Zillow's new presidents and promotions show it's serious about Instant Offers

Zillow has appointed Jeremy Wacksman as its first president and Arik Prawer as president of its Homes division, both in key roles overseeing the growth of Zillow Instant Offers, the portal’s year-old program to give homesellers an instant cash offer on their home, which they can accept or refuse in favor of listing on the open market with a Zillow Premier Agent.

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