



Amazon set to battle Zillow and Redfin with online real estate services

NEW YORK, NEW YORK, UNITED STATES, July 25, 2017 /EINPresswire.com/ -- Amazon, the online shopping giant, has been quietly testing a new service that could potentially turn it into a major player in the hyper-competitive online real estate space.

Housing-Wire reports, "Amazon now lists a 'Hire a Realtor' page" tucked into the website's Home and Business Services section, where users can receive quotes from professionals for various services including assembling new purchases or setting up new technology.

This is the first move Amazon has made into world of real estate, but many experts saw it coming.

"We've expected to see a real estate play from Amazon for a long time", says Billy Alvaro, CEO of New York based Real Estate Investment firm [Max Returns REI](#). "Amazon's greatest advantage is the consumer data they own and how they plan to use it to gain footholds in key real estate markets."

An article in GeekWire, by Monica Nickelsburg, states, "When reports of the Amazon page surfaced, Zillow's stock price slumped from \$46.15 a share to \$44.54 as of Wednesday morning, showing just how closely investors are watching the Seattle retailer."

Amazon plans to bundle home services like contracting, inspections, and home decor with their realty services in an attempt to be a "one stop shop" for buyers and sellers.

Many key forecasters believe the move to online real estate commerce could hurt the average realtor while actually boosting the business of specialty and niche-based professionals.

Leading Los Angeles based realtor [Gina Michelle](#) (Named in the top 100 Most Influential Realtors in California) says her buyers still want a personal touch. "Most of the buyers that I work with on the purchase of any property - luxury or otherwise - insist on walking through each transaction with a real person. I think the move to purely online operations leaves out a key element in a successful real estate purchasing experience."

Amazon has not officially announced anything regarding new real estate services, but it looks more certain than ever that they will enter the real estate world as competitors to Zillow and Redfin.

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