

How Going Big on an Outrageous Idea Transformed the Real Estate Industry

The real estate industry is a notoriously slow-moving beast. But one company dared to go against the grain, embracing an outrageous idea that would forever change the way homes are bought and sold.



The Big Long: How Going Big on an Outrageous Idea Transformed the Real Estate Industry by Colin Wiel

★★★★☆ 4.5 out of 5

Language	: English
File size	: 1011 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 194 pages
Lending	: Enabled



That company is Zillow, and its outrageous idea was to create a website that would allow people to search for homes online. In the early 2000s, this was a radical concept. Most people still relied on real estate agents to find homes, and the idea of searching for homes on the internet was seen as risky.

But Zillow's founders believed in their idea, and they went all-in. They invested heavily in their website and marketing, and they quickly became the go-to destination for people looking to buy or sell a home.

Zillow's success didn't come without its challenges. The company faced skepticism from the real estate industry, and it had to overcome a number of technical hurdles. But Zillow's founders never gave up on their vision, and they eventually achieved their goal of transforming the real estate industry.

Today, Zillow is one of the most successful real estate companies in the world. It has helped millions of people buy and sell homes, and it has set new standards for innovation and customer service.

Zillow's story is a testament to the power of disruptive innovation. By going big on an outrageous idea, Zillow changed the real estate industry for the better.

The Outrageous Idea

Zillow's outrageous idea was to create a website that would allow people to search for homes online. This was a radical concept at the time, and it was met with a lot of skepticism from the real estate industry.

But Zillow's founders believed in their idea, and they went all-in. They invested heavily in their website and marketing, and they quickly became the go-to destination for people looking to buy or sell a home.

Zillow's website was a game-changer for the real estate industry. It gave people the ability to search for homes on their own time, and it made it easier to compare different properties.

Zillow also introduced a number of innovative features, such as the Zestimate, which provides an estimate of a home's value. These features

made Zillow even more popular with homebuyers and sellers.

Zillow's outrageous idea transformed the real estate industry. It made it easier for people to buy and sell homes, and it set new standards for innovation and customer service.

The Challenges

Zillow's success didn't come without its challenges. The company faced skepticism from the real estate industry, and it had to overcome a number of technical hurdles.

One of the biggest challenges Zillow faced was the skepticism of the real estate industry. Many real estate agents were afraid that Zillow would put them out of business.

To overcome this challenge, Zillow emphasized that it was not trying to replace real estate agents. Instead, Zillow wanted to make it easier for people to find homes and connect with agents.

Zillow also faced a number of technical challenges. One of the biggest challenges was developing a website that could handle the large volume of traffic it was receiving.

To overcome this challenge, Zillow invested heavily in its technology infrastructure. The company also hired a team of talented engineers who were able to develop a website that was fast and reliable.

Despite the challenges it faced, Zillow was able to overcome them and achieve its goal of transforming the real estate industry.

The Impact

Zillow's impact on the real estate industry has been profound. The company has made it easier for people to buy and sell homes, and it has set new standards for innovation and customer service.

Zillow has also made the real estate industry more transparent



The Big Long: How Going Big on an Outrageous Idea Transformed the Real Estate Industry by Colin Wiel

★★★★☆ 4.5 out of 5

Language : English
File size : 1011 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 194 pages
Lending : Enabled



Veteran Investment Advisor Reflects On Money

Unlocking Financial Wisdom Through Experience and Expertise Money. It's a ubiquitous yet often enigmatic force that shapes our lives in profound ways....



Unlock the Secrets of Value Investing with "University of Berkshire Hathaway"

In the realm of investing, there stands an institution that has consistently outperformed the market and inspired generations of investors: Berkshire Hathaway. Led by the...