



Bringing Real Estate into the Digital Age

Jackie Mohr
Assistant General Counsel, Zillow Group



Consumer expectations are changing

**Old
Category**

vs

**New
Category**





9,000
stores

\$6 billion
in annual revenue



New location was opening
every 17 hours (1989)

Zillow



220
stores

\$1 billion
in annual sales



15
countries

Zillow




1,450
locations globally


25%
of the world's
toy market



One location
Bend, Oregon



Closed in
2006



Closed in
2018



Also available as part of the eCourse

[Hooked on CLE: January 2021](#)

First appeared as part of the conference materials for the
2020 Special Topics in Residential Mortgage Lending session
"Bringing Real Estate into the Digital Age"