

Zillow builds ChatGPT plugin for real estate searches

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- Zillow®, the most visited real estate website in the U.S., has developed a new ChatGPT plugin for real estate.
- With a new ChatGPT plugin, Zillow is testing more ways for customers to find and get into their next home.
- [Eligible users](#) who enable the Zillow plugin on ChatGPT can ask about property listings based on details like location, price range, and bedroom and bathroom count, and receive links directly to Zillow listings that match their preferences.

SEATTLE, May 2, 2023 /PRNewswire/ -- Zillow [announced today](#) the launch of the Zillow ChatGPT plugin, which gives users a new way to discover real estate listings.

Users who enable the plugin can use conversational language to ask about specific property listings or share the types of for-sale and rental homes they are interested in, including location, price range, and bedroom and bathroom count. The Zillow plugin then retrieves relevant information from Zillow's extensive database of real estate listings.

The plugin will be accessible to a [select number of ChatGPT users](#) today, with broader access anticipated in the future.

"Generative AI is changing the way people search for information. At Zillow, we've been embracing AI and machine learning starting with the Zestimate® in 2006, and later introducing personalized recommendations and natural language search – which means we're well-equipped to help customers search and find homes in this new way," said David Beitel, chief technology officer at Zillow Group. "As the first major residential real estate marketplace to [bring advanced, AI-powered search to the home-shopping experience](#), we understand its immense potential, and we look forward to developing more tech innovations with OpenAI technology in the future."

Zillow is building a housing super app that offers customers a seamless, connected experience across all their real

estate needs: buying, selling, financing and renting. It launched [natural language search queries](#) on its apps and sites in January, and this ChatGPT plugin is the latest example of [how Zillow is using technology](#) to make it easier for customers to find and get into their next home. AI capabilities show up throughout Zillow's products and services, most recently in advancements in the [neural Zestimate](#), computer-vision-powered [rich media experiences](#) and AI-generated [immersive floor plans](#).

The Zillow ChatGPT plugin is currently in its alpha phase, providing an opportunity for Zillow to refine and enhance the experience based on user interactions. OpenAI, the maker of ChatGPT, has implemented safeguards to minimize inaccuracies and prevent inappropriate responses, but users should keep in mind that at times the experience might not work exactly as expected.

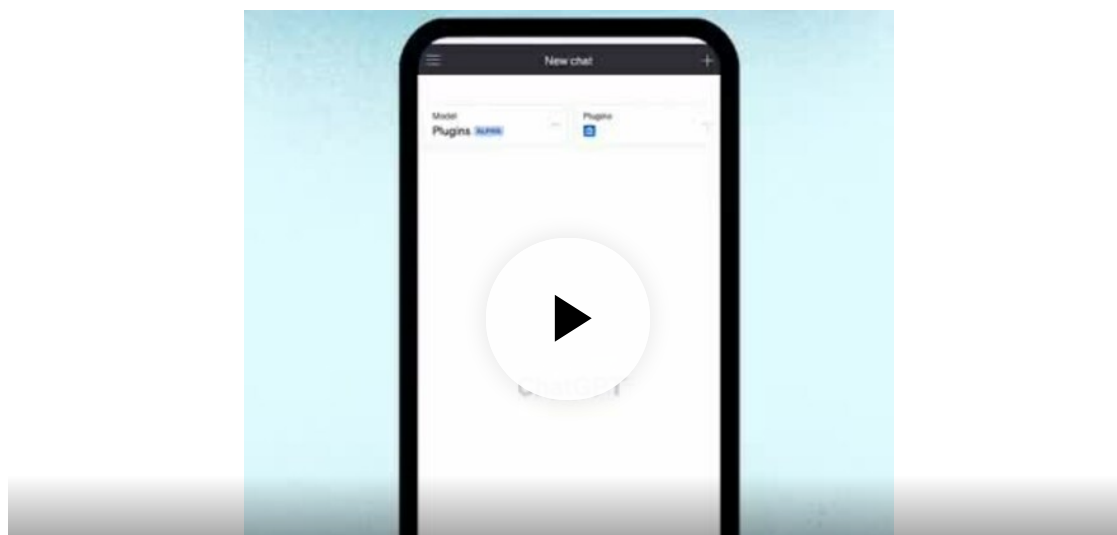
About Zillow Group

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 website in the United States, Zillow and its affiliates help people find and get the home they want by connecting them with digital solutions, great partners, and easier buying, selling, financing and renting experiences.

Zillow Group's affiliates, subsidiaries and brands include Zillow®; Zillow Premier Agent®; Zillow Home LoansSM; Zillow Closing ServicesSM; Trulia®; Out East®; StreetEasy®; HotPads®; and ShowingTime+SM, which includes ShowingTime®, Bridge Interactive®, and dotloop®.

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