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Zillow and Douglas Elliman Real Estate Company Launch Strategic Marketing Partnership

For the first time ever, Douglas Elliman's Manhattan listings to appear on Zillow as part of the partnership

SEATTLE, June 24, 2014 /PRNewswire/ -- Zillow, Inc. (NASDAQ: Z), the leading real estate and home-related marketplace, and Douglas Elliman Real Estate, one of the largest real estate brokerages in the nation and New York City's largest residential brokerage, today announced they have entered into a new strategic marketing partnership.

Beginning today, all of Douglas Elliman's listings will appear as featured listings on the Yahoo!®-Zillow® Real Estate Network, the largest real estate network on the web¹, via a direct feed from Douglas Elliman. The direct feed ensures accurate and up-to-date information is being shared with home shoppers from across the many regions Douglas Elliman serves, including New York, Westchester/Putnam, Long Island, The Hamptons, South Florida and Los Angeles. Also as part of the partnership, Douglas Elliman's exclusive inventory of Manhattan properties will be marketed on Zillow for the very first time. As featured listings, all of Douglas Elliman's listings will appear at the top of the search results on Zillow as well as on Zillow's popular suite of mobile apps and on Zillow partners AOL® Real Estate and HGTV®'s FrontDoor®.

"We are excited about our partnership with Douglas Elliman," said Spencer Rascoff, Zillow CEO. "Combining Douglas Elliman's listing inventory with our broad marketing capabilities and audience of nearly 82 million users brings many benefits not only to Douglas Elliman's agents, but also to home shoppers looking for property in Manhattan and in the other markets served by Douglas Elliman."

In addition to displaying as a featured listing on Zillow, all Douglas Elliman's listings will feature unique branding and the company's agents will get priority placement next to their listings, including a logo and link back to their website. The partnership will be live later this week.

"This ultimate pairing of technology, data, and face-to-face information is designed to provide the best possible service to the customer," said Dottie Herman, president and CEO of Douglas Elliman Real Estate. "We have always been committed to ensuring an exceptional service experience for consumers and this partnership will present information how they want it, when they want it and where they want it. This is a core element of our brand promise, to be where our customers are."

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 nearly 82 million unique users in May 2014, the Zillow, Inc. portfolio includes Zillow.com®, Zillow Mobile, Zillow Mortgage Marketplace, Zillow Rentals, Zillow Digs®, Postlets®, Diverse Solutions®, Agentfolio®, Mortech®, HotPads™ and StreetEasy®. The company is headquartered in Seattle.

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ABOUT DOUGLAS ELLIMAN REAL ESTATE

Douglas Elliman Real Estate is New York's largest residential brokerage, with over 70 offices in [New York City](#), [Long Island](#), [the Hamptons](#), [Westchester/Putnam](#), [Los Angeles](#), and [South Florida](#) and more than 4,000 real estate agents and a network of national and international affiliates. They are strategic partners with London-based [Knight Frank LLP](#) for residential business in all of their New York markets. Douglas Elliman ranked in the top four of all real estate companies in the nation in 2007, 2008, 2009, 2010, 2011, 2012, and 2013. The company also controls a portfolio of real estate services, including Manhattan's largest residential property manager, Douglas Elliman Property Management, as well as DE Title and DE Capital Mortgage. For more information on Douglas Elliman as well as expert commentary on emerging trends in the [real estate](#) industry, visit the Douglas Elliman site at [www.elliman.com](#)

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¹ Source: comScore Local Market Key Measures April 2014, Real Estate Category by Unique Visitors

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