Zillow Group leads $10M funding round for home design app Hutch

Zillow Group has hinted at plans to create a virtual co-shopping experience for homebuyers and their agents. Now the company appears to have taken a step in that direction by leading a $10 million Series A financing round for Los-Angeles based Hutch Interiors (Hutch), a startup that uses augmented-reality technology to allow users to visualize new designs for their homes and property listings. The move marks the real estate giant's first step into the investment space. Zillow Group CEO Spencer Rascoff will join Hutch's board of directors as part of the deal, bringing "extensive tech startup and real estate experience to their existing leadership team." Hutch Closes Series A Financing Round from Zillow Group (PRNewsfoto/Hutch Interiors, Inc.) "A huge hurdle both renters and buyers face is envisioning themselves in a new home," said Rascoff in a statement. "By investing in Hutch, we are enabling breakthrough innovation that enhances online home shopping and design experience...

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