



Zillow Group* Political Engagement Report Vol. 2

Introduction

Zillow Group, Inc. (“Zillow Group”) is reimagining real estate to make home a reality for more and more people. Since our founding in 2006, we have given consumers the tools and insight they need to navigate what is often the most important and complicated transaction of their lives. Now, as the most visited real estate platform in the United States, Zillow Group and its affiliates help people get the home they want by connecting them with digital solutions, dedicated partners and agents, and easier buying, selling, financing and renting experiences.

Zillow Group’s role in the housing ecosystem has evolved from bringing home values out of the dark with the Zestimate® to advocating for an easier, more affordable and secure real estate experience. Turning on the lights with the Zestimate was just our starting point. We believe consumers deserve transparent, fair and equal opportunities, and we are committed to reducing obstacles and improving the home-buying, home-selling and renting experience for everyone. This starts by advocating for [real estate rights](#) that govern the operations and interactions between consumers and the real estate industry. We are uniquely positioned to lead, with a deep understanding of the challenges faced by consumers and our role as a leader within the housing industry. Zillow Group’s advocacy work is driven by our economic data and extensive consumer insights, and always with the lens of making the real estate experience easier, more affordable and more secure whether renting, buying, selling or financing.

* Zillow Group's affiliates and brands include Zillow®, Zillow Premier Agent®, Zillow Home Loans™, Trulia®, Out East®, StreetEasy®, HotPads®, ShowingTime+™, Spruce® and Follow Up Boss®. All marks herein are owned by MFTB Holdco, Inc., a Zillow affiliate. Zillow Home Loans, LLC is an Equal Housing Lender, NMLS #10287 (www.nmlsconsumeraccess.org). © 2024 MFTB Holdco, Inc., a Zillow affiliate.

- **Ease.** Zillow Group is poised to enable modernization through innovation that meets the current needs of consumers. We are focused on bringing real estate regulations into the 21st century to create an easier experience.
- **Affordability.** We will continue to educate and advocate for policies that help mitigate affordability pressures for consumers, including lessening upfront costs, reducing friction in the process, and increasing housing supply, and help make the housing market work better for everyone.
- **Security.** We advocate for a more secure consumer experience throughout the real estate process, from search and find to financing and supporting policies that combat fraudulent listings and predatory scams.

To drive meaningful change in these areas, Zillow Group employs three levers: product, policy and partnerships.

- **Product.** Zillow Group's innovative features and products aim to help individual consumers get a home easily and securely. This includes our recently launched feature that allows renters who pay their rent on Zillow to have their on-time payments reported to a major national credit bureau at no cost to them. This new feature complements our existing innovations, such as reusable rental applications and more.
- **Policy.** To scale our innovations and reach more consumers, Zillow Group advocates for policies at the federal, state and municipal levels regarding down payment assistance and financial readiness, as well as policies to address racial disparities in housing.
- **Partnerships.** Zillow Group regularly partners with organizations that supplement our own core offering. Whether helping to strengthen consumers' financial acumen to prepare for homeownership or helping make home a reality for low-income and barriered renters, Zillow Group leverages partnerships across the country.

Political Contributions

Zillow Group participates in the political process using a multifaceted approach, with our political contributions being one piece of our overall political engagement. Zillow Group

makes political contributions through the Zillow Group PAC (“ZG PAC”) and through the use of corporate treasury funds (“Corporate”). ZG PAC is administered by Zillow Group and funded entirely by voluntary contributions from eligible employees, the board of directors and spouses/partners of eligible contributors.

Political Spending Considerations

Zillow Group may contribute where permitted by law to:

- Federal candidates, caucuses, committees and PACs
- State and local political parties and other political groups
- Political action committees (PACs)
- Trade associations
- Tax-exempt organizations
- Independent expenditures for communications that advocate for candidates
- Ballot measures
- Ad buys

At this time, Zillow Group does not use ZG PAC or Corporate funds for the purposes of supporting or opposing any ballot measures or funding independent expenditures, but if Zillow Group decides to do so in the future, the recipient and amount will be disclosed in this report.

The initial ZG PAC and Corporate political spending budgets are created in tandem at the beginning of every election cycle by Zillow Group’s Government Relations (“GR”) team, and then reviewed and adopted by the Zillow Group Political Spending Steering Committee (“Steering Committee”). GR leadership is responsible for the administration and supervision of Zillow Group’s political expenditures within approved budgets and reporting actual expenditures to the Steering Committee. GR leadership also reports political spending budgets and expenditures to Zillow Group’s Executive Sustainability Council. (See “Governance” section below for a description of Zillow Group’s Executive Sustainability Council and oversight by the Nominating and Governance Committee of Zillow Group’s board of directors.)

The Steering Committee is an internal, cross-functional advisory board established to represent diverse points of view and determine whether disbursements align with business objectives.

Through their work representing different lines of business and functions, Steering Committee members strive to increase transparency, voice concerns and issues important to employees, and help guide how we communicate Zillow Group's political engagement (both ZG PAC and Corporate). Decisions are made without regard to the personal political views or interests of senior management.

The following factors influence our decisions regarding political contributions:

- Candidate or committee is knowledgeable about and has demonstrated an understanding of issues impacting our industry and Zillow Group's business priorities, and/or serves on legislative committees that have jurisdiction over issues important to Zillow Group. (Jurisdiction)
- Candidate's or committee's leadership positions, roles and/or memberships align with Zillow Group's business goals and objectives. (Leadership)
- Candidate or committee represents a location that includes a significant Zillow Group business interest and presence. Significant constituent base of Zillow Group employees is also considered. (Representation)

Political Contribution Disclosures

ZG PAC contributions are reported quarterly to the Federal Election Commission (FEC), and we are committed to following all local, state, and national laws and regulations related to disclosing and reporting both ZG PAC and Corporate contributions.

Trade Associations and Social Welfare Organizations

Zillow Group is a member of multiple trade associations, coalitions and industry organizations, which GR supports via regular membership dues. The goal of participating in these organizations is to support Zillow Group's broader public policy goals and business objectives. We will not always support and align with every policy and political priority of these organizations, but we value the importance of supporting a diverse industry and will continue to periodically review these relationships.

Zillow Group also contributes to other select tax-exempt organizations, including those organized under Internal Revenue Code Section 501(c)(6), that promote matters of importance to the real estate industry on behalf of their members. By law, social welfare organizations and trade associations are permitted to use a portion of membership dues for political activities.

Zillow Group will disclose its trade association dues exceeding \$25,000 per year per entity for which a portion of those contributions has been identified as used for lobbying. The trade associations not listed in this report were excluded because they do not receive Corporate funds in relation to political engagement efforts.

Governance

Board of Directors

The Nominating and Governance Committee of Zillow Group's board of directors, which is composed entirely of independent directors, develops, reviews, monitors and recommends to Zillow Group's board of directors corporate governance principles and policies applicable to Zillow Group's risks, including sustainability-related risks such as environmental targets and initiatives and political engagement activities. The Nominating and Governance Committee also provides oversight of a cross-divisional Executive Sustainability Council, which is responsible for setting and reviewing priorities and progress of Zillow Group's sustainability initiatives and developing sustainability-related policies. The Executive Sustainability Council is required to report regularly to the Nominating and Governance Committee on sustainability issues, initiatives, policies and disclosures, including political engagement, strategy and activities.

Management

The Steering Committee, discussed earlier in this report, approves political spending budgets and acts in an advisory capacity to the GR team and GR leadership. As mentioned previously, our GR team has oversight and advisory responsibilities, with the head of GR having final authority over lobbying activities and political expenditures within the budgets adopted by the Steering Committee and reported to the Executive Sustainability Council. Zillow Group also has other internal processes in place to periodically review the compliance of political expenditures with our internal policies and applicable laws.

Compliance

The ZG Political Engagement Report data is updated annually and made available on Zillowgroup.com and provided to the board of directors. Previous reports include historical data beginning in 2020 for both the ZG PAC and Corporate contributions, representing the first instances of political spending for both categories.

Zillow Group engages in lobbying activities at the federal and state levels, and files reports in compliance with the Lobbying Disclosure Act as well as additional disclosure reports in the states and jurisdictions where required.

DATA (2023)

The data listed below will be updated on an annual basis and organized by year.

- ZG PAC contributions with recipient and amount
- ZG Corporate political contributions with recipient and amount
- ZG GR-associated trade associations
- ZG GR-associated ad buys

Zillow Group PAC Contributions (ZG PAC)

Federal

Name	Amount
Across the Aisle PAC	\$5,000
Alamo PAC	\$1,000
Armstrong for Congress	\$1,000
Blaine for Congress	\$2,500
Brittany Pettersen for Colorado	\$2,000
Congressional Black Caucus PAC	\$2,500

Cramer for Senate	\$1,000
Equality PAC	\$2,500
French Hill for Arkansas	\$1,000
Friends of John Thune	\$1,000
Friends of Mark Warner	\$1,000
Garbarino for Congress	\$2,000
Houchin for Congress	\$2,000
Lawler for Congress	\$2,000
McHenry for Congress	\$5,000
Mike Flood for Congress	\$2,000
Monica for Congress	\$2,000
Montanans for Jon Tester	\$2,000
Mortgage Bankers Association Political Action Committee (MORPAC)	\$2,500
Nevadans for Steven Horsford	\$1,000
New Democrat Coalition Action Fund	\$5,000
Republican Governance Group/Tuesday Group PAC	\$5,000
Scott Fitzgerald for Congress	\$2,000
Sinema for Arizona	\$2,500
Team Hill	\$1,000
Team McHenry	\$5,000
Technology Network (TechNet) Federal PAC	\$2,500
Tomorrow Is Meaningful PAC	\$5,000

Young Kim for Congress	\$1,000
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State

Name	Amount
All Together Colorado	\$1,250
Amy Walen for State House	\$500
April for Washington	\$300
Cappelletti for PA	\$500
Colorado Way Forward	\$1,250
Committee to Reelect Jay Costa	\$1,000
Elect Jamila Taylor	\$500
Emily Alvarado for Washington	\$600
Friends for Cindy Ryu	\$250
Friends of Andrew Barkis	\$500
Friends of Andy Billig	\$400
Friends of Brian Cutler	\$1,000
Friends of Chris Dush	\$500
Friends of Chris Gildon	\$500
Friends of Drew Stokesbary	\$1,000
Friends of Frank Farry	\$500
Friends of Jessica Bateman	\$500
Friends of Joanna McClinton	\$1,000

Friends of Joe Fitzgibbon	\$800
Friends of Joe Pittman	\$1,000
Friends of Kim Ward	\$1,000
Friends of Laurie Jinkins	\$2,000
Friends of Lisa Boscola	\$500
Friends of Mari Leavitt	\$250
Friends of Matt Bradford	\$1,000
Friends of Nicole Macri	\$500
Friends of Nikil Saval	\$500
Friends of Pat Stefano	\$500
Friends of Scott Conklin	\$500
Friends of Strom Peterson	\$500
John Braun for State Senate	\$1,000
Kennedy Fund	\$1,300
New Day Colorado Fund	\$2,500
People for Robert Matzie	\$500
People for Sharon	\$300
People for Yasmin	\$300
Senate Majority Fund	\$1,250
Technology Network Colorado PAC	\$725
Together Holding Our Majority PAC	\$2,000
Washington House Democratic Campaign Committee	\$2,000

Washington Senate Democratic Campaign	\$1,200
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Corporate

Name	Amount
21st Century Fund (Michigan House Democratic Caucus)	\$2,500
21st Century Fund (Michigan Senate Democratic Caucus)	\$2,500
Accountability for Government Fund	\$1,000
Anna Caballero for State Treasurer 2026	\$1,500
Annessa Hartman for Oregon	\$500
Assembly Democratic Campaign Committee	\$2,000
Blanca Rubio for Assembly 2024	\$1,500
Blue Action Fund	\$250
Brian Jones for Lt. Governor 2026	\$1,000
Buddy Mincey Jr. Campaign	\$500

Buffy Wicks for Assembly 2024	\$1,500
Building a Better Economy	\$500
California Democratic Party (Assembly Democratic Caucus)	\$12,000
California Democratic Party (Senate Democratic Caucus)	\$11,500
California TechNet PAC	\$15,000
Campaign to Elect Rochelle Nguyen	\$1,500
Candace N. Newell	\$500
Catherine Blakespear for Senate 2026	\$1,500
Caucus Committee	\$10,000
Citizens for a Better Michigan	\$1,000
Citizens for Castro	\$1,000
Committee to Elect a Republican Senate	\$9,000
Committee to Elect Erica Mosca	\$1,000

Committee to Elect Lucetta Elmer	\$750
Committee to Elect PK O'Neill	\$1,500
Committee to Elect Roberta Lange	\$2,000
Committee to Elect Sandra Jauregui	\$2,500
Committee to Elect Steven Yeager	\$2,500
Committee to Elect Tracy Brown May	\$1,000
Conservatives for a Better Florida	\$15,000
Conservatives for Principled Leadership	\$5,000
Consumers for Tom Umberg	\$1,500
Cottie Petrie-Norris for Assembly 2024	\$1,500
Croke for Illinois	\$1,000
Crowe for Georgia	\$1,000
Cyrus for Oregon PAC	\$500

Dacia for Oregon	\$750
Damoose Administrative Fund	\$250
Danielle Gallant 4 Nevada	\$1,000
Delisha Boyd Campaign Fund	\$500
Democratic Party of Georgia (House Caucus)	\$2,000
Democratic Party of Georgia (Senate Caucus)	\$2,000
Detroit Oakland Alliance Fund	\$250
Dick Anderson for Oregon	\$750
DiMaio for Assembly	\$1,000
Downriver Community Action Fund	\$500
Ed Diehl for Oregon	\$500
EFO Yvonne Lopez	\$500
Efstration for House	\$1,000

Elevate Our State	\$250
Eliana Pintor Marin for State Assembly	\$500
Evan Low for Assembly 2024	\$1,500
Foundation for California's Technology and Innovation Economy	\$5,000
Friends for Celina Villanueva	\$1,000
Friends of Beau	\$1,500
Friends of Ben Albritton	\$10,000
Friends of Bill Cunningham	\$2,000
Friends of Cameron Henry	\$1,500
Friends of Chris Carr	\$2,000
Friends of Curtis Tarver II	\$1,000
Friends of Dan Rayfield	\$1,000
Friends of David Brock Smith	\$500

Friends of Don Harmon for State Senate	\$2,500
Friends of Elena Parent	\$1,000
Friends of Em Levy	\$500
Friends of Floyd Prozanski	\$1,000
Friends of Jaime M. Andrade Jr.	\$1,000
Friends of Jeff Helfrich	\$1,000
Friends of Jeff Keicher	\$500
Friends of Jehan Gordon	\$1,000
Friends of John Curran	\$1,000
Friends of Julie Fahey	\$750
Friends of Kam Buckner	\$1,000
Friends of Kelly M. Burke	\$1,000
Friends of Mark Gamba	\$500

Friends of Nancy Nathanson	\$500
Friends of Rob Wagner	\$1,000
Friends of Robyn Gabel	\$1,000
Friends of Tina Kotek	\$1,000
Friends of Tom Andersen	\$500
Friends of Vikki	\$500
Friends to Elect Lamont Robinson	\$1,000
Gallagher for Assembly 2024	\$1,000
Georgia House Republican Trust	\$5,000
Georgia Republican Senatorial Committee	\$5,000
Georgians for John King	\$1,000
Grand Rapids Area Community Engagement (GRACE) Fund	\$1,000
Great Lakes Justice Fund	\$250

Great Lakes Strong	\$250
Greater Michigan Fund	\$500
Hartwell Neil Riser	\$750
How We All Win	\$10,000
Integrity California	\$5,000
Irwin for Assembly 2024	\$1,500
Jack McFarland Campaign Fund	\$500
Jason for Bend	\$750
Jean-Paul Coussan Campaign Committee	\$750
Jeremy Lacombe Campaign Fund, LLC	\$500
Jerome Zeringue Campaign Fund	\$1,000
Joe Patterson for Assembly 2024	\$1,000
John C. Jay Morris III for State Rep Campaign	\$500

Josh Newman for Senate 2024	\$1,500
Kate Lieber for State Senate	\$1,000
Kathleen Taylor for Oregon	\$1,000
Kayse Jama for Oregon	\$750
Keep Florida Moving Forward	\$5,000
Kevin Mannix for State Representative	\$500
Kimberly Wallan	\$500
Kyle M. Green Jr.	\$500
Larry Walker for State Senate	\$1,000
Limon for Senate 2024	\$1,500
Lori Wilson for Assembly 2024	\$1,500
Making Michigan Stronger	\$1,500
Mandie Landry Campaign Committee	\$500

Marcus Bryant Campaign	\$2,500
Marilyn Dondero Loop Campaign	\$2,000
Mary Turner Center for Advocacy	\$250
Matthew Willard Campaign, LLC	\$500
Matt Haney for Assembly 2024	\$1,500
Maxine for Oregon	\$500
McCombie for Illinois	\$1,000
Michael Reese Campaign	\$2,000
Michigan Fund for Freedom	\$250
Michigan Values	\$1,000
Nathan Sosa for Oregon	\$500
NYS Democratic Assembly Campaign Committee Housekeeping	\$10,000
NYS Democratic Senate Campaign Committee Housekeeping	\$10,000

Pam Marsh for Oregon	\$500
Paul Holvey for State Representative	\$1,000
Paula Davis Campaign	\$500
Peters for Illinois	\$500
Promise to the People Fund	\$1,000
Re-Elect Scott Wiener for State Senate 2024	\$1,500
Reinvent Michigan Fund	\$500
Republican Assembly Campaign Committee	\$7,000
Residents for Good Governance	\$250
Rhonda Butler	\$500
Ricki for Oregon	\$500
Road to Michigan's Future	\$1,500
Rosilicie Ochoa Bogh for Senate	\$1,000

Roy D. Adams	\$500
Sam for Georgia	\$1,000
SEA Change Now	\$250
State Senate Democratic Committee	\$2,000
Stewart Cathey Campaign	\$500
Susan Rubio for Senate 2026	\$1,500
Taking Michigan Forward	\$250
Texas House Democratic Caucus	\$5,000
Texas House Republican Caucus	\$10,000
Texas Senate Republican Caucus	\$10,000
The Michigan Great Lakes Fund	\$1,250
The People for Emanuel Chris Welch	\$2,500
Thomas Pressly Campaign	\$500

Tim Grayson for Assembly 2024	\$1,500
Wayne County Unity Fund	\$250
WBJ Leadership Committee	\$2,500
Western Wayne Community Action Fund	\$500
Women Building the Future	\$5,000

Trade Associations

Name	2023	Percent spent on lobbying activity
Democratic Attorneys General Association (DAGA)	\$25,000	0%
Mortgage Bankers Association	\$26,305	5%
Republican Attorneys General Association (RAGA)	\$25,000	0%
TechNet	\$88,450	25%
U.S. Chamber of Commerce	\$50,000	35%

Ad Buys

Name	2023
WiscPolitics	\$2,000
Strategus	\$5,000