

## Zillow to host AI Summit for Investors: Leading the Next Era of Real Estate

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SEATTLE, Feb. 23, 2026 /PRNewswire/ -- Zillow Group, Inc. (Nasdaq: Z and ZG), which is transforming the way people buy, sell, rent and finance homes, today announced it will host an investor event focused on how the company continues to deliver and lead on AI innovation in real estate at 9 a.m. ET / 6 a.m. PT March 24 in New York City.

The half-day event will showcase how Zillow's integrated transaction platform enables AI to operate across the full residential journey, from home discovery through closing. Zillow embeds intelligence across interconnected consumer and professional workflows, creating a unified system that improves as more buyers, sellers, renters and agents transact on the platform — rather than limiting AI to isolated features. Senior leaders will demonstrate how this integration positions Zillow to lead how residential real estate operates in an AI-driven era.

Key speakers will include Zillow Co-Founders and Co-Executive Chairmen Rich Barton and Lloyd Frink, Chief Executive Officer Jeremy Wacksman, Chief Financial Officer Jeremy Hofmann and other senior product and artificial intelligence leaders from Zillow.

In-person attendance is by invitation only. A live [webcast](#) and replay can be accessed on the Events & Presentations section of Zillow Group's Investor Relations [website](#).

"AI creates a durable advantage in real estate when it is integrated across the entire transaction," Wacksman said. "Over more than two decades, Zillow has built the infrastructure, proprietary data and professional relationships that allow intelligence to be embedded at every step for the consumer — from search and touring to financing and closing. Because our platform connects these stages in a single system, every interaction strengthens the next, continuously improving outcomes for consumers and partners."

In an AI-driven environment, advantage accrues to platforms with closed-loop transaction data and embedded workflows at scale. Zillow operates across discovery, pricing signals, touring activity, agent connections, financing exploration and closing — creating a comprehensive view of the residential transaction that is not available through standalone tools or general-purpose AI systems. This integration enables Zillow to train and deploy AI purpose-built for housing, delivering more precise matches, smarter guidance and helping more consumers and professionals transact.

Zillow's AI strategy is grounded in [structural advantages](#) developed over more than 20 years:

- Persistent consumer relationships at scale. More than 230 million average monthly unique users engage with Zillow across a months-long housing journey, generating high-intent, first-party behavioral signals across buying, selling and renting decisions. This depth of engagement provides contextual data that strengthens personalization and predictive performance.
- Embedded professional workflows. Zillow's tools sit inside the core operating systems and critical, license-required workflows where residential real estate transactions are executed, from touring and customer relationship management to contract negotiations, pricing guidance, transaction oversight and closing. By embedding technology directly into regulated, license-dependent processes, Zillow enables AI to support real-world execution in partnership with professionals.
- Structured, category-specific data. Zillow combines rich home characteristics, pricing history, media, touring activity and transaction outcomes across for-sale and rental inventory — including rental listings not broadly available elsewhere. This structured housing data, generated within licensed transaction workflows, enables AI tailored to the legal, financial and operational complexity of residential real estate.

At the event, Zillow's leadership team will outline how the company's integrated transaction infrastructure, proprietary housing data and embedded professional workflows position it to shape how residential real estate functions in an AI-driven era. By connecting each stage of the housing journey within a single AI-infused system, Zillow improves decision-making, reduces friction and strengthens outcomes across the transaction.

## 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<sup>®</sup>, Zillow Premier Agent<sup>®</sup>, Zillow Home Loans<sup>®</sup>, Zillow Rentals<sup>®</sup>, Zillow<sup>®</sup> New Construction, Trulia<sup>®</sup>, StreetEasy<sup>®</sup>, Out East<sup>®</sup>, HotPads<sup>®</sup>, Follow Up Boss<sup>®</sup>, ShowingTime<sup>®</sup>, dotloop<sup>®</sup> and Zillow<sup>®</sup> Closing.

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## Forward-Looking Statements

This communication contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 that involve risks and uncertainties, including, without limitation, statements regarding our business strategies, the execution of those strategies, our competitive positioning and market opportunity, and the impact of artificial intelligence on our business and industry. These statements are based on current expectations and assumptions, which are subject to change. Actual outcomes may differ materially from those described in these forward-looking statements due to technological and regulatory developments, changes in housing market or competitive conditions, and other factors described in Zillow Group's filings with the U.S. Securities and Exchange Commission. We undertake no obligation to update the forward-looking statements in this communication except as required by law.

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