Bridge Interactive and Retsly Join Forces; Unveil End-to-End Listings Management Solution for Brokerages and MLSs Under Bridge Interactive Brand

Combined suite of tools includes single point of entry to multiple listings services and brokerage back office systems, agreement management and data distribution control

SEATTLE, Jan. 19, 2017 /PRNewswire/ -- Zillow Group, which houses a portfolio of the largest and most vibrant real estate and home-related brands on mobile and Web, today announced that the Bridge Interactive™ services and the Retsly® application program interface (API) will now be offered together as one combined suite of tools under the Bridge Interactive brand. The combined brand offers brokerages and multiple listing services (MLSs) a modern and highly efficient solution to the entire listing management process, from single point of entry; to implementing the Real Estate Transaction Standard (RETS); to normalizing listing data to make application development easier.

"Bridge Interactive and Retsly have pioneered some of the industry's most innovative solutions for helping MLSs and brokers manage and leverage their data," said Errol Samuelson, Zillow Group chief industry development officer. "Retsly and Bridge have both been growing rapidly since their respective acquisitions by Zillow Group, but it became clear to us that together, they would form a more comprehensive solution to tackle the complex world of listing and property data management. Now, under the Bridge Interactive brand, we have a solution that's battle-tested and available today."

The Bridge Interactive suite of listing management tools now includes:

- **Single point of entry**: Bridge's *Compose™* tool eliminates costly redundancies by populating listing data to multiple MLS and brokerage back offices systems simultaneously, while ensuring the entries adhere to individual business rules for each MLS.
- **Data access management:** Bridge's *Contact™* server provides complete control over who can access listing data and where the data can be used, as well as in depth data usage reporting.
- **Agreement management:** Bridge's *Cheque™* tool is a powerful, yet simple solution for managing IDX, VOW or any other data license agreement across multiple parties.
- **Data distribution:** The *Retsly* API normalizes MLS data and streamlines the transport process, enabling partnering MLSs, brokers and technology providers to efficiently access listing data to build real estate apps and services. The Retsly API also provides access to public records in more than 3200 counties with more than 900M documents of transactions, parcels, assessments and related information.

Bridge Interactive helps brokers and MLSs address the complex and labor-intensive process of listings management. For nearly a decade, Bridge's Contact has been recognized as the industry standard, providing MLSs with a platform to distribute data precisely where, when and how their broker members request. Bridge also has been at the forefront of the industry's efforts to improve the data distribution process by adding Data Dictionary and RESO Web API functionality to its offerings in accordance with industry mandates. Brokerages and MLSs that use the Bridge Interactive suite of tools are able to improve the speed and efficiency of their listing data entry and distribution processes and bolster their reporting on data access usage.

The Retsly API (now offered together with the Bridge Interactive services) receives and normalizes real estate data from MLSs and county authorities, and provides secure, simple APIs for distributing this content to technology vendors who build products for real estate professionals.

For information about the Bridge Interactive suite of tools, visit www.bridgeinteractive.com.

Zillow Group

Zillow Group (NASDAQ:Z and ZG) 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®, HotPads® and Naked Apartments®. In addition, Zillow Group works with tens of thousands of real estate agents, lenders and rental professionals, helping maximize business opportunities and connect to millions of consumers. The company operates a number of business brands for real estate, rental and mortgage professionals, including Mortech®, dotloop®, Bridge Interactive™ and Retsly®. The company is

headquartered in Seattle.

Bridge Interactive™ is a trademark of Zillow, Inc.
Retsly® is a registered trademark of Zillow, Inc.
Compose™, Contact™ and Cheque™ are trademarks of Bridge Interactive Group, LLC.

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