



January 27, 2015

Zillow to Launch Zillow Pro for Brokers Plus; Will Include Improved Brokerage Branding on For-Sale Listings

Updates include new branding opportunities for brokerages

SEATTLE, Jan. 27, 2015 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate information and home-related marketplace, today announced the popular Zillow® Pro for Brokers program will be launching a new version in 2015: Zillow Pro for Brokers Plus.

Brokerages that send Zillow their listings directly will be able to take advantage of the new features, which are designed to increase brokerage visibility and branding. The new features will have a phased rollout throughout 2015.

"These new features enhance the brokerage branding on for-sale listings as well as in our powerful directory," said Greg Schwartz, Zillow chief revenue officer. "Brokerages will now have the ability to showcase their brands in several new and prominent ways on every single one of their agents' listings, while having complete transparency to the sites where their listings appear."

New features in Zillow Pro for Brokers Plus include:

- Additional, high visibility brokerage branding on all listings
- New, dedicated brokerage pages showcasing agents, agent reviews, listings, a company video and agent recruiting tools directly on Zillow
- Enhanced company information (including a company video) directly on listings

Zillow Pro for Brokers Plus is free for brokerages and will include all the original features of the initial program, including Zillow's rigorous data transparency standards. A direct data connection with Zillow ensures that brokers retain complete control over their listing data, guarantees better listing accuracy and that listings are never redistributed to unwanted sites. Listing agents benefit from having their data sent directly to Zillow as often as every 15 minutes. Listing agents will always be displayed first next to their listings, and listings will include a brokerage logo and outbound link to their websites.

To learn more about Zillow Pro for Brokers Plus, email partners@zillow.com or call 206-757-4250.

(ZFIN)

About Zillow, Inc.

Zillow, Inc. (NASDAQ:Z) operates the leading real estate and home-related information marketplaces on mobile and the Web, with a complementary portfolio of brands and products that help people find vital information about homes, and connect with the best local professionals. Zillow's brands serve the full lifecycle of owning and living in a home: buying, selling, renting, financing, remodeling and more. In addition, Zillow offers a suite of tools and services to help local real estate, mortgage, rental and home improvement professionals manage and market their businesses. Welcoming 73 million unique users in December 2014, the Zillow, Inc. portfolio includes Zillow.com®, Zillow Mobile, Zillow Mortgages, Zillow Rentals, Zillow Digs®, Postlets®, Diverse Solutions®, Mortech®, HotPads®, StreetEasy® and Retsly™. The company is headquartered in Seattle.

[Zillow.com](http://www.zillow.com), Zillow, Postlets, Mortech, Diverse Solutions, StreetEasy, HotPads and Digs are registered trademarks of Zillow, Inc. Retsly is a trademark of Zillow, Inc.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/zillow-to-launch-zillow-pro-for-brokers-plus-will-include-improved-brokerage-branding-on-for-sale-listings-300026078.html>

SOURCE Zillow, Inc.

News Provided by Acquire Media