

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?