

Zillow (HBS 9-913-021)

- 1.** What is the value added of agents? Is there a conflict of interest between a buyer/seller and their agent?
- 2.** Is Zillow a friend or foe of agents?
- 3.** What is Zillow's competitive advantage over its competitors (e.g. Trulia)?
- 4.** In the current business model, how does Zillow monetize? How significant are these sources of revenue likely to be? Is it enough to justify the \$87m of venture funding?
- 5.** Should Zillow buy a real estate brokerage to supply exclusive content?
- 6.** Could Zillow disintermediate the agents?