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Zillow Group and RE/MAX Kick off New Phase of Collaboration

Expanded agreement offers extended branding and links back to brokerage websites for all RE/MAX listings across Zillow and Trulia

SEATTLE, Nov. 11, 2015 /PRNewswire/ -- Zillow Group (NASDAQ: Z and ZG), which houses a portfolio of the largest and most vibrant real estate and home-related brands on mobile and web, today announced it has renewed its agreement with RE/MAX®, one of the nation's largest real estate franchisors.

The newly expanded agreement features a first-of-its-kind integration of two of the Zillow® Tech Connect programs, Leads and Reviews. Now, RE/MAX agents will be able to receive Zillow Group leads through their customer relationship management program, LeadStreet®, and will be able to feature their reviews from Zillow on their personal agent websites. In addition, agents will have extended RE/MAX branding with attribution on all listings across Zillow and Trulia® and agents will be clearly labeled as the listing agents on the buyers' agent list on their listings. Zillow Group will also offer specially designed training and education regarding these new resources to RE/MAX agents.

"This is truly a landmark agreement," said Errol Samuelson, Zillow Group chief industry development officer. "We are focused on delivering greater value to RE/MAX and its brokerages and agents who use the services of Zillow Group. This agreement will help RE/MAX agents work more effectively and receive even more value from Zillow and Trulia."

All 59,000 RE/MAX agents in the U.S. will have the opportunity for their listings to appear on Zillow and Trulia, as well as on Zillow's and Trulia's popular suite of mobile apps. Listings will also appear across Zillow Group's extended network, which includes Yahoo!® Homes, MSN® Real Estate, AOL® Real Estate, HGTV® and Leju. In addition, the new agreement allows RE/MAX listings to feature unique brokerage branding, including a logo and link back to the brokerage website.

"RE/MAX and our agents have enjoyed a long-standing relationship with Zillow and Trulia, and we're pleased that the relationship remains strong," said Mike Ryan, RE/MAX executive vice president. "The features and flexibility of this agreement give RE/MAX agents added exposure for their listings and an opportunity to provide their clients with a higher level of service through enhanced marketing efforts."

About 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® and HotPads®. 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 Postlets®, Mortech®, Diverse Solutions®, dotloop® and Retsly®. The company is headquartered in Seattle.

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

RE/MAX and Leadstreet are registered trademarks of RE/MAX LLC.

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AOL is a registered trademark of America Online, Inc.

HGTV is a registered trademark of Scripps Networks, Inc.

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