Zillow Offers officially launches in Atlanta

The Seattle-headquartered real estate tech giant Zillow announced today that Zillow Offers, its direct-to-consumer, online homebuying and selling platform, is now operational in Atlanta, Georgia .

That means Atlanta homeowners can now head to Zillow's website, enter in their address, and within a few clicks, receive an all-cash offer from Zillow on their home, alongside a comparative-market analysis (CMA) from a real estate agent of what the home might fetch if listed on the market. The seller can choose either option, or neither.

This will be the third market for Zillow Offers, which launched in Phoenix, Arizona, back in April of this year and expanded to Las Vegas, Nevada, over the summer. The program is set to launch in Denver later this fall.

Last month, Zillow announced the acquisition of Mortgage Lenders of America to streamline the process of buying homes through Zillow Offers for consumers.

"In the few short months Zillow Offers has been operating in our first two markets, we've seen strong interest from home sellers," said Zillow Brand president Jeremy Wacksman. "We have heard how valuable it is to them to be able to sell on their timeline, with transparency and certainty."

As it has in other markets, Zillow's home purchases and sales will be carried out through real estate agents handpicked by the company from its Premier Agent advertising program. Zillow has not disclosed the commission it pays the agents, although they have said in the past it's separately negotiated with each agent.

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In Atlanta, Greg Sanders, owner and co-founder of the Sanders Team of Realty ONE Group Edge, will represent Zillow in all of its transactions.

“Consumers today are demanding services that make the entire home-selling process easier and are tailored to their unique circumstances – a goal we strive to deliver for our clients every day,” said Sanders. “With Zillow Offers, we are taking this commitment to the next level and pairing our local expertise with Zillow’s relentless commitment to serving the consumer. We’re excited to help bring a better real estate experience to Atlanta.”

Zillow will also partner with Berkshire Hathaway HomeServices Georgia Properties and Better Homes and Gardens Real Estate Metro Brokers in Atlanta to provide the local brokerages with new seller leads as part of Zillow Offers. Agents will be connected with sellers who have requested a Zillow offer but decided not to sell to the Seattle-based company and instead are opting for a more traditional route.

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