same time, adding stress and financial complexity to the process. With Zillow Offers, potential home sellers can request an offer and within a few business days receive a cash offer from Zillow - an opportunity for sellers to work on their own timeline.

"Since we launched the Zillow Offers program, tens of thousands of consumers have requested a Zillow Offer, and we've been able to deliver a hassle-free home selling experience for many of them. Soon we will be able to offer this experience to potential home sellers in two fast-growing cities in North Carolina, providing them with a new way to sell their home that is convenient and less stressful - all on their timetable," said Zillow Brand President Jeremy Wacksman. "Zillow Offers does more than give home sellers a no-obligation cash offer. The program is designed to give consumers more choices and control, tailoring the home-selling experience to their unique circumstances, regardless of how they ultimately choose to sell their home."

In every market where Zillow Offers is available, Zillow works with local agents and brokers during every transaction. Zillow pays a commission to local real estate agents when it buys and sells each home. The program also gives brokerages and Premier Agents the opportunity to acquire new listings by connecting them with motivated sellers who have taken a direct action to sell their home. Consumers who request a Zillow Offer, but decide to instead sell their house traditionally with an agent or do not receive a Zillow Offer, will be connected with a local brokerage or Premier Agent. The partner brokers and Premier Agents participating in Charlotte and Raleigh will be announced when Zillow Offers launches in each respective market this winter.

Zillow

Zillow® is the leading real estate and rental marketplace dedicated to empowering consumers with data, inspiration and knowledge around the place they call home, and connecting them with great real estate professionals. Zillow serves the full lifecycle of owning and living in a home: buying, selling, renting, financing, remodeling and more. Zillow Offers provides homeowners in some metropolitan areas with the opportunity to receive offers to purchase their home from Zillow. When Zillow buys a home, it will make necessary updates and list the home for resale on the open market.

In addition to [Zillow.com](#), Zillow operates the most popular suite of mobile real estate apps, with more than two dozen apps across all major platforms. Launched in 2006, Zillow is owned and operated by Zillow Group (NASDAQ:Z and ZG) and headquartered in Seattle.

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¹ According to the [2018 Zillow Group Consumer Housing Trends Report](#).

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