NEWS RELEASE

Zillow launches tools to help answer moving's hardest questions

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New tools help buyers and renters track what they can afford, explore where to live and compare homes, while sellers can choose from local agents with proven track records

SEATTLE, Nov. 17, 2026 /PRNewswire/ -- Moving often comes down to four questions: How much can I afford? Where should I live? Which home is the one? Who should I trust to help? Zillow® today announced four tools to help people answer these questions so they can rent or buy with more confidence.

"Moving is a series of important decisions, and each one gets easier when you have clear information in front of you," said Cynthia Taylor, Zillow's senior vice president of Product. "These tools give both buyers and renters clarity at every step, and connect homeowners with local experts if they're ready to sell."

All four tools are live on Zillow, with availability that varies according to the tool and the user's platform, such as the web, iOS or Android.

How much can I afford?

Zillow Home Loans' BuyAbility℠ tool can now help keep a buyer's home budget more current and accurate. Buyers can link to Experian® once to verify their credit and debt, and their target home price will update automatically each month based on any changes. BuyAbility is also refreshed daily with updated interest rates from Zillow Home Loans.

Because the Experian integration is built on a verified credit score, Zillow Home Loans can estimate what buyers can afford more accurately, so they can search with more confidence from the start. Buyers can also plan for and

track their progress toward homeownership as they pay down debt and improve their credit. The BuyAbility tool is free, has no impact on credit scores and doesn't obligate buyers to use Zillow Home Loans. It's available in the Zillow app for iOS and Android.

Where should I live?

Regional Insights pages describe what it's like to live in cities and neighborhoods across the U.S., so renters and buyers can weigh neighborhood tradeoffs and compare prices early in their search. Location matters: In 2026, **61% of buyers** said a walkable neighborhood was very or extremely important, and about half said the same of a home's proximity to shopping, services or leisure activities.

Region Insights are available for hundreds of neighborhoods and dozens of cities, with more on the way.

Which home is the one?

Narrowing a short list is one of the hardest moments in a search. Now, buyers and renters can view their top homes side by side, with photos, financial information and key details in one place. They can start a comparison from search results, for any listing or their "favorites," and stop toggling between multiple tabs. The "compare homes" module is available on iOS, Android and the web.

Who should I trust to help?

Choosing the right agent is one of the biggest decisions in selling. For off-market homes, Zillow now displays a curated list of Zillow Preferred^{SM} agent partners who recently sold similar homes nearby, so homeowners can compare and contact local listing agents who may be a good match. The list appears only for homes for which Preferred agent partners have recently sold similar homes nearby. This feature is available on iOS, Android and the web.

According to Zillow's 2026 survey of more than 140,000 buyers, sellers and renters, almost all sellers (89%) said they relied on an agent, and the largest share (70%) hired an agent to help promote their home and find potential buyers.

For all four of Zillow's new tools, the aim is the same: to help people make the most important decisions in their move with more confidence and clarity. Learn more at **https://www.zillow.com/product-releases/fall-2026/**.

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®, dotloop® and Zillow® Closing.

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