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Zillow to refine and enhance the experience based on user interactions.

**Isaac M. O'Bannon** • May. 11, 2023



Zillow has launched its Zillow ChatGPT plugin, which gives users a new way to discover real estate listings.

Users who enable the plugin can use conversational language to ask about specific property listings or share the types of for-sale and rental homes they are interested in, including location, price range, and bedroom and bathroom count. The Zillow

plugin then retrieves relevant information from Zillow's extensive database of real

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later introducing personalized recommendations and natural language search – which means we're well-equipped to help customers search and find homes in this new way," said David Beitel, chief technology officer at Zillow Group. "As the first major residential real estate marketplace to [bring advanced, AI-powered search to the home-shopping experience](#), we understand its immense potential, and we look forward to developing more tech innovations with OpenAI technology in the future."

Zillow is building a housing super app that offers customers a seamless, connected experience across all their real estate needs: buying, selling, financing and renting. It launched [natural language search queries](#) on its apps and sites in January, and this ChatGPT plugin is the latest example of [how Zillow is using technology](#) to make it easier for customers to find and get into their next home. AI capabilities show up throughout Zillow's products and services, most recently in advancements in the [neural Zestimate](#), computer-vision-powered [rich media experiences](#) and AI-generated [immersive floor plans](#).

The Zillow ChatGPT plugin is currently in its alpha phase, providing an opportunity for Zillow to refine and enhance the experience based on user interactions. OpenAI, the maker of ChatGPT, has implemented safeguards to minimize inaccuracies and prevent inappropriate responses, but users should keep in mind that at times the experience might not work exactly as expected.

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