

Zillow PreviewSM listings are now live on Realtor.com®, offering the same early access on the two most-visited real estate platforms in the country

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SEATTLE and AUSTIN, Texas, Sept. 17, 2026 /PRNewswire/ -- Zillow® and [Realtor.com®](#) today announced that PreviewSM is live on both sites, bringing pre-market homes to buyers across the two most-visited real estate platforms in the country. No special login or brokerage relationship required. The same early access for every buyer, on both platforms starting today.

This marks the realization of a collaboration announced in May, and the largest pre-market syndication effort in U.S. residential real estate. Whether searching on Zillow or [Realtor.com®](#), buyers will now see pre-market listings at the same time — clearly labeled as Preview listings, with no insider track required.

"Today we set a new standard for pre-market transparency on Zillow and Realtor.com®," said Christopher Roberts, Zillow's chief product officer. "While others in this industry are moving in the other direction and restricting early listings to private networks, we're proving that broad, public visibility is better for sellers, better for buyers and better for agents."

"It takes a shared commitment to bring two platforms to the table, but on this, we agree: an open marketplace serves buyers and sellers better than a closed one," said Anna Marie Castiglioni, Head of Realtor.com® Next.

"Bringing Preview Listings to both platforms means every buyer, on either site, gets access to the same homes at the same time — and every seller gets the benefit of that broad reach."

The collaboration launches as Zillow Preview has already achieved significant scale. More than 400 brokerage partners — including Keller Williams, RE/MAX, Leading Real Estate Companies of the World®, HomeServices of America, Berkshire Hathaway HomeServices, United Real Estate, Engel & Völkers and Side — are enrolled in Zillow

Preview, with listing creation continuing to grow.

A more complete search on both platforms

Preview listings are clearly labeled and receive enhanced visibility in search results and email alerts on both Zillow and Realtor.com®.

Once a buyer finds a Zillow Preview or Realtor.com® Preview home, they can:

- Save it to stay updated as more details become available
- Contact the listing agent to get questions answered quickly
- Pre-book a tour to be one of the first in the door when the home is ready for showings
- Use the extra time to connect with a buyer's agent and get pre-approved for a mortgage — so they're ready to act the moment the home goes live

Nearly 9 in 10 Americans (88%) say they would be at least somewhat interested in viewing pre-listed homes online if they were buying, according to a Zillow survey conducted by the Harris Poll.

A bigger stage for sellers and their agents

For sellers, the collaboration delivers pre-market exposure at a scale that wasn't previously possible. Zillow and Realtor.com® together reach three-quarters of major portal visitors, according to Comscore data. Preview listings receive 18% more views, 9% more shares and 7% more saves than comparable listings during the first 14 days on market.

While sellers prepare their homes for sale, agents can build demand across both platforms simultaneously, turning the time before listing day into a marketing runway. Real buyer behavior during the Preview window — views, saves, tour requests — gives sellers and their agents pricing intelligence before a home officially launches on the MLS. Eighty-five percent of soon-to-be sellers say they'd be more likely to hire an agent who can pre-market their home to the broadest online audience.

As part of this collaboration, agents will receive the same benefits for both their Zillow Preview and Realtor.com® Preview listings, available at no cost to sellers or agents participating through an enrolled brokerage.

Participating agents receive three key benefits:

- Greater visibility: Preview listings receive elevated placement in search results and saved-home alerts during the Preview period on both Zillow and Realtor.com®, helping more buyers discover the home earlier in the listing process.
- Free connections based on buyer choice: Consumers have the choice to connect with the listing agent or with

a local buyer's agent, depending on their needs. When a buyer reaches out to the listing agent directly through Zillow or Realtor.com®, those connections are free for the listing agent.

- Revenue participation: If a qualified Preview connection from either a Zillow Preview or Realtor.com® Preview home results in a closed transaction through a qualified partner agent, the listing agent may receive a share of the revenue earned from that transaction, settled through their brokerage. This fee does not increase consumers' or agents' costs. As always, commissions remain negotiable between consumers and the agents representing them.

About Zillow Group:

Zillow Group, Inc. (Nasdaq: Z and ZG) is reimagining real estate to make home a reality for more and more people.

As the most visited real estate app and website in the United States, Zillow connects hundreds of millions of consumers with innovative technology, trusted agents and loan officers, and seamless digital solutions. With industry-leading tools and resources, Zillow supercharges real estate professionals so they can grow their businesses and deliver exceptional client experiences. For renters and housing providers, Zillow offers not only a robust marketplace but a set of end-to-end products and services to streamline applications, leases, payments and more.

Zillow's ecosystem spans the entire home journey — from dreaming and shopping to renting, buying, selling and financing.

Zillow Group's affiliates, subsidiaries and brands include Zillow®, Zillow Premier Agent®, Zillow Home Loans®, Zillow Rentals®, Zillow® New Construction, Trulia®, StreetEasy®, Out East®, HotPads®, Follow Up Boss®, ShowingTime® and dotloop®.

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About Realtor.com®

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