

zipRealty Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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zipRealty Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between zipRealty Inc. and its competitors. This provides our Clients with a clear understanding of zipRealty Inc. position in the **Real Estate Industry**.

- The report contains detailed information about zipRealty Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.
- Another part of the report is a SWOT-analysis carried out for zipRealty Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.
- The zipRealty Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.
- In the part that describes zipRealty Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.
- Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of zipRealty Inc. business.

About zipRealty Inc.

ZipRealty, Inc. operates as a residential real estate brokerage company. The company's Web site gives users access to local Multiple Listing Services home listings data, as well as other relevant market and neighborhood information and tools. As of March 1, 2010, the company had wholly owned operations in 35 major markets serviced by its team of local, licensed sales agents, and had approximately 2.6 million active registered users who had accessed its Web site.

The company's proprietary sales system, known as ZAP, automatically matches registered users with local sales agents, whom it also refers to as ZipAgents. Its ZAP system helps to identify and analyze client website behavior.

As of December 31, 2009, the company operated in 35 major markets in 22 states and the District of Columbia, including Atlanta, Baltimore, Washington D.C., Boston, Chicago, Dallas, Los Angeles, Orange County, Phoenix, Sacramento, San Diego, the San Francisco Bay Area, Seattle, Las Vegas, Houston, Miami, Orlando, Palm Beach, Tampa, Minneapolis/St Paul, Austin, the Greater Philadelphia area, Fresno/Central Valley, Naples, Tucson, Denver, Jacksonville, Richmond, Salt Lake City, Virginia Beach, Charlotte, Raleigh-Durham, Westchester County/ Long Island, Hartford, and Portland, Oregon.

Services

Access to comprehensive Multiple Listing Services (MLSs) home listings data

The company offers individuals who register on its website access to available home listings data, including pictures, from the local MLSs in the markets in which it operates. Consumers can search for homes based upon various criteria, including city, zip code, price, square footage, number of bedrooms and bathrooms, map geography, school district, distance from a specified address, and other characteristics and amenities such as lot size, whether a home has a fireplace or central air conditioning, and other features.

ZipNotify

The company's consumer website tool is called ZipNotify, which allows consumers to receive an automatic email notification each time a property that meets their desired search criteria is made available on the local MLSs.

The ZipNotify tool is also interactive: with one click the consumer can login to see more detailed information on the home, schedule a visit with one of ZipAgents to see the home, or send an email to one of its ZipAgents requesting more information about the property. The company's number of ZipNotify messages averaged approximately 41.2 million per month in 2009.

Neighborhood data and related compelling content

The company's system is designed to provide consumers with access to a range of information, in addition to the MLS data, about their potential home without having to rely on an agent or other party to provide that information to them. Its Web site includes tools to help clients educate themselves during the process, including relevant neighborhood data such as population, comparable home sales, average income, education level, occupation mix, cost of living, crime statistics, weather, school district information, maps and driving directions.

Online images and virtual tours

For seller clients, the company offers virtual home tours and photos of home listings. For buyer clients, in addition to the customary single photo, in select markets the company has the ability to post multiple property photos from the local MLSs, giving clients a search experience. This enables home buyers to research homes before deciding whether to visit them.

ZAP SALES SYSTEM

The company's sales system, known as ZAP, is used by all of its employee agents, as well as independent contractor agents in New York who choose to use it. ZAP is a proprietary web-based agent platform and customer relationship management system and it is integrated with the company's website. ZAP systematically integrates and records consumer contact information and website behavior, ZipAgent behavior and transaction information into a common Oracle-based platform. ZAP records relevant

consumer behavior such as logon frequency and times, specific homes viewed and printed, searches made by clients, requested visits to view homes and online offers. The system also records and organizes all relevant agent activities.

ZIPAGENTS

The company is a residential real estate brokerage company that engages most of its agents as employees rather than as independent contractors. Its employee-based model allows to manage and trains employee ZipAgents and holds them accountable for their activities and client service levels.

Competition

The company's competitors include Prudential Financial, Inc., RE/MAX International Inc. and Realogy Corporation, which owns the Century 21, Coldwell Banker, Better Homes and Gardens and ERA franchise brands, a corporate relocation business and NRT Incorporated.

The company also competes with various online services, such as LendingTree (which owns RealEstate.com), MarketLeader (formerly HouseValues, Inc.), HomeGain, Inc., Move, Inc. and its Realtor.com affiliate, Zillow and Yahoo!

The above Company Fundamental Report is a half-ready report and contents are subject to change. It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for publicly traded companies.

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