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## **Zillow Rental Network Adds Trulia; Significantly Expands Reach of Largest Rental Network on the Web**

### **Multifamily marketing professionals to benefit from streamlined customer service and increased traffic opportunities**

SEATTLE, March 10, 2015 /PRNewswire/ -- Zillow Group, which houses a portfolio of the largest and most vibrant rental, real estate and home-related brands on mobile and Web, today announced that Trulia has joined the Zillow® Rental Network. Now, rental property marketers and landlords will have access to Trulia's 55 million monthly unique visitors<sup>1</sup> providing an even larger audience of renters through one marketing platform. As the Zillow Rental Network already attracted the largest audience of rental shoppers on the Web<sup>2</sup>, the addition of Trulia's audience expands this reach even further.

"We are incredibly pleased with how quickly we've been able to bring Trulia into the Zillow Rental Network," said Greg Schwartz, Zillow Group chief revenue officer. "Adding Trulia to the Zillow Rental Network brings new opportunities to our multifamily partners and landlords, giving them exposure to a much larger audience while providing a more streamlined customer service experience. Rental shoppers will continue to benefit from two very large and diverse rental sites."

Starting today, rental shoppers who visit Trulia or Trulia's mobile apps will have access to hundreds of thousands of rental listings from the Zillow Rental Network.

"The Zillow Rental Network has very high standards when it comes to qualified contacts," said Jennifer Staciokas, senior vice president of marketing and training at Pinnacle. "We are excited to see that the Zillow Rental Network is expanding its reach with the addition of Trulia. As a result, we expect our properties will receive even more traffic from better qualified contacts."

#### **About Zillow Group**

Zillow Group (NASDAQ:Z) houses a portfolio of the largest real estate and home-related brands on the Web and mobile. The company's brands focus on all stages of the home lifecycle: renting, buying, selling, financing and home improvement. Zillow Group is committed to empowering consumers with unparalleled data, inspiration and knowledge around homes, and connecting them with the right local professionals to help. The Zillow Group portfolio of consumer brands includes real estate and rental marketplaces Zillow®, Trulia®, StreetEasy® and HotPads®. In addition, Zillow Group works with tens of thousands of real estate agents, lenders and rental professionals, helping them maximize business opportunities and connect to millions of consumers. The company operates a number of brands for real estate, rental and mortgage professionals, including Postlets®, Mortech®, Diverse Solutions®, Market Leader®, ActiveRain® and Retsly™. The company is headquartered in Seattle.

Zillow, Postlets, Mortech, Diverse Solutions, StreetEasy, and HotPads are registered trademarks of Zillow, Inc. Retsly is a trademark of Zillow, Inc. Trulia is a registered trademark of Trulia, Inc. Market Leader is a registered trademark of Market Leader, Inc.

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<sup>1</sup>Source: Omniture and Google Analytics

<sup>2</sup>Source: comScore Media Metrix, Audience Duplication Report, U.S., Desktop, January 2015

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/zillow-rental-network-adds-trulia-significantly-expands-reach-of-largest-rental-network-on-the-web-300047898.html>

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