

Zillow brings specialized housing intelligence to Claude, with a path to tours, agents and financing

2026-10-19

A new connector brings real home listings, interactive maps and affordability tools into Claude, built on two decades of Zillow housing data

SEATTLE, Oct. 19, 2026 /PRNewswire/ -- A Zillow® experience is now available in Claude through a new connector that lets people explore homes for sale or rent, check home values and estimate what they can afford within the AI assistant.

"Finding a home is one of the most important decisions people make, and it deserves specialized intelligence — real listings, real home values and real affordability math, built on two decades of housing data," said Josh Weisberg, senior vice president of AI at Zillow. "This connector helps Claude users take the next step through Zillow: a tour, an agent, a loan officer. The conversation doesn't stop with providing information, it leads to a way to make it happen."

How it works

To get started, open Claude, go to "Customize," select "Connectors" and connect Zillow. Then ask for something specific, like "Find three-bedroom homes for sale in Denver under \$600,000 with a garage" or "Show me apartments for rent in Seattle under \$2,500 a month."

Claude can bring listings on Zillow, interactive maps, home value estimates and affordability tools into the conversation. Listings include photos, prices and other information, with links to further explore properties directly on Zillow. In the same conversation, people can request a tour, connect with a real estate agent or explore financing, ensuring agents remain at the center of consumers' journeys.

Zillow doesn't send data to Anthropic; instead, Zillow's own MLS-approved listing display appears within Claude, with the same broker and MLS attribution as on [Zillow.com](https://www.zillow.com).

The foundational technology behind the experience

The connector builds on two decades of investment in housing technology that spans buying, selling, renting and financing. Zillow's proprietary data, rich media, custom AI models, and tools that connect consumers with real estate agents, loan officers and other services help make AI more useful for the complex decisions involved in moving.

That same foundation powers [Zillow AI mode](#), which brings together housing information and individual preferences to offer richer, more personalized guidance directly on the Zillow app. [AI-powered tools from Zillow](#) also help real estate professionals work more efficiently and better serve their customers.

The Claude connector extends this technology to another major AI platform, joining existing Zillow experiences in [ChatGPT](#) and a rentals-focused experience in [Gemini](#).

Zillow's housing expertise also shapes how it designs, tests and launches AI, including fair housing reviews by its ethical AI team. The company has also published its [AI principles](#) and released its [Fair Housing Classifier](#) as an open-source tool to help identify potential bias in real estate conversations.

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®,

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