

Zillow announces Zillow Pro: A suite of products designed to transform how agents capture business and meet consumer needs

2025-10-15

Powered by Zillow's data and AI, Zillow Pro unites Follow Up Boss, My Agent and Agent Profiles into one experience to help agents capture more opportunities and close more deals

SEATTLE, Oct. 15, 2025 /PRNewswire/ -- Zillow® today introduced Zillow ProSM, a first-of-its-kind suite of products that transforms how productive agents work by unifying the tools they need to successfully close more transactions.

Zillow Pro represents the next step in Zillow's long-standing partnership with agents and underscores the company's belief that when agents have the right tools, consumers win. The new offering reflects Zillow's continued investment in software and technology designed to help agents thrive in a rapidly changing market.

Zillow Pro brings together Follow Up Boss, My Agent and Agent Profiles into one integrated product suite powered by AI — designed to help agents strengthen relationships, uncover opportunities and deliver better experiences for their clients.

Zillow Pro addresses the many challenges agents face today. Past clients start searching again without telling them. Leads re-engage, but agents miss it because they lack real-time visibility into what their contacts are doing on Zillow. And even when agents have strong relationships, their clients are searching on Zillow without a visual reminder to connect with their agent for help along the way. These missed opportunities add up to lost revenue for agents and clients who slip away. It creates a gap for buyers and sellers, who may not have expert advice at the right time when navigating such a complex transaction.

The products included in Zillow Pro help solve each one of these challenges. The result is a smarter, more streamlined way for agents to stay top-of-mind to home shoppers on Zillow, uncover new opportunities, and focus on what they do best — helping people get home.

Zillow's investment in better agent technology means better consumer outcomes. With integrated tools that surface the right insights at the right moment, agents deliver more personal, timely support from first search to closing.

"Zillow is laser-focused on helping real estate agents succeed, and with Zillow Pro, we're deepening that commitment," said Jun Choo, Zillow's chief operating officer. "We're building game-changing technology that enhances the essential relationship between agents and their clients — giving professionals the insights, tools and visibility they need to grow their business in today's market."

My Agent and AI technology drive Zillow Pro product suite

For the first time, agents can invite any contact from Follow Up Boss to form a My Agent relationship. With Zillow Pro, this proven feature extends to agents' entire sphere — not just the shoppers they connect with on Zillow. Once accepted, the consumer sees the agent's branding across Zillow, creating a consistent, trusted presence throughout the search experience. For agents, this connection unlocks real-time insights into consumer behavior so they can provide a better home shopping experience for their clients.

My Agent has long given agents persistent branding and insight into how their contacts search on Zillow. Now, at the heart of Zillow Pro, My Agent becomes far more powerful, extending this capability across an agent's entire network.

How Zillow Pro helps agents succeed:

- Follow Up Boss: The most widely adopted consumer-relationship management tool among real estate professionals, now enhanced with Zillow insights.
- Premium Agent Profiles: Agents can showcase their expertise, highlight recent sales and stand out where shoppers are looking with curated media like photo slideshows or video.
- Expanded My Agent: Agents can extend My Agent to their entire sphere, inviting any contact from Follow Up Boss into a My Agent relationship.
- Persistent branding on Zillow: Once connected through a My Agent relationship, an agent's branding follows their connected contacts across Zillow, on listings, in emails, and throughout the home-search experience, keeping them top-of-mind. The shopper can also contact the agent directly from Zillow listings to share homes they're interested in touring.
- Real-time consumer insights: Agents can see what their connected contacts are viewing, saving and searching for on Zillow directly within Follow Up Boss, so they can reach out at just the right moment.

- AI-powered follow-up: Alerts notify agents when contacts re-engage or show signs of readiness, with AI-personalized outreach based on their contacts' search activity.
- Pathway to Zillow Preferred: Once nationally available, Zillow Pro will become the primary way agents qualify for Zillow Preferred (formerly Flex), the company's performance-based partner program offering enhanced benefits and tools. Every Zillow Preferred partner agent will receive access to Zillow Pro at no additional cost through 2026 as part of their Preferred benefits.

Zillow Pro is set to launch nationally next year. Zillow will open an early-access interest list for agents attending its annual [Unlock conference](#) in Las Vegas November 3-5. Initial market launches begin in early 2026, with nationwide availability targeted for mid-year.

You can read more about Zillow Pro [here](#).

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 and its affiliates help people find and get the home they want by connecting them with digital solutions, dedicated real estate professionals, and easier buying, selling, financing, and renting experiences.

Zillow Group's affiliates, subsidiaries and brands include Zillow®, Zillow Premier Agent®, Zillow Home LoansSM, Zillow Rentals®, Trulia®, Out East®, StreetEasy®, HotPads®, ShowingTime+SM, Spruce®, and Follow Up Boss®.

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