

COMMERCE

Zillow eyes market dominance with Trulia acquisition

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From Zillow Web site

By STAFF REPORTS

Online real estate marketplace Zillow acquired chief competitor Trulia for about \$3.5 billion in stock July 28.

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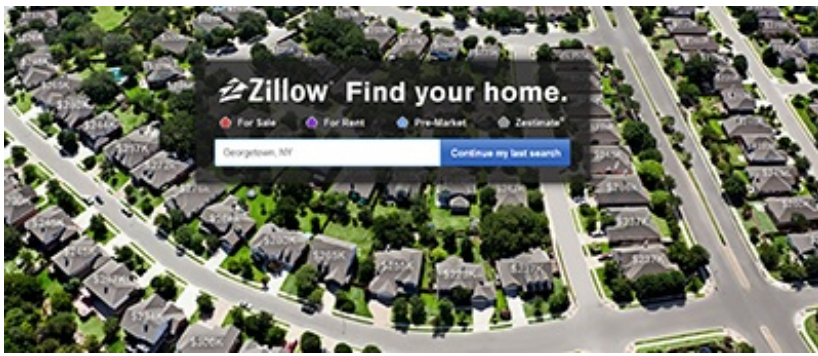
Luxury Daily

Zillow and Trulia accounted for a combined 61 percent of Internet traffic in the home listings category in June, according to ComScore. The newly merged company will have formidable sway, especially considering that the two players tend to attract consumers for different reasons.

Bedfellows

Zillow and Trulia had been rivals in the online real estate listings sphere for nine years before the takeover.

Zillow attracted 83 million users across Web and mobile in June, and Trulia attracted 63 million.



Zillow's Web site

Home sellers tend to go to Trulia, whereas homebuyers predominantly use Zillow, which minimizes overlap, according to [The New York Times](#).

The real estate industry has historically been ultra-fragmented, with countless siloed Web sites providing listings. Zillow and Trulia have been on a quest to consolidate nationwide listings to simplify the consumer experience.

New York's particularly messy real estate market has made recent moves toward listing consolidation with the help of Zillow ([see story](#)) and the company's subsidiary StreetEasy ([see story](#)).

Despite the massive amount of consumers Zillow and Trulia reach, they represent a small fraction of the overall real estate market, making it unlikely that the merger will be broken up by antitrust regulation.

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