

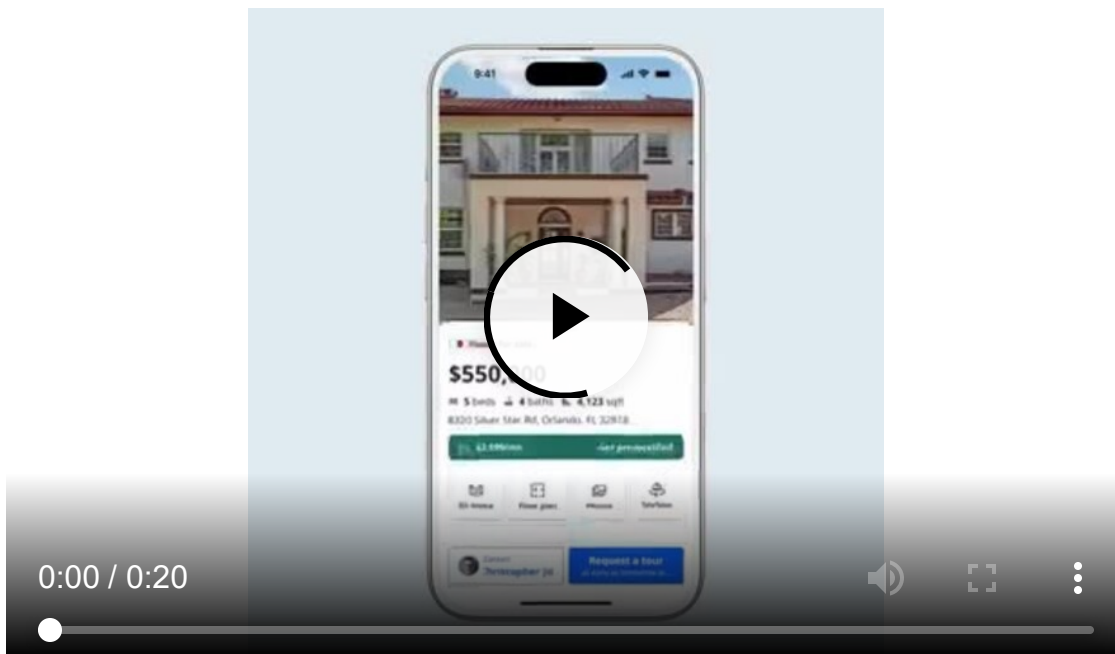
NEWS RELEASE

Summer just got hotter: Zillow debuts five powerful new features

2025-07-14

AI-powered, data-driven tools supercharge the home shopping experience, from immersive tours to buying power insights

SEATTLE, July 15, 2025 /PRNewswire/ -- The hottest tour of the summer is here, and it's only on Zillow[®]. [Zillow's Summer Launch](#) debuts five new features to make home shopping, selling and renting easier — and it's headlined by SkyTour, a first-of-its-kind, user-guided view of a home's exterior from above.



Additionally, new tools like Offer Insights, Rentals Costs & Fees Breakdown, Tour Itineraries and BuyAbilitySM

upgrades empower users to explore listings, understand costs and schedule tours — all in one place.

These updates simplify home shopping headaches, such as hidden costs and budget uncertainty, while making it easier (and more fun) to browse, plan and tour. With these tools, Zillow is leading the category for the kind of smart, seamless digital experience people expect throughout their real estate journey.

SkyTour: Explore homes like never before — from above

Available now on eligible [Zillow Showcase](#)SM listings, [SkyTour](#) puts home shoppers in the pilot's seat with a dynamic, drone-like 3D view of a home's exterior. With simple, intuitive controls, buyers can fly around a property virtually to get a sense of the exterior layout, lot and area surrounding the property — right from their phone or computer.

Powered by Gaussian splatting, an emerging rendering technology used in gaming, virtual production and more, SkyTour transforms drone footage into a smooth, interactive 3D experience. SkyTour is available on Showcase listings when drone footage is captured through the Zillow Media Experts premium package.

As the most visited real estate app and website in the U.S., Zillow is among the first in the industry to implement and scale Gaussian splatting technology, redefining the online home tour experience.

Offer Insights: Empowering buyers to make stronger, more confident offers

Offer Insights is a new feature that gives buyers and their agents a clearer picture of how different offer prices might perform in today's market.

Available on for-sale listings, the tool lets home shoppers toggle between various offer levels to see how strong their offer might be. By combining the Zestimate, recent sales and local market data, Offer Insights allows home shoppers to see the estimated likelihood of their offer being accepted, empowering them to move forward with confidence.

For agents, Offer Insights brings more move-ready buyers to the surface — those who are using real-time data to explore viable paths to making an offer. It sets the stage for productive, informed conversations about how to approach an offer based on current market conditions. Agents remain essential in helping buyers understand pricing, weigh affordability and discuss personal factors, such as contingencies and timing.

Rentals Costs & Fees Breakdown: Transparent pricing for renters

Zillow now includes a detailed cost breakdown of move-in expenses, monthly charges and any extra fees on rental listings when that information is provided by the property manager. Rental listings now also feature a custom calculator that renters can use to get personalized estimates. This fee transparency helps renters plan, compare options and avoid surprise costs.

Hidden fees remain a top frustration for renters. [Nearly all renters](#) (94%) want listings to show all costs upfront, yet many still face unexpected expenses. [More than half of U.S. households that rent are cost-burdened](#), spending at least 30% of their income on rent — a challenge that hits Black and Hispanic renters especially hard.

By bringing total costs within the listing to light, Zillow is helping to give renters the clarity they need to make informed, confident decisions.

Tour Itineraries: Streamlined home touring

Tour Itineraries makes it easy for buyers and their agents to plan and manage home tours. After connecting with an agent, buyers can add homes to a shared tour list and coordinate logistics from a centralized tab on Zillow's app and website.

Both parties get a clear view of upcoming and past tours, keeping the home search organized and moving efficiently. With 94% of buyers using online tools to search for homes and [64% preferring to schedule tours online](#), Tour Itineraries delivers on the growing demand for digital convenience and control.

BuyAbility: Affordability at a glance

[BuyAbility](#), an affordability tool powered by Zillow Home Loans, gives home shoppers a real-time, personalized estimate of the home price and monthly payment they can afford — along with their likelihood of qualifying for a loan.

Home shoppers simply enter their income, credit score, monthly debts, down payment savings and preferred monthly payment. Within seconds, they receive their [BuyAbility](#): an estimate of the loan amount they may qualify for and a suggested price cap based on their budget. As they browse Zillow, listings are clearly labeled to show whether those properties fall within that shopper's BuyAbility.

New this summer is BuyAbility's capacity to let buyers shop for homes that fit both their target price, based on their desired monthly payment, and their maximum budget, based on what they may qualify for. By seeing how each home compares to both figures, buyers can better understand affordability and stay on track.

BuyAbility has quickly become a powerful resource, with more than 1.5 million people enrolled since its launch. With housing affordability a top priority for most Americans, tools like BuyAbility are critical to helping buyers shop smarter and feel more in control.

All five features are now live nationwide on Zillow's website and mobile apps. From browsing and budgeting to touring, renting and making an offer, these tools bring more clarity, confidence and convenience to every step of the real estate journey.

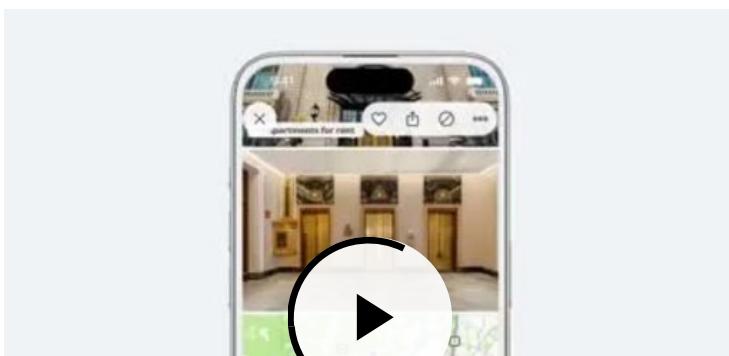
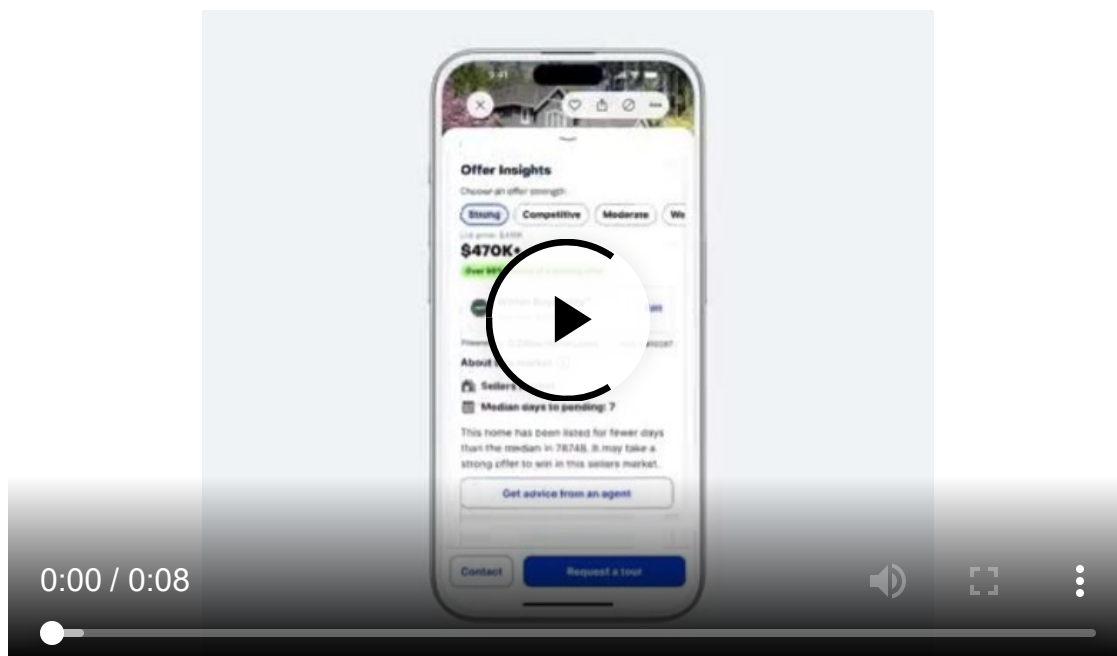
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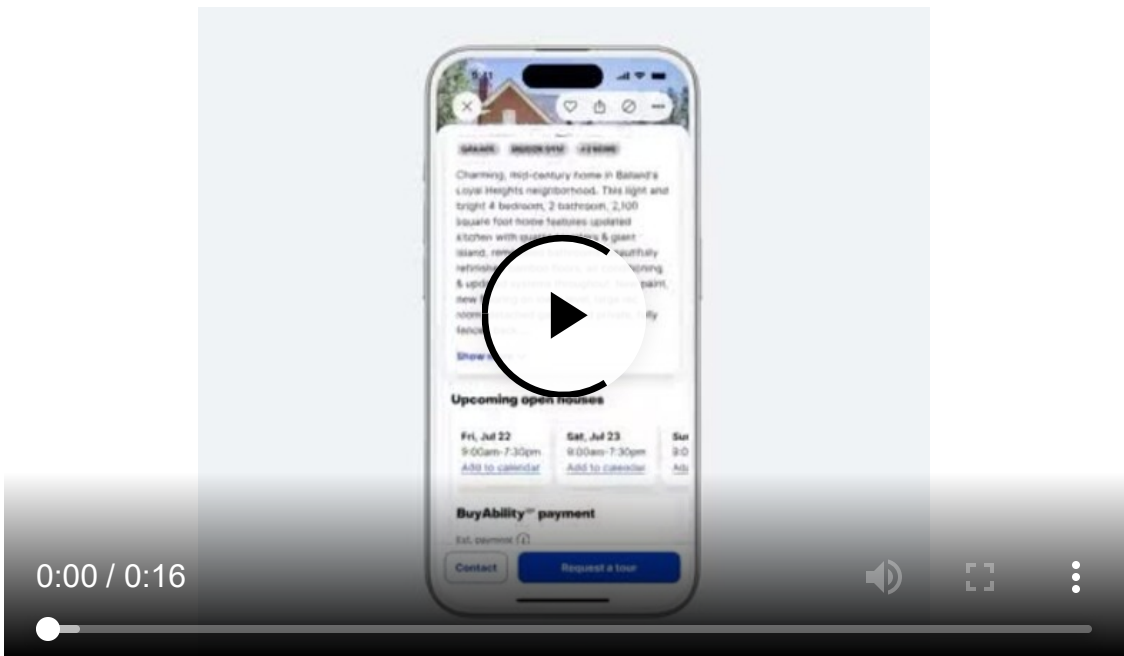
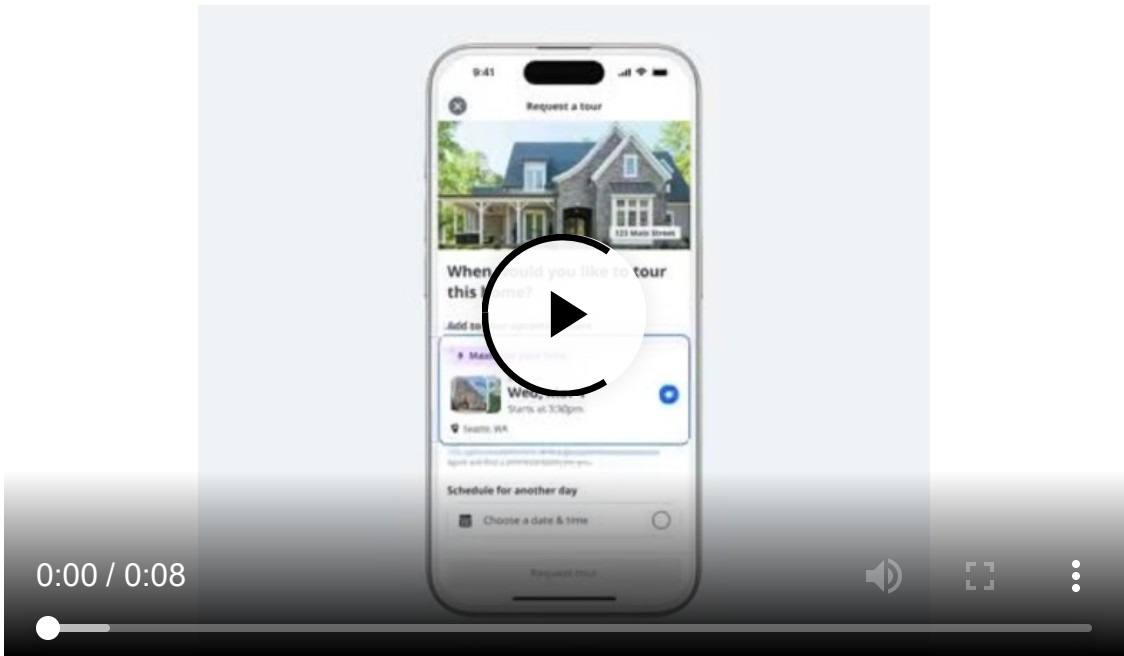
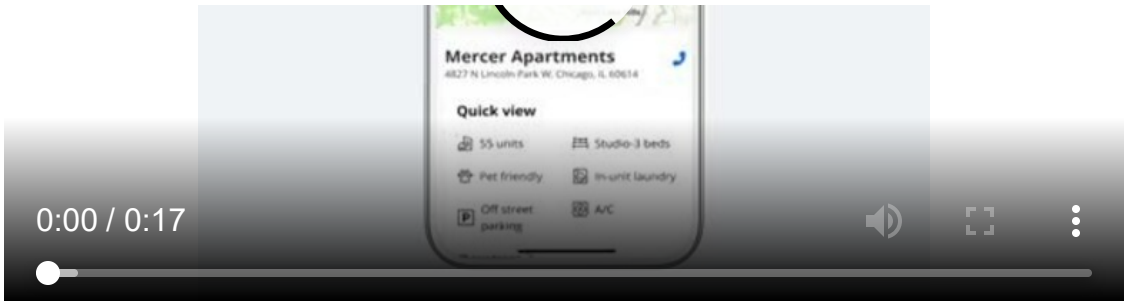
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